



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE PERFORMANCE MANAGEMENT BOARD

MONDAY 21ST SEPTEMBER 2009, AT 6.00 P.M.

COMMITTEE ROOM, THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

MEMBERS: Councillors C. B. Taylor (Chairman), Mrs. M. Bunker (Vice-Chairman), S. R. Colella, Mrs. A. E. Doyle, Mrs. J. M. L. A. Griffiths, Ms. H. J. Jones and L. Turner

AGENDA

1. To receive apologies for absence
2. Declarations of Interest
3. To confirm the accuracy of the minutes of the meeting of the Performance Management Board held on 20th July 2009 (Pages 1 - 4)
4. Community Safety Partnership - Partnership Plan 2009-2011 (Pages 5 - 156)
5. Council Plan 2010/2013 Part 1 (Pages 157 - 216)
6. Place Survey (Pages 217 - 326)
7. Performance Report (July 2009) (Pages 327 - 344)
8. Sickness Absence Performance Verbal Update
9. Improvement Plan Exception Report (July 2009) (Pages 345 - 358)
10. Shared Services Highlight Report (Pages 359 - 366)
11. Work Programme (Pages 367 - 372)

12. To consider any other business, details of which have been notified to the Head of Legal, Equalities and Democratic Services prior to the commencement of the meeting and which the Chairman, by reason of special circumstances, considers to be of so urgent a nature that it cannot wait until the next meeting

K. DICKS
Chief Executive

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

10th September 2009

BROMSGROVE DISTRICT COUNCIL

MEETING OF THE PERFORMANCE MANAGEMENT BOARD

MONDAY, 20TH JULY 2009 AT 6.00 P.M.

PRESENT: Councillors C. B. Taylor (Chairman), Mrs. M. Bunker (Vice-Chairman),
Mrs. A. E. Doyle and Mrs. J. M. L. A. Griffiths

Officers: Mr. H. Bennett and Ms. R. Cole

20/09 **APOLOGIES FOR ABSENCE**

There were no apologies for absence.

21/09 **DECLARATIONS OF INTEREST**

During discussion on agenda item 6 (Improvement Plan Exception Report (May 2009)) Councillor Mrs J. M. L. A. Griffiths declared a personal interest as a member of the Bromsgrove Arts Centre Operating Trust.

22/09 **MINUTES**

The minutes of the meeting of the Performance Management Board held on 15th June 2009 were submitted.

RESOLVED that the minutes be approved as a correct record.

23/09 **ANNUAL COUNCIL REPORT 2008/09**

The Board considered the Annual Council Report 2008/09.

It was noted that the report illustrated the significant improvements which had been achieved over the past twelve months and felt that the work undertaken by all those involved deserved recognition.

During the discussion Members raised the issue of Fear of Crime and queried how this could be measured. The Assistant Chief Executive referred to the Place Survey which would be considered by the Board at its next meeting. It was acknowledged that there appeared to be a discrepancy between figures relating to actual level of crime in the District and public perception. It was also reported that whilst PACT meetings were felt to be effective by those attending, less than 50 percent of the population were aware of the meetings. The Assistant Chief Executive undertook to contact Chief Inspector Shaw to request more detailed information on the crime statistics and any "hotspots" which may be developing.

There was discussion in relation to attendance at the Bonfire event which was significantly below the target.

RESOLVED that the performance achieved in 2008/09 be noted.

RECOMMENDED:

- (a) that in view of the concerns relating to perception of crime, the Portfolio Holder be requested to work with the Head of Service to examine whether there are any actions which can be taken to address this and whether there are any developing “hotspots”;
- (b) that in view of the low attendance at last year’s Bonfire event, the relevant Portfolio Holder be requested to work closely with the Head of Service to ensure the 2009 target is deliverable and that the appropriate preparations are made.

24/09 **INTEGRATED SICKNESS ABSENCE PERFORMANCE AND HEALTH & SAFETY REPORT**

Consideration was given to the integrated report on Sickness Absence and Health and Safety for the period ended 31st May 2009.

The Assistant Chief Executive undertook to “strip out” from the figures the short term absences which go on to be long term absences as previously requested.

It was reported that a specialist advisor was to review the systems and measures which the Council had in place to address sickness absence and that the outcome of this would be reported to the next meeting of the Board.

It was reported that in relation to possible absences in relation to the H1N1 virus, contingency plans were in place and were being reviewed.

RESOLVED:

- (a) that the report be noted;
- (b) that it be noted that contingency plans are in place in relation to possible H1N1 virus related absences; and
- (c) that a further report be considered following the receipt of advice from the National/Regional Employers on the payment of occupational sick pay and any advice on the Council’s sickness absence procedures.

25/09 **PERFORMANCE REPORT (MAY 2009)**

The Board considered a report on the Council’s performance at 31st May 2009.

During the discussion Members referred to the number of missed household waste collections. It was noted that the Head of Street Scene and Community was anticipating that the figures would improve shortly as the public and workforce became fully accustomed to the changes to the green waste service.

RESOLVED:

- (a) that it be noted that 81% of performance indicators were stable or improving;
- (b) that it be noted that 73% of performance indicators which have a target were meeting their target as at the month end and 92% were projected to meet their target at the year end;
- (c) that the performance figures for May 2009 as set out in Appendix 2 be noted;
- (d) that the particular areas of improvement as set out in section 3.4 of the report be noted; and
- (e) that the area of concern set out in section 3.5 be noted.

RECOMMENDED that further to (b) above, Portfolio Holders be requested to work closely with the relevant Head of Service to ensure that the projected outturn figures are appropriate, as the current projection of 92% of performance indicators meeting their targets at year end was considered too optimistic by the Board.

26/09 **IMPROVEMENT PLAN EXCEPTION REPORT (MAY 2009)**

The Board considered the Improvement Plan Exception Report for May 2009.

During discussion on this item the Assistant Chief Executive updated the Board on the situation regarding the funding for the Train Station, including the historic dimension.

It was reported that it was anticipated that the Local Neighbourhood Partnership (LNP) for Charford would be going ahead, although the District Councillors for the area had declined an offer to attend.

RESOLVED:

- (a) that the revisions to the Improvement Plan Exception report together with the corrective action being taken be approved;
- (b) that it be noted that for the 78 actions highlighted for May within the plan 76.9% of the Improvement Plan was on target (green), 3.85% was one month behind (amber) and 3.85% was over one month behind (red). 15.4% of actions had been reprogrammed or suspended with approval.

RECOMMENDED that the arrangements to establish an LNP for the Charford area be proceeded with, notwithstanding the indication that the District Councillors for the area would not be participating.

27/09 **IMPROVEMENT PLAN 2009/2010**

The Board considered a report on the new Improvement Plan for 2009/2010.

During the discussion Members queried the section relating to Disabled Facilities Grants (DFG) and it was felt that it would be useful to include actions which would ensure work was not only undertaken quickly but that the work was of a high standard.

It was noted that within the section on the Reduction in the fear of Crime, reference was made to a Community Safety Partnership (CSP) action plan and it was felt it would be helpful if the Board could receive this in due course.

At the request of Members the Assistant Chief Executive undertook to circulate any existing Council HR Drugs and Alcohol Awareness Policy.

RESOLVED:

- (a) that the Improvement Plan 2009/2010 be approved subject to the recommendation set out below; and
- (b) that the Deputy Head of Street Scene and Community be invited to attend the next meeting of the Board in connection with the CSP action plan.

RECOMMENDED that additional actions be included within the Improvement Plan to ensure that work undertaken in relation to DFGs is carried out to a high standard.

28/09 **QUARTERLY RECOMMENDATION TRACKER**

Consideration was given to a report on the progress of decisions made by the Board since April 2008.

RESOLVED that the information contained in the recommendation tracker be noted.

29/09 **WORK PROGRAMME 2009/2010**

Consideration was given to a report on the Board's proposed work programme for 2009/2010. As there would not be a meeting in August, the Assistant Chief Executive undertook to circulate to Members information on two Councils who had moved from a weak to an excellent rating as referred to at the previous meeting.

RESOLVED that the work programme be approved, subject to the inclusion of the Housing Inspection Report and Updated Action Plan on the agenda for the October meeting.

The meeting closed at 7.40 p.m.

Chairman

BROMSGROVE DISTRICT COUNCIL

PERFORMANCE MANAGEMENT BOARD

21ST SEPTEMBER 2009

COMMUNITY SAFETY PARTNERSHIP – PARTNERSHIP PLAN 2009 TO 2011

| | |
|------------------------------|---|
| Responsible Portfolio Holder | Mike Webb |
| Responsible Head of Service | Deputy Head of Street Scene & Community |
| Non Key Decision | |

1. SUMMARY

- 1.1 The report is to provide information to Members on the content of the Bromsgrove Community Safety Partnership (CSP) Strategic Assessment (2008) and the Partnership Plan 2009 to 2011. The report also highlights the information used to identify areas of current and future concern with in the CSP tasking process.

2. RECOMMENDATION

- 2.1 The report seeks Members views/comments on:
- The Strategic Assessment and Partnership Plan for the CSP.
 - The performance information used to identify areas of concerns relating to Crime, Disorder and Anti Social Behaviour (ASB).

3. BACKGROUND

- 3.1 A requirement was established following Police & Justice ACT 2006 which enhanced the Crime and Disorder Act 1998 for all CSP's to produce a Strategic Assessment of the partnership area and the areas performance in relation to:
- Local levels of reported crime, disorder & anti social behaviour.
 - Residents perception of the local area in relation to the above factors.
 - The changes that were required in the reporting of performance information due to the refreshed Local Area Agreements Inc the establishment of National Indicator sets and the use of place surveys.
- 3.2 The aims of the Strategic Assessment are to :
- Increase knowledge and understanding Community Safety issues with in the local area.

- Identify County wide and Local Strategic priorities for the partnership.
 - Identifies National & County Wide performance frameworks and allows the partnership to develop a partnership plan that contributes to these measure based on local need.
- 3.3 The sources of information/data that are used to draw the assessment together include:
- West Mercia Police Strategic Assessment
 - Trading standard assessment linked to alcohol
 - Worcestershire Joint strategic needs assessment
 - DAAT Alcohol needs assessment
 - North West Public Health Observatory report
 - Local Authority Environment data Inc NI 195
 - Citizens panel on BVPI's relating to crime
 - West Mercia Police Crime and Safety Survey
 - PACT priorities
 - Prolific & Priority Offenders data (PPO's)
 - Youth Offending Service data
 - Children's Services data
- 3.4 The 2006 Act also resulted in the following changes to the delivery of CSP's functions:
- Removed the requirement for a fixed 3 year strategy and replaced it with an annual Strategic Assessment of the partnership.
 - Introduced a 3 year rolling partnership plan to be reviewed/refreshed annually based on changes to the local need as identified by the Strategic Assessment.
 - Removed the requirement for plans to be approved by Government Office (West Mids).
 - Introduced a self assessment methodology called the Hallmarks for Effective Partnership Working that are reported to the LAA Safer Communities.
 - Suspended the need to produce an annual report to Government Office (West Mids).
 - Enhanced the requirement/duty for all partners to shared depersonalised information for the purpose of reducing crime and disorder.
- 3.5 The strategic assessment for Bromsgrove can be found as appendix 1.

- 3.6 The Partnership Plan for the Bromsgrove CSP runs for 3 years and is revised & updated annually following the completion of the annual Strategic Assessment.
- 3.7 The partnership plan is produced and adopted by the following organisations as statutory partners in order to priorities resources and proved guidance to staff on the delivery of services to address crime, disorder & ASB:
- Bromsgrove District Council
 - Worcestershire County Council
 - Primary Care Trust
 - West Mercia Police
 - Hereford & Worcestershire Fire Service
 - West Mercia Probation Trust

For the first time in 2010 the plan will be linked to the Local Strategic Partnership's priorities for safer communities as established at the recent LSP planning sessions.

- 3.6 The current plan with in Bromsgrove has been designed to address the following priorities that were highlighted with the strategic Assessment:

County:

- Dealing with crimes committed by re offenders (PPO's).
- Alcohol related violent crime
- Youth Issues
- Public Reassurance
- Monitoring performance

Bromsgrove:

- Youth related ASB
- Criminal damage Inc environmental crime (NI195)
- Alcohol related ASB (youth related)
- Alcohol related crime (night time economy)

- 3.7 Examples of the specific action in these areas can be found with in the full partnership plan (appendix 2).

- 3.8 With in the partnership plan there is also a section that relates to the communication and engagement of the partnership with residents. The purpose of the action is to increase the promotion of the overall partnership and to ensure the key messages around crime, disorder and ASB are consistent, meet the objectives of the partnership plan and reach the target audience. Due to difficulties with in the Worcestershire Partnership around this issue and the delay in the release of the NI data

sets work in this area has not progressed as the partnership would have liked. It has now been decided that we can not wait any longer over a county wide position/approach and Bromsgrove will move this issue forward in the next 2 months and review the processes agreed once the county position is established.

- 3.9 The tasking process has recently evolved following a full review undertaken by the community safety team. Improvements have been implemented over the last 12 months. The main improvements included:
- The introduction of a pre-tasking meeting
 - Additional data sets to be made available to the CDRP analyst
 - New partners to be invited into the tasking process
 - Trend analysis carried out against the partnership priorities
- 3.10 The CDRP tasking process now follows a format known as SARA which is an acronym used for a well known problem solving technique - Scanning, Analysis, Response and Assessment. The scanning element of this process has taken the form of a pre-tasking meeting which will broadly look at all crime, ASB and disorder issues affecting Bromsgrove. This scanning exercise is undertaken in two ways; firstly by looking at all performance data including IQuanta and ASB reports (see appendix 3), PACT information and local intelligence; secondly through a trend analysis which identifies potential future trends based on historical data.
- 3.11 The pre-tasking group will then identify the main focuses for the full CDRP Tasking group and will task the analyst to carry out a detailed analysis which is presented at full Tasking. The CDRP analyst is now able to draw on a number of sources to breakdown the details of a problem. We are able to identify peak days, times of day, locations, types of disorder and sometimes causes. This helps the Tasking group to find the most appropriate intervention to reduce and/or solve the problem.
- 3.12 A record of the actions needed to deliver the chosen intervention(s) is recorded as an action plan. All interventions are finally assessed at an appropriate time and collated into a SARA document which shows how the group came from identifying a problem, delivering their response and assessing its impact.
- 3.13 The introduction of a pre-tasking process ensures the tasking meetings remain outcome focused. The pre-tasking group is attended by the tasking Chair, Vice Chair and CDRP analyst one week prior to the full tasking meeting. At the pre-tasking meeting the chair will set the agenda and hand pick agencies to be represented at the full tasking meeting which they feel are best suited to contribute to the solutions. Although no partners are excluded from the meeting, by suggesting invitees, ensures that officer's time is well spent and not wasted in matters that may not affect them.

- 3.14 Other items the Tasking group may also look at are key dates to align resources such as Halloween, Christmas, School Holidays, and coordinate awareness campaigns. The CDRP Tasking group is also collating intelligence and tasking agencies to deal with problematic premises in relation to underage and proxy alcohol sales.
- 3.15 The CDRP Tasking Group reports directly to the Bromsgrove Community Safety Partnership Steering Group.

4. FINANCIAL IMPLICATIONS

- 4.1 There are no financial implications contained with in the report.

5. LEGAL IMPLICATIONS

- 5.1 There are no legal implications contained with in the report.

6. COUNCIL OBJECTIVES

- 6.1 The recommendations in this report support the Council objective of Improvement and sense of community.

7. RISK MANAGEMENT

- 7.1 The main risks associated with the CSP Partnership Plan are contained with in the Street Scene & Community Risk Register.

8. CUSTOMER IMPLICATIONS

- 8.1 There are no customer implications contained within this report.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

- 9.1 There are no equality and diversity implications contained within this report.

10. VALUE FOR MONEY IMPLICATIONS

- 10.1 There are no VFM implications contained within this report.

11. OTHER IMPLICATIONS

| |
|--|
| Procurement Issues – None |
| Personnel Implications – Non |
| Governance/Performance Management – None |

| |
|---|
| Community Safety including Section 17 of Crime and Disorder Act 1998 – None |
| Policy – None |
| Environmental – NI195 |

12. OTHERS CONSULTED ON THE REPORT

| | |
|---|------------|
| Portfolio Holder | Yes |
| Chief Executive | No |
| Executive Director - Partnerships and Projects | No |
| Executive Director - Services | No |
| Assistant Chief Executive | Yes |
| Head of Service | Yes |
| Head of Financial Services | No |
| Head of Legal, Equalities & Democratic Services | No |
| Head of Organisational Development & HR | No |
| Corporate Procurement Team | No |

13. WARDS AFFECTED

All wards

14. APPENDICES

Appendix 1 – Bromsgrove Strategic Assessment

Appendix 2 – CSP Partnership Plan

Appendix 3 – Example of CSP Iquanta and Monthly ASB Data set- Aug 09.

15. BACKGROUND PAPERS

None

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North Worcestershire Community Safety Strategic Assessment

Bromsgrove

01/12/2008

**Emily Humphreys
Laura Moore
Eve Williams**



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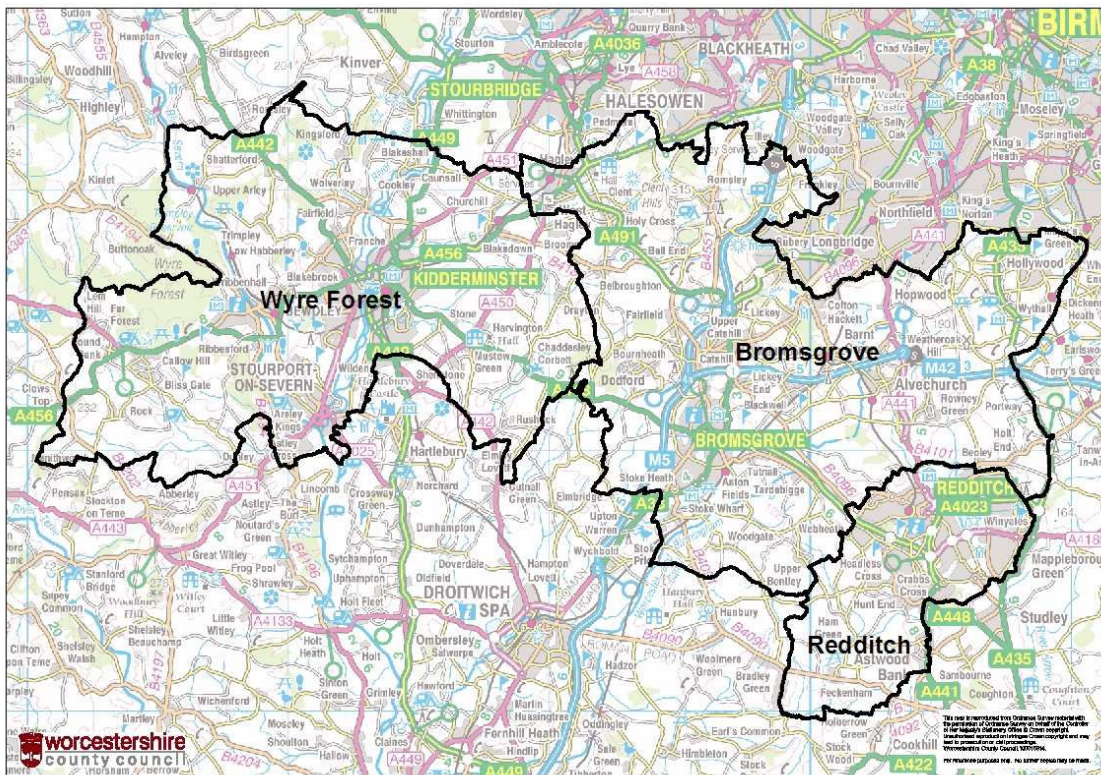
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Introduction

North Worcestershire

North Worcestershire consists of three districts; Bromsgrove, Redditch and Wyre Forest. Community safety initiatives are delivered by three Crime and Disorder Reduction Partnerships (CDRPs) corresponding to each of the districts. Each CDRP has a strategic group and an operational delivery arm or “tasking” group. In addition, there exists a North Worcestershire Shadow Community Safety Partnership (NWSCSP) Board which is responsible for providing strategic direction for community safety across the whole of North Worcestershire.

Figure 1: Three Districts in North Worcestershire



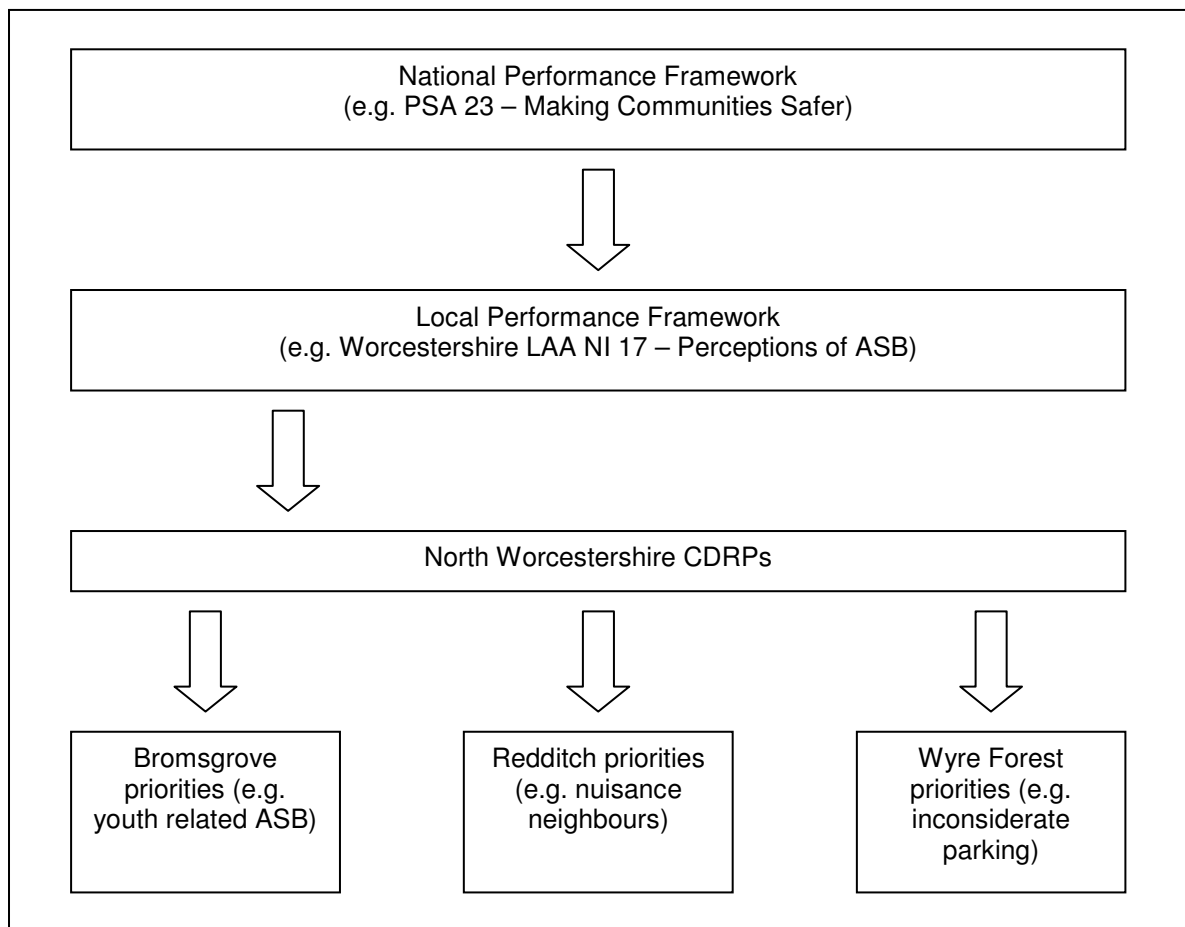
The production of a Strategic Assessment is a statutory requirement for each CDRP (in two-tier authorities such as Worcestershire, there is a requirement for an additional countywide Strategic Assessment to be created). The assessment is an internal, intelligence-based document, the production of which is overseen by a Worcestershire-wide strategic assessment project group. Following the effective practice from the 2007/08 strategic assessment, it was decided by the project group to produce two documents to cover the Worcestershire area, one for the three CDRPs in North Worcestershire, and one corresponding to the merged South Worcestershire CDRP (therefore ensuring that the Community Safety Partnerships’ strategic assessments covered the same areas as the two police divisions in the County).

The North Worcestershire Strategic Assessment has been produced by the North Worcestershire Community Safety Partnership Analysts – Emily Humphreys (Bromsgrove), Laura Moore (Redditch) and Eve Williams (Wyre Forest), in

conjunction with each of the CDRPs, and the Research and Intelligence Unit at Worcestershire County Council.

The priorities of the Strategic Assessment are evidence-based and intelligence-led, as it is this document in which analysis of partnership data is brought together to drive the business of the CDRP, to improve the quality of life for local residents. The priorities are derived from the specific needs of the individual CDRPs and do not simply replicate the Local Area Agreement (LAA) indicators, which are Countywide. Moreover, the strategic assessment is the first step towards setting a meaningful, local action plan to address local and national performance frameworks, which have undergone significant change since the 2007/08 strategic assessment. The figure below shows how CDRP priorities might fit in with national and local performance frameworks such as the LAA.

Figure 2: CDRP priorities and national/local performance frameworks



Aim

The Strategic Assessment aims to identify current and potential crime, disorder and substance misuse issues from sound evidence and robust analysis. Furthermore, it aims to provide knowledge and understanding of community safety problems to enable partners to understand emerging patterns and trends, set clear priorities for the partnership, develop activities that are driven by intelligence and meet the needs of the community, whilst offering value for money.

The specific aims of this document are:

1. To identify the strategic priorities of the Bromsgrove, Redditch and Wyre Forest Community Safety Partnerships for 2009/10, and the North Worcestershire Shadow Community Safety Partnership, based on reliable evidence and the needs of the local community.
2. To enable Community Safety Partnerships to effectively plan their activity for 2009/010 via the Community Safety Partnership Plans.
3. To enable appropriate measures of success, and identify how these measures relate to local and national performance frameworks, particularly the LAA.

The priorities identified in this document will also be used in conjunction with the South Worcestershire Community Safety Strategic Assessment to inform the Countywide Community Safety Agreement, which is a requirement for two-tier areas, and to link with the Countywide LAA.

Methodology

Within each district, local surveys, trend information, geographical analysis and local intelligence from the CDRP tasking processes is used to perform an initial prioritisation¹ to derive the key “themes” for community safety in each district. A two-page summary of the theme is available, with further detail and analysis available at the rear of the document in the relevant annex.

Within these annexes the nature of each theme is expanded upon and more detailed theme profiles are developed through in-depth analysis of raw data, reviews of existing service plans from partner agencies, and broader context derived from PESTELO (political, economic, social, technical, environmental, legal, organisational) analysis; this can be found under the “issue” and “justification” subheadings contained within the annexes.

In addition, an assessment of risk is made against each theme, and opportunities for effective partnership working identified, under the “adding value” subheading. Furthermore, methods of assessing success and how these might contribute to local and national performance frameworks, such as the Local Area Agreement (LAA), and the National Public Service Agreement (PSA) are reviewed and where appropriate, local targets are recommended under the “measuring effectiveness” subheading.

Broad actions to be taken forward for the partnership planning process are generated within a PIER (prevention, intelligence, enforcement, reassurance) model, and recommendations are suggested. Across North Worcestershire, common issues resulting from district analyses will be combined to form County wide priorities where appropriate.

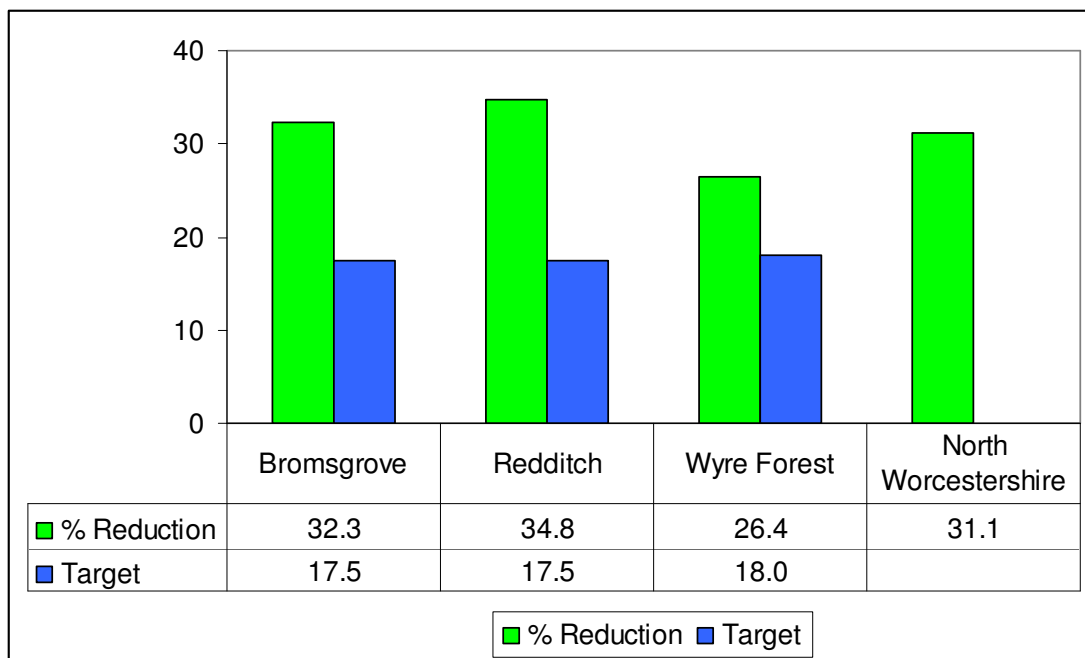
Strategic Assessment 2007/08

The 2007/08 North Worcestershire Strategic Assessment focussed mainly on crime, particularly domestic burglary, vehicle crime, assaults and criminal damage. These

¹ Using a prioritisation matrix approach as described by the Home Office guidance for Strategic Assessments.

crime types formed the majority of the British Crime Survey (BCS) Comparator crime set, for which the CDRPs in North Worcestershire had nationally determined reduction targets established as part of the PSA1 framework. In addition, the 2006-2008 LAA contains a series of further stretch targets, or reward elements, in Redditch and Wyre Forest based upon these same crime types and deliberate fires. The successful achievement of these stretch targets in March 2009 will result in over £2m performance reward grant (PRG) becoming available to the Worcestershire Partnership – the upper-tier local strategic partnership (LSP) in Worcestershire (see district chapters for more information). At the end of the PSA1 in March 2008, North Worcestershire had experienced a large reduction in BCS comparator crime across all three districts, far in excess of the PSA1 targets. Overall, BCS Comparator crime had fallen by over 31% in the four years between 2003/04 and 2007/08.

Figure 3: BCS Comparator Crime Reduction 2003/04 to 2007/08, North Worcestershire



Source: iQuanta Police Performance Website, September 2008

However – public opinion about what needs improving in North Worcestershire, and the major concerns of residents in the three districts, remain focussed around crime and disorder. Therefore there is a significant challenge in communicating with and reassuring the residents of North Worcestershire that it is a safe place to live and that Community Safety Partnerships in North Worcestershire are doing all they can to address local concerns.

New Performance Frameworks

Since the writing of the 2007/08 strategic assessment, there have been significant changes to the performance frameworks to be used by Community Safety Partnerships to assess their performance. The introduction of the National Indicator set and the Association of Police and Community Safety (APACS) frameworks has established a new set of indicators for which Community Safety Partnerships are responsible. Locally, the most significant of these are the indicators that are contained within the 2008-2011 LAA, but there are a number of other indicators that will need to be taken into consideration (see appendix 1 for more information).

Figure 4: 2008-2011 LAA Indicators and Targets (where applicable)

| Target | Baseline | 08-09 | 09-10 | 10-11 |
|--|---------------------|--------------|--------------|--------------|
| NI 2: Percentage of people who feel they belong to their neighbourhood | Deferred | | | |
| NI 17: Perceptions of ASB | Deferred | | | |
| NI 18: Adult re-offending rates for those under probation supervision | Deferred | | | |
| NI 20: Assault with injury rate | 7.12 per 1,000* | 7.12 | 7.00 | 6.91 |
| NI 21: Dealing with local concerns about ASB & crime by the local council and police | Deferred | | | |
| NI 39: Alcohol-harm related hospital admission rates | 1,245 per 100,000** | + 8% (1,518) | + 3% (1,564) | - 2% (1,533) |
| NI 195: Improved street & environmental cleanliness (litter) | 11%* | 10% | 9% | 8% |

* 2007/08 baseline

** 2006/07 baseline

Indicators NI 2, 17, and 21 will be measured using the new Place Survey, which is a new biennial resident survey that has replaced the Best Value Satisfaction Survey. The first results from the Place Survey will be available in early 2009, so targets have not been set for these indicators. Similarly, data required to measure NI 18 will not be available until 2009, so the target and baseline setting for this indicator has been deferred also.

The nature of the new performance frameworks in Worcestershire is such that crime and disorder reduction targets have been largely replaced by targets aimed more toward dealing with public concerns, or perceptions, and broader underlying issues such as alcohol or re-offending behaviour. The priorities identified in the following document reflect this change in emphasis.

Bromsgrove Introduction

Demographics

The population in Bromsgrove is 92300², with a projected decline to 89,000 by 2026. Despite this decline, the over 65 population is set to increase by roughly 7,600 from the current estimate of 23,200, and will then account for over 27% of the total population of the district. An estimated 23.7% of the population are, at present, aged between 0-19 (n=21900). Bromsgrove has a predominantly White British population (92.9%).

Based on the IMD 2007, there are 2 Super Output Areas in Bromsgrove, one in Charford and one in Sidemoor, that are in the top 30% most deprived SOAs nationally. However, Bromsgrove also contains the least deprived areas in Worcestershire, including Barnt Green, The Oakalls and Harwood Park area, The Forelands area and Hagley. Unemployment in Bromsgrove is currently at about 1.8%³ (August 2008), an increase of 13% on the number of unemployed people in the District in August 2007.

Performance and review since last assessment

At the end of 2007/08, BCS comparator crime had reduced by 32% in Bromsgrove surpassing the target of 17.5% reduction from the 2003/04 baseline. This was exceptional when compared to the nationally achieved reduction of just 4%, and the county-wide figure of 24%. Reductions were seen in all BCS crime types, with the largest decrease in domestic burglary at 53%, the smallest in criminal damage which only reduced by 12% compared to the baseline year 2003/04.

Whilst Bromsgrove doesn't have a specific reward target in the 2006/09 LAA, the partnership will continue to monitor BCS Comparator crime as all of the crime related reward targets in Worcestershire are dependant on there being no more than 24,417 BCS crimes across the county in the current financial year.

The priorities highlighted by the 2007 Strategic Assessment were vehicle crime, violent crime, and criminal damage. ASB was also included as a cross-cutting North Worcestershire issue.

Vehicle crime has not been included in this years document as there has been a 6% reduction in this crime type since in April-September 2008, compared to April-September 2007, and the 2007/08 end of year reduction compared to the baseline 2003/04 was a massive 39%. The partnership is still sensitive to potential threats to the low rate of vehicle crime, for example, in March 2008, the issue of potential vehicle theft over the Easter Bank Holiday weekend was brought to tasking. As a result, of the outcomes of tasking, there was a 91% drop in vehicle crime incidents over the Bank Holiday weekend compared to previous years.

Violent crime has also decreased rapidly in the District in the last few years, a 34.8% reduction compared to 2003/04 at the end of the last financial year, and continues to decrease (7.5% reduction Apr-Sep 08 compared to Apr-Sep 07). It has therefore not been included this year as a priority in it's own right, though it is still a high impact crime seriously affecting it's victims. This year, violent crime is addressed in relation to the links to the night time economy in Bromsgrove town centre, outlined in the

² Source: ONS mid-2007 estimates (www.worcestershire.gov.uk/research)

³ Source: Monthly Economic Assessment (www.worcestershire.gov.uk/research)

Bromsgrove Priorities

alcohol related crime theme. The large reduction in total violent crime has allowed the partnership to now be more specific in tackling key issues, which has the potential to be more effective locally at producing positive results.

Based on initial prioritisation process (see annex Ba), the themes for the Bromsgrove Strategic Assessment 2008 are:

1. Youth Related ASB
2. Alcohol Related ASB - night time economy, youth alcohol
3. Criminal Damage – links to environmental crime
4. Alcohol Related Crime

The change in themes from the 2007 Strategic Assessment is representative of a change in the targets that the Partnership is now working towards. Due to the volume of reduction in all crime types across the county, it is difficult to achieve sustained improvement on current position. Furthermore, the public continue to indicate that they feel crime is an issue in their local area. As a consequence, targets leaning towards tackling perceptions and disorder are more appropriate.

The reduction in all crime types within the national PSA target is an indication that the priorities identified in Strategic Assessment 2007, and the resulting actions, have had a positive effect on crime. The one exception is criminal damage which despite being a feature in the 2007 Strategic Assessment and 2008/09 Partnership Plan has continued to increase in volume.

Furthermore, burglary, violent crime, vehicle crime and robbery are all monitored by the BVPI's at a District Council Level. These crimes are low in number in the district and in some cases the greatest impact they have is adding to the fear of crime, now addressed by the perception measures in the new LAA. Also, none of them seem to be following an increasing trend.

Youth-related Anti-Social Behaviour

Please refer to Annex B1 for the full analysis related to this profile.

Issue:

A total of 5091 anti-social behaviour incidents were reported in Bromsgrove between 01 August 2007 and 31 July 2008⁴, of which 47% were youth related. Rowdy behaviour was the most commonly recorded category, accounting for over three-quarters of youth incidents, and frequently including complaints of youths gathering, vandalism, verbal abuse and stone throwing. The pattern of incidents is seasonal; the frequency increasing through the spring and summer, and decreasing after Halloween and through the winter. Incidents are most likely to occur between 6 p.m. and 10 p.m. and over the weekend (the pattern of incidents over time varies from area to area and with months of the year). Incidents are more common in urban areas, specifically in St Johns, Charford, Sidemoor, Waseley and Catshill, and especially in open spaces and recreation areas, and in residential streets.

Youth related ASB is thought to be the product of a lack of youth facilities in the District. The number of incidents is strongly influenced by school holidays and the weather.

Justification:

Almost half of all reported ASB incidents in Bromsgrove August 07-July 08 were youth related, By specifically targeting youth behaviour and perceptions of the behaviour of young people, the partnership will be able to make significant alterations to the pattern of ASB recording in the District.

Based on a snapshot of incidents in July 2008, more incidents were perpetrated by youths in Bromsgrove than any of the other North Worcestershire Districts. Bromsgrove also has a comparatively high proportion of incidents taking place in open spaces, most of which are complaints related to youth gathering.

Youth related issues accounted for 36% of all problems raised at PACT meetings across the District between August 2007 and July 2008, with specific and continuing issues mentioned in Sidemoor, Alvechurch and Catshill.

ASB has been the main subject, or an incorporated feature, in CDRP Tasking 7 times since April 07 and was the main focus in every meeting from April to September 2008. Furthermore, in the 2008 West Mercia Crime and Safety Survey, 70% of Bromsgrove respondents agreed that groups of people loitering or hanging around in public places was a problem in their local neighbourhood. The lack of activities for youths in the District was identified by residents in 2006/07 BVPI survey and May 2008 Citizens Panel as a problem. As the proportion of the population aged 19 or below has also increased in Bromsgrove since the last census, the limited youth facilities in the district may continue to be stretched in the future.

Added Value:

The partnership is already making steps towards a more joined up approach to youth related issues in the District with the initiation of the Youth Provision Group and involvement in the South Bromsgrove High School multi-agency meetings. The

⁴ Operational Information System, West Mercia Constabulary, August 2008

partnership itself represents an opportunity for all agencies to utilise intelligence to target their services where the need is greatest, and work together to ensure that all areas are covered. Analytical resources could be better shared between partner agencies to improve data quality and information sharing to aid this intelligence-led response. There is also a widening gap in terms of the strategic priorities of individual partners. The alignment of strategic objectives would allow the CSP to work together more effectively, with all partners able to engage fully in the process, working towards joint aims without the risk of missing their own targets.

Measuring Effectiveness:

Public perceptions of youth ASB will be measured through the Place Survey and the West Mercia Crime and Safety Survey, as well as monitoring under National Indicator 17: perceptions of anti-social behaviour.

The level of incident reporting can also be monitored through OIS ASB logs, as well as through the number of incidents reported to Neighbourhood Wardens, BDHT and through PACT.

What can we do?

- Diversionary Activities
- Improved youth services and youth facilities
- Education
- Intelligence-led targeted youth support
- Improve the quality of the available data – Police OIS recording, data sharing between other partners, recording of incidents by other agencies.
- Use of Fixed Penalty Notices for Anti-Social Behaviour
- Community Cohesion Strategy – focus on older and younger people
- Public Education and Publicity Campaigns
- Alignment of Strategic Priorities between Partner Agencies.

Alcohol-related Anti-Social Behaviour

Please refer to Annex B2 for the full analysis related to this profile.

Issue:

There are essentially 2 strands to alcohol related ASB in Bromsgrove District:

1. Town centre issues: rowdy behaviour caused by people leaving licensed premises, disturbing local residents with associated noise, litter and sanitation issues (e.g. Hanover Place - complaints of people urinating and throwing up causing unsanitary conditions for residents). The problems mainly occur on weekend evenings/nights. Almost a quarter of all alcohol related ASB incidents take place in St Johns ward, hence there is a strong focus on the town centre.
2. Youth related Issues – Young people gathering in parks and open spaces across the District to drink alcohol (e.g. Sanders Park, Lingfield Walk). This leads to issues with underage sales, proxy sales, health issues (personal safety, alcohol sickness, sexual health) and has a huge impact on public perceptions of young people, ASB and recreation areas. The behaviour is most common on Friday nights between 7 and 11 p.m.

The number of alcohol-related incidents reported is linked to the weather, with increases in warmer months, as well as holiday seasons and sporting events.

Justification:

Alcohol related incidents account for roughly 10% of total ASB reports in Bromsgrove District. Based on a snapshot of incidents in July 2008, Bromsgrove recorded the highest proportion of incidents related to alcohol of the North Worcestershire Districts. Furthermore, Bromsgrove recorded more incidents taking place in licensed premises than any other District in this snapshot study, as well as more in open spaces. Alcohol related ASB was the main theme of May 2008 Tasking, and crime and disorder in the town centre was the lead theme in October 2007.

Alcohol related incidents strongly influence the public perception of ASB and the reputation of the town centre and open spaces in the District. Roughly 12% of all issues raised at PACT meetings across the District between August 2007 and July 2008 were alcohol related. It was also through PACT that the Partnership was made aware of the issues surrounding Hanover Place. According to the 2008 West Mercia Crime and Safety Survey, the proportion of people in Bromsgrove who think people being drunk or rowdy in public places is a problem in their neighbourhood and should be tackled is on the increase. Also, 67% of Bromsgrove respondents think under age drinking is a problem in their neighbourhood, indicating the widespread nature of the issue.

Alcohol related incidents also have an impact on a range of partners, including PCT, education services, youth services, and Environmental Services.

Adding Value:

Having been raised at Tasking a number of times in the last year, this issue is something that the Partnership are aware of and have made progress in tackling. There is an opportunity for more joined up working using the links and networks

founded by the tasking process to continue to maintain strong working relationships between partner agencies and provide a holistic approach to ASB. The partnership has links to several data analysts, whose skills can be utilised to provide guidance to a range of partners in order to improve the quality of the data they record and therefore the reports they produce. Especially where young people and alcohol are concerned, the platform that is created by the Partnership to provide a unified approach and share resources is essential in tackling the issue effectively and efficiently.

Measuring Effectiveness:

Public perceptions of ASB will be measured through the Place Survey and the West Mercia Crime and Safety Survey, as well as monitoring under National Indicator 17: perceptions of anti-social behaviour. Though not included in the new LAA, NI 41: perceptions of drunk or rowdy behaviour, will also be monitored at a County level through the Place Survey.

The level of incident reporting can also be monitored through OIS ASB logs as well as assessment of the number of incidents reported to Neighbourhood Wardens, BDHT and through PACT, though improvements in recording of incidents by a variety of partners would improve the accuracy of this measure.

What can we do?

- Exit strategy for licensed premises
- Clean streets agreement with food outlets
- Alcohol education with input from a range of partners
- Targeted underage and proxy sale campaign, including messages to parents who provide alcohol for young people.
- Risk assessment – drinking in open spaces, including good practice research, comparisons to other areas, youth consultation and full assessment of underlying issues
- Town centre EVA.
- Incorporate appropriate conditions into licensing agreements of town centre premises.
- Public education and publicity campaigns including focus on alcohol, and well as general healthy living themes.
- Improve data quality and data sharing protocols.
- Use of Fixed Penalty Notices including adequate data collection and recording procedures.

Criminal Damage & Environmental Crime

Please refer to Annex B3 for the full analysis related to this profile.

Issue:

Almost half of all criminal damage offences recorded in the District are damage to a vehicle, with damage to other property (including graffiti and damage to fences) the second most common category. The profile of damage offences seems to be more strongly influenced by young people in Bromsgrove than the other North Worcestershire Districts, and most offenders are aged between 15 and 19.

Seasonally, damage offences are most frequent in April, lower through the summer months, and become more frequent again as the hours of darkness increase around October to remain above average through to the spring. Offences are more frequent over the weekend – and there are clear links in the problem profile to levels of anti-social behaviour. Most offences occur overnight with a peak around 10 p.m.

Offences are predominantly clustered around Bromsgrove Town Centre and the surrounding residential areas, with additional hotspots areas in Catshill, Alvechurch, Wythall and Rubery urban centres. The same pattern is true of deliberate fires. However, flytipping is more of an issue, according to Bromsgrove District Council Depot Services, in rural locations and along highways. This difference could be due to incidents in the more residential and town centre areas being dealt with by other sources/agencies (e.g. BDHT).

The volume of damage offences in an area is linked to the general appearance of an area. Litter, flytipping and graffiti on roads, as well as detritus in housing areas, could be improved in Bromsgrove District.

Justification:

Criminal damage accounted for just under a quarter of all criminal offences in Bromsgrove between August 2007 and July 2008 and so is the highest volume crime type in the District. The number of criminal damage offences recorded increased by 19.7% in the last financial year compared to 2006/07, and the overall reduction since the 2003/04 baseline was much smaller in Bromsgrove than the other districts in Worcestershire. Based on the last 12 months of data, iQuanta predicts damage will continue to increase in Bromsgrove over the coming year. The issue of damage has been raised at CDRP Tasking 6 times since June 2007.

Environmental crime and criminal damage are key drivers for perceptions of ASB, a measure included in the new performance framework. Environmental Issues have featured in 29% of all issues raised at PACT meetings over the last year covering a range of issues including those related to overgrown alleyways, dog mess, reporting of “run down” areas. Over 50% of all Bromsgrove respondents to the 2008 West Mercia Crime and Safety Survey had felt fearful of vandalism or damage to their property in the last 12 months, even though only 8.4% had experienced this type of crime. Furthermore, half agreed that vandalism, graffiti or other damage was a problem in their area.

Adding Value:

The Partnership is already undergoing a substantial amount of work to combat criminal damage through the Damage and ASB Action Plan, but due to the

widespread nature of the problem, there is a need for a joined up approach. Especially where youth related activities are concerned, it is important for partners to communicate with each other to ensure that work is not repeated, and that all areas in need are covered. As has been proved by the outcomes of Tasking meeting over the last 12 months, a rapid response to issues by partners can have an immediate effect on the levels of criminal damage, especially where preventative measures are concerned. Longer term projects need to be well managed and maintained through the partnership, and there is a need and an opportunity for further engagement in the process from all partners.

It is essential that the partnership uses the resources it has in terms of the range of agencies involved to work together on long term projects. Though agencies have the opportunity to work closely together through the Partnership, there is a gap in terms of data recording and data sharing. Improvements in this area, especially where it comes to the quality of data recorded and the level of data shared, would aid the close working relationships and help partnership work to be intelligence-led, based on a broad range of data for an holistic perspective on issues. For example, regular analysis of fly-tipping data, or the graffiti incidents reported to the Bromsgrove District Council, in addition to Police recorded criminal damage offences, would help in assessing the areas the Partnership should be focussing on for interventions and initiatives beneficial to all agencies involved.

Measuring Effectiveness:

In the new LAA, there is no National Indicator directly related to levels of criminal damage, however NI 195 (Improved Street Cleanliness) is closely linked. Though not in the LAA, NI 196 (fly-tipping) and NI 33 (arson incidents) will also be monitored on a quarterly basis.

Effectiveness can also be measured in terms of the number of offences recorded by the police, incidents logged with Neighbourhood Wardens or BDHT, as well as other environmental factors measured by other partners.

What can we do?

- Graffiti Management Policy, including graffiti database
- Education Strategy
- Outcome Focused CDRP Tasking and Effective Management of Long Term Action Plan
- Use of Fixed Penalty Notices
- Frequent EVAs linked to PACT areas
- Improved Data Sharing and Data Quality between Partner Agencies
- Diversionary Activities

Alcohol Related Crime and the Night-time Economy

Please refer to Annex B4 for the full analysis related to this profile.

Issue:

Though alcohol related crime covers a wide range of offences, in Bromsgrove town, the two main issues are:

1. Violent crime and disorder offences within and outside licensed premises
2. Criminal damage in the town centre and along the main routes to residential areas.

Almost 40% of all violent crime in the district⁵ takes place in the ward of St Johns. The main problem premises are Love 2 Love nightclub, the Dog and Pheasant and the Golden Cross, but many offences occur outside on the street or on the walk home, with more criminal damage offences in the early hours of the morning in the wards that border the town centre – Charford and Sidemoor. Violent crimes tend to occur where people gather after leaving clubs and pubs, especially where they are waiting for food. Most criminal damage offences occur in the same areas, but also along the main routes from the town centre to the residential areas.

Most offenders and victims are aged between 20 and 24 years of age, with home addresses in Charford, Whitford and Sidemoor, but most victims of violent crime did not know the offender.

The peak day for offences to occur is Friday, with most incidents between 11 p.m. and 2 a.m. Offences are more frequent in holiday seasons, both during the winter and the summer, and are also affected by sporting events.

Justification:

Alcohol related crime accounts for 16% of total crime in Bromsgrove, including 40% of violent crime and 8% of criminal damage. Love to Love nightclub is the location with the second highest number of linked offences of all the town centre licensed premises in Worcestershire⁶. There is a potential for many agencies to be affected by this type of behaviour.

Roughly 10% of all issues raised at PACT meetings across the District between August 2007 and July 2008 were alcohol related. Anecdotally, the public perception is that the town is a place to avoid at night, and that several licensed premises have issues with violent behaviour. 42% of Bromsgrove respondents to the 2008 West Mercia Crime and Safety Survey stated they had felt fearful of drunk people causing a problem in the last 12 months, a 20% increase on the similar question in the 2007 survey. However, the proportion of respondents who had actually been a victim of an assault in a public place was just 1.1%. There seems to be an increasing trend in terms of number of alcohol related offences – a 9% increase in April to July 2008 compared to the same period in 2007.

Adding Value:

The Partnership has already implemented a number of initiatives to help to tackle the issue of alcohol related crime in Bromsgrove, including an application for a taxi rank

⁵ CRIMES, West Mercia Constabulary (August 2008)

⁶ Licensed Premises Study, April 2006 to August 2008

in the town centre. However there is opportunity to improve not only the existing measures but to initiate new methods of tackling the problems.

Currently gaps exist in terms of the engagement from a range of Partners especially where health and risk issues are concerned, with the local policing teams, District Council and Neighbourhood Wardens leading on existing initiatives. There is also a gap in data sharing with the ambulance service and A&E, improving which would give the Partnership a wider understanding of alcohol related crime and allow outcomes to be based on a broad understanding of the underlying issues.

Measuring Effectiveness:

The new LAA contains an indicator which can be used as a proxy measure for alcohol related violent crime: NI 39 – Alcohol Related Hospital Admission Rates.

Other potential measures include: overall % of crime that is alcohol related; criminal damage offences, especially those occurring in the early hours of the morning leading away from hotspot drinking areas; alcohol related violent crimes; level of criminal offences and incidents in and around licensed premises.

What can we do?

- Dispersal Strategy
- Risk Assessment of Licensed Premises
- Improved Data Sharing with PCT
- Method of Defining Alcohol Related Crimes
- Effective Use of Town Centre CCTV
- Promotion of Partnership Work to Reduce Crime linked to the NTE

Worcestershire Priorities

The majority of the priorities identified in the 2008 Community Safety Strategic Assessment have been derived from a district level focus on community safety issues, and will be particular to each district. However, a number of additional priorities have emerged from the analysis that are perhaps more appropriate for consideration and/or action at a wider geographical level such as Countywide. These include issues for which there is a consistent or underlying cause, where there is a need for a County wide approach to resolving the issue, or simply where the same issue has been identified across a number of districts.

Crime in Worcestershire, particularly acquisitive crime, has reduced dramatically in recent years. In the 12 months between September 2007 and August 2008, British Crime Survey (BCS) comparator crime reduced by 10% compared with the previous 12 months, and serious acquisitive crime fell by 12%. What crime that continues is increasingly due to a minority of persistent offenders, such as the Prolific and Priority Offenders (PPOs). For example, in the 2007/08 financial year, just 4% of all known offenders were responsible for nearly 20% of the offences for which an offender was caught. As the downward trend in numbers of crimes continues, it becomes increasingly challenging to maintain this trend across the whole range of offending behaviours. Therefore a focus on persistent offenders may be a more effective means of reducing crime in the future.

Alcohol remains a key contributing factor to crime, anti-social behaviour, and perception issues across the County, and alcohol related violent crime manifests itself in a variety of ways, including domestic abuse and violence linked with the night time economy (NTE). Across Worcestershire, approximately one half of all violent crime in town centres is alcohol related, and a similar proportion of domestic abuse can be associated with alcohol. The Worcestershire Substance Misuse Action Team (SMAT) has recently produced its countywide alcohol needs assessment, within which there is a large amount of information relating to alcohol and crime/ASB, for which there was significant contribution from CDRP analysts. It is suggested that the findings from this needs assessment are used as the basis for setting strategic priorities around alcohol related violence for the CDRPs in Worcestershire.

ASB is a label for a range of issues that affect many areas in Worcestershire, in a variety of ways. Where specific problems have emerged at a district level, these have been addressed in the district priorities (for example issues associated with neighbour disputes or inconsiderate parking). However, ASB associated with "youths" (including children and young people, but also young adults) has emerged as a consistent concern across the County. Boredom and lack of activities are seen as the main reasons behind this, and this is reflected by the respondents of recent surveys, who would prioritise improved activities for teenagers above anything else, and who also cite teenagers hanging around on streets as a significant problem⁷. At a County level, there is currently significant discussion surrounding the role of Worcestershire County Council Children's Services and the Children and Young People's sub-groups of the district Local Strategic Partnerships (LSPs), in the delivery of youth activities and the promotion of positive activities across the County. It is recommended that a Worcestershire wide, strategic priority recognising the importance of youth issues in relation to ASB should be included in this strategic assessment, with specific reference to raising awareness of youth activities provided by partner organisations, and how these can be distributed most effectively. Of

⁷ Best Value Satisfaction Survey 2006/07

particular importance will be the need to develop an efficient means of communication between partner agencies to ensure that the intelligence and local knowledge that exists within the CDRPs can be incorporated into all appropriate service delivery, to address the issue of youth ASB and improve the quality of residents' lives.

The importance of public perception in establishing CDRP strategic priorities has increased significantly in recent years. In Worcestershire, the community safety measures in the new 2008-2011 LAA are more focussed on assessing residents' perceptions about how issues are dealt with, and less about reducing numbers of crimes, as has been the case in the past (in for example the 2006-2009 LAA). In Worcestershire, the recent trend has been of a reduction in the numbers of crimes (and therefore numbers of victims). However, this has not been accompanied by significantly improved perceptions of crime, ASB, or policing. Whatever the reason behind the apparent divergence between level of crime and perception in Worcestershire, it is clear that within the new performance frameworks for CDRPs, there must be a significant shift in emphasis towards improving quality of life for residents as they see it, and ensuring that people are aware when improvements are made. Central to this would be a strategy around communicating success and providing reassurance to members of the public. Whilst this has been identified as a key area within each of the priorities identified in the district level analysis – there may also be value in developing some consistent countywide approaches. For example, it might be helpful to identify appropriate communication groups to promote the work of the CDRPs (such as the County Communications Group which brings together marketing and communications officers from the County Council, District Councils, Police, and Fire and Rescue Service), or to produce profiles of the County in order to allow targeted communications in deprived areas, areas of high worry and concern, areas of high crime, areas with emerging communities, and areas whose residents have particular needs in terms of how they like to be kept informed.

Monitoring performance will become more of a challenge for CDRPs as the new performance frameworks move away from regular monthly crime data to a greater variety of information including crime, ASB, and survey data. At the time of writing, a countywide Safer Communities Performance Group is being established in Worcestershire that will report performance of each of the CDRPs up to the Safer Communities Board (the community safety theme group of the upper tier LSP – the Worcestershire Partnership). It is expected that in order for effective monitoring of performance, each CDRP will need robust methods to determine whether the initiatives being delivered are having a positive impact. It is recommended that evaluation and forecasting be considered as a countywide strategic priority.

The countywide priorities are, therefore, as follows:

1. Dealing with crimes committed by re-offenders (including PPOs and other persistent offenders).
2. Alcohol related violent crime
3. Youth issues
4. Public reassurance
5. Monitoring performance

These are summarised in the subsequent Worcestershire PIER table.

Summary and Recommendations for Bromsgrove

The priorities for the Bromsgrove Community Safety Strategic Assessment are as follows:

1. Youth Related ASB
2. Alcohol Related ASB - night time economy, youth alcohol
3. Criminal Damage – links to environmental crime
4. Alcohol Related Crime

The PIER table below shows brief information about each priority along with broad recommendations for the Community Safety Partnership, and links with the new NI performance framework. Worcestershire-wide priorities are presented in a separate table. The Action column has been left blank for consideration as part of the Partnership Plan process.

| Priority | Key Findings | Broad Recommendation | Action(s) | Measure(s) |
|-------------------------------|---|--|-----------|--|
| <p>B1 – Youth related ASB</p> | <p>“Soft” ASB generally committed by younger children, such things as throwing stones, minor criminal damage, gathering, bikes, skateboards. Generally in the early evening from 4 p.m. onwards, school holidays.</p> | <p>Prevention:</p> <ul style="list-style-type: none"> • Diversionary Activities • Improved youth services and youth facilities. | | <p>Relevant National Indicators: NI 17 Perceptions of anti-social behaviour NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and police NI 22 Perceptions of parents taking responsibility for the behaviour of their children in the area NI 24 Satisfaction with the way the police and local council dealt with anti-social behaviour NI 25 Satisfaction of different groups with the way the police and local council dealt with anti-social behaviour NI 27 Understanding of local concerns about anti-social behaviour and crime by the local council and police</p> |
| | | <p>Intelligence:</p> <ul style="list-style-type: none"> • Intelligence-led targeted youth support • Improve the quality of the available data – Police OIS recording • Data sharing protocol • Alignment of Strategic Priorities between Partner Agencies | | |
| | | <p>Enforcement:</p> <ul style="list-style-type: none"> • Use of Fixed Penalty Notices including adequate data collection and recording procedures | | |
| | | <p>Reassurance:</p> <ul style="list-style-type: none"> • Community Cohesion Strategy – focus on older and younger people • Public Education and Publicity Campaigns • Education Strategy | | |

| Priority | Key Findings | Broad Recommendation | Action(s) | Measure(s) |
|--------------------------|--|--|-----------|--|
| B2 – Alcohol related ASB | “Hard” ASB – more serious and potentially dangerous activities. Town centre adults related to night-time economy, rowdiness, noise, litter, hygiene issues. Youth – gathering and drinking in parks, alcohol abuse, risk of harm, sexual health, lead on to more serious issues. Later into the evening, weekends/ school holidays. | Prevention: <ul style="list-style-type: none"> • Exit strategy for licensed premises • Clean streets agreement with food outlets • Alcohol education strategy with input from a range of partners • Town Centre Environmental Visual Audit | | Relevant National Indicators: NI 22 Perceptions of parents taking responsibility for the behaviour of their children in the area NI 39 alcohol harm related hospital admissions NI 41 perceptions of drunk or rowdy behaviour as a problem NI 115 substance misuse by young people |
| | | Intelligence: <ul style="list-style-type: none"> • Risk assessment of licensed premises • Risk Assessment - drinking in open spaces, including good practice research, comparisons to other areas, youth consultation and full assessment of underlying issues • Improve data quality and data sharing protocols | | |
| | | Enforcement: <ul style="list-style-type: none"> • Use of Fixed Penalty Notices including adequate data collection and recording procedures • Incorporate appropriate conditions into licensing agreements of town centre premises | | |

| Priority | Key Findings | Broad Recommendation | Action(s) | Measure(s) |
|----------|--------------|--|-----------|------------|
| | | <p>Reassurance:</p> <ul style="list-style-type: none"> • High Visibility Presence at key times in the town centre • Targeted underage and proxy sale campaign, including messages to parents who provide alcohol for young people • Public education and publicity campaigns including focus on alcohol, and well as general healthy living themes | | |

| Priority | Key Findings | Broad Recommendation | Action(s) | Measure(s) |
|----------------------|--|--|-----------|---|
| B3 – Criminal Damage | Mainly damage to vehicles in Charford area, most frequent in April. Links to environmental issues such as fly-tipping. Main offenders are aged under 25 – could be those who have progressed from ASB. | Prevention: <ul style="list-style-type: none"> • Graffiti Management Policy • Education Strategy • Diversionary Activities | | Relevant National Indicators: NI 195 Improved Street Cleanliness NI 196 (fly-tipping) NI 33 arson incidents. |
| | | Intelligence: <ul style="list-style-type: none"> • Outcome Focused CDRP Tasking and Effective Management of Long Term Action Plan • Improved Data Sharing and Data Quality between Partner Agencies | | |
| | | Enforcement : <ul style="list-style-type: none"> • Use of Fixed Penalty Notices including adequate data collection and recording procedures | | |
| | | Reassurance: <ul style="list-style-type: none"> • Frequent Environmental Visual Audits linked to PACT areas | | |

| Priority | Key Findings | Broad Recommendation | Action(s) | Measure(s) |
|----------------------------|---|---|-----------|---|
| B4 – Alcohol Related Crime | Links to the night-time economy (NTE), main issues are disorder, assaults and damage after consuming alcohol. Key times are pub/club closing times. Key area is the town centre and main routes into housing areas. There are also links to domestic abuse. | Prevention: | | Relevant National Indicators: NI 39 alcohol harm related hospital admissions NI 41 Perceptions of drunk or rowdy behaviour as a problem |
| | | <ul style="list-style-type: none"> • Dispersal Strategy | | |
| | | Intelligence: | | |
| | | <ul style="list-style-type: none"> • Risk Assessment of Licensed Premises • Improved Data Sharing with PCT • Regular Analysis of NTE Data • Method of Defining Alcohol Related Crimes | | |
| | | Enforcement: | | |
| | | <ul style="list-style-type: none"> • Use of Fixed Penalty Notices including adequate data collection and recording procedures | | |
| | | Reassurance: | | |
| | | <ul style="list-style-type: none"> • Promotion of Partnership Work to Reduce Crime linked to the NTE • Effective Use of Town Centre CCTV | | |

Summary and Recommendations for Worcestershire

The Worcestershire priorities for the Community Safety Strategic Assessment are as follows:

- Dealing with crime committed by re-offenders
- Alcohol related violent crime
- Youth issues
- Public reassurance
- Monitoring performance

The PIER table below shows brief information about each priority along with broad recommendations for Community Safety Partnerships, and links with the new NI performance framework.

| Priority | Key Findings | Broad Recommendation | Action(s) | Measure(s) |
|---|---|---|-----------|--|
| W1 – Dealing with crime committed by re-offenders | Significant proportion of crimes in Worcestershire are known to be committed by minority of offenders. Following large reduction of crime across the County (28.2% reduction since 2003/04) the most effective means to continue reducing crime (particularly acquisitive crime) is to target the prolific offenders, either through the PPO scheme or other re-offending programmes. | Prevention: PPO/Information sharing | | NI 18 Adult re-offending rates for those under probation supervision (LAA) |
| | | Intelligence: PPO/Information Sharing | | NI 19 – Rate of proven re-offending by young offenders |
| | | Enforcement: PPO | | NI 16 – Serious acquisitive crime rate |
| | | Reassurance: | | NI 30 – Re-offending rate of prolific and priority offenders |

| Priority | Key Findings | Broad Recommendation | Action(s) | Measure(s) |
|------------------------------------|---|--|-----------|---|
| W2 – Alcohol Related Violent Crime | Problems associated with alcohol abuse are not restricted to violence in Worcestershire. For example, alcohol fuelled vandalism and criminal damage features in each district in a variety of ways. However – the issue of alcohol related violence (either associated with the NTE and/or domestic abuse) may benefit from a more general Countywide approach, as the causal factors associated with alcohol related violence tend to be similar in each CDRP. | Prevention: Promote responsible drinking | | NI 20 – Assault with injury crime rate (LAA) NI 39 – Alcohol-harm related hospital admission rates (LAA) NI 41 – Perceptions of drunk or rowdy behaviour as a problem (contributes to NI 17 – perceptions of anti-social behaviour, which is in the LAA) NI 32 – Repeat incidents of domestic violence |
| | | Intelligence: Licensed Premises Risk Assessment, Coordination of Domestic Abuse Services | | |
| | | Enforcement: FPNs for irresponsible drinking. License review for licensed premises who sell to the intoxicated. | | |
| | | Reassurance: Promoting “good” licensed premises and accreditation schemes. | | |

| Priority | Key Findings | Broad Recommendation | Action(s) | Measure(s) |
|-------------------|---|--|-----------|--|
| W3 – Youth issues | Youth related ASB has been identified across Worcestershire as a priority issue for community safety partnerships. Often – lack of activities and/or places to go is cited as being a causal factor, particularly among harder to reach groups or those who may more readily engage in ASB. | Prevention: establish diversionary activities. | | NI 17 – Perceptions of anti-social behaviour (LAA) |
| | | Intelligence: Coordinating activity to meet the greatest need Ensuring effective communication between partner agencies responsible for delivery of youth activities. | | NI 21 – Dealing with local concerns about anti-social behaviour and crime by the local council and police (LAA) |
| | | Enforcement: Underage drinking/proxy sales/parental attitudes to alcohol. | | NI 39 – Alcohol-harm related hospital admission rates (LAA) |
| | | Reassurance: Working with complainants to build tolerance and community cohesion. | | NI 22 – Perceptions of parents taking responsibility for the behaviour of their children in the area. NI 110 – Young people’s participation in positive activities. |

| Priority | Key Findings | Broad Recommendation | Action(s) | Measure(s) |
|-------------------------|---|---|-----------|---|
| W4 – Public reassurance | New performance framework places great emphasis on reassuring the public about community safety issues and improving perceptions of areas | Prevention: N/A | | NI 17 – Perceptions of anti-social behaviour (LAA) NI 21 – Dealing with local concerns about anti-social behaviour and crime by the local council and police (LAA) |
| | | Intelligence: Develop socio-economic/ deprivation profile of Worcestershire. Intelligently target and tailor messages to specific communities. | | |
| | | Enforcement: N/A | | |
| | | Reassurance: Strategic guidance on producing effective reassurance. Consistency across Worcestershire. Ensuring messages and communication is joined up. | | |

| Priority | Key Findings | Broad Recommendation | Action(s) | Measure(s) |
|-----------------------------|---|---|-----------|-------------|
| W5 – Monitoring Performance | Due to changes in performance frameworks, it is not so straight forward to monitor partnership performance. | Prevention: N/A | | All LAA NIs |
| | | Intelligence: Formal reporting to full partnerships, NWSCSP Board, and link with Safer Communities Board Performance Group. Production of forecasting model to enable effective judgement of performance, including potential use of proxy measures for attitudinal and perception data. | | |
| | | Enforcement: N/A | | |
| | | Reassurance: Use performance reporting as basis for communicating success to local residents. | | |

Appendix 1: Community Safety National Indicators

From 2008, community safety partnerships have a number of new performance frameworks against which to operate. At the national level, the new Public Service Agreements, PSA 23 – Make Communities Safer and PSA 25 – Reduce the harm caused by alcohol and drugs, came into being in April 2008. At the same time, the police performance framework was replaced with the Assessments of Policing and Community Safety (APACS), and the Best Value Performance framework for local authorities was replaced by the National Indicators (NIs). There exists significant overlap between indicators within these performance frameworks, and the following is a list of national indicators (NIs) appropriate to community safety partnerships. The first list shows those NIs that are contained within the 2008-2011 Local Area Agreement (LAA). The second list contains all other relevant NIs.

Worcestershire LAA 2008-11 – Performance Indicators for Community Safety

NI 2 % of people who feel that they belong to their neighbourhood
NI 17 Perceptions of anti-social behaviour
NI 18 Adult re-offending rates for those under probation supervision
NI 20 Assault with Injury crime rate
NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and the police
NI 39 Alcohol - harm related hospital admission rates
NI195a Improved street and environmental cleanliness (levels of litter)

National Indicators for local authorities and local authority partnerships

NI 15 Serious violent crime PSA 23
NI 16 Serious acquisitive crime PSA 23
NI 17 Perceptions of anti-social behaviour PSA 23
NI 18 Adult re-offending rates for those under probation supervision PSA 23
NI 19 Rate of proven re-offending by young offenders PSA 23
NI 20 Assault with injury crime rate PSA 25
NI 21 Dealing with local concerns about anti-social behaviour and crime issues by the local council and police PSA 23
NI 22 Perceptions of parents taking responsibility for the behaviour of their children in the area
NI 23 Perceptions that people in the area treat one another with respect and consideration
NI 26 Specialist support to victims of a serious sexual offence PSA 23
NI 27 Understanding of local concerns about anti-social behaviour and crime issues by the local council and police
NI 28 Serious knife crime rate
NI 29 Gun crime rate PSA 23
NI 30 Re-offending rate of prolific and priority offenders
NI 32 Repeat incidents of domestic violence PSA 23
NI 33 Arson incidents
NI 34 Domestic violence – murder PSA 23
NI 35 Building resilience to violent extremism PSA 26
NI 36 Protection against terrorist attack PSA 26
NI 37 Awareness of civil protection arrangements in the local area
NI 38 Drug-related (Class A) offending rate PSA 25
NI 39 Rate of Hospital Admissions per 100,000 for Alcohol Related Harm PSA 25

Appendix 1: Community Safety National Indicators

- NI 40 Number of drug users recorded as being in effective treatment PSA 25
- NI 41 Perceptions of drunk or rowdy behaviour as a problem PSA 25
- NI 42 Perceptions of drug use or drug dealing as a problem PSA 25
- NI 43 Young people within the Youth Justice System receiving a conviction in court who are sentenced to custody
- NI 44 Ethnic composition of offenders on Youth Justice System disposals
- NI 45 Young offenders' engagement in suitable education, training and employment
- NI 46 Young offenders' access to suitable accommodation
- NI 47 People killed or seriously injured in road traffic accidents
- NI 48 Children killed or seriously injured in road traffic accidents
- NI 49 Number of primary fires and related fatalities and non-fatal casualties (excluding precautionary checks)

Further information about the National Indicators can be found on the Communities and Local Government website:

<http://www.communities.gov.uk/publications/localgovernment/nationalindicator>

Information on the PSA and national Community Safety issues can be found on the Home Office Crime Reduction website:

<http://www.crimereduction.homeoffice.gov.uk/crimereduction020a.pdf>

Appendix 2: Data Sources

The following is a list of data sources used in the 2008/09 Community Safety Partnership Strategic Assessments.

- West Mercia Constabulary Strategic Assessments & CRIMES/OIS data
- Worcestershire Trading Standards Strategic Assessment & proxy sales data
- Herefordshire and Worcestershire Fire and Rescue Service Strategic Assessment/Strategic Document – Service Delivery Plan 2008/09
- Worcestershire Joint Strategic Needs Assessment
- Worcestershire SMAT Alcohol Needs Assessment & Substance Misuse Strategy
- Worcestershire Economic Assessment
- North West Public Health Observatory Report
- Community Safety Strategic Assessment and Partnership Plan 2007/08
- Worcestershire PCT data
- West Midlands Ambulance Service data
- Priority Mapping – HW Fire & Rescue Service
- Local Authority Environmental data – flytipping/abandoned cars/graffiti
- ENCAMS Local Environmental Quality Reports
- WMC Crime & Safety Survey
- Citizens Panel / BVPI General Satisfaction Survey
- PPO Reports
- Youth Offending Service Data
- PACT priorities – West Mercia Constabulary
- NI 195 Transect Survey Results
- Safer Roads Partnership Data
- Schools, Health, Education Unit
- Worcestershire Research and Intelligence Unit

Appendix 3: Glossary of Terms

| | |
|--------|--|
| ABH | Actual Bodily Harm |
| AFZ | Alcohol Free Zone |
| APACS | Assessments of Police and Community Safety |
| ARZ | Alcohol Restriction Zone |
| ASB | Anti-Social Behaviour |
| BCS | British Crime Survey |
| BDC | Bromsgrove District Council |
| BVPI | Best Value Performance Indicator |
| CCTV | Closed Circuit Television |
| CDRP | Crime and Disorder Reduction Partnership |
| CLG | Communities and Local Government |
| CSP | Community Safety Partnership |
| CYP | Children and Young People |
| CYPP | Children and Young People's Plan |
| DPPO | Designated Public Place Order |
| FPN | Fixed Penalty Notice |
| GBH | Grievous Bodily Harm |
| GOWM | Government Office West Midlands |
| HO | Home Office |
| IMD | Index of Multiple Deprivation |
| KSI | Killed or Seriously Injured (Road Traffic Collisions) |
| LAA | Local Area Agreement |
| LSOA | Lower Super Output Area |
| LSP | Local Strategic Partnership |
| MHDC | Malvern Hills District Council |
| NI | National Indicator |
| NTE | Night Time Economy |
| NWSCSP | North Worcestershire Shadow Community Safety Partnership |
| PACT | Partners and Communities Together |
| PAT | Problem Analysis Triangle |
| PIER | Prevention, Intelligence, Enforcement, Reassurance |
| PND | Public Notice for Disorder |
| PRG | Performance Reward Grant |
| PSA | Public Service Agreement |
| RBC | Redditch Borough Council |
| RTC | Road Traffic Collision |
| SA | Strategic Assessment |
| SARA | Scanning, Analysis, Response, Assessment |

Appendix 3: Glossary

| | |
|-------|---|
| SCB | Safer Communities Board |
| SMAT | Substance Misuse Action Team |
| SWCSP | South Worcestershire Community Safety Partnership |
| WCC | Worcestershire County Council |
| WCDC | Worcester City District Council |
| WDC | Wychavon District Council |
| WFDC | Wyre Forest District Council |
| WMC | West Mercia Constabulary |
| WP | Worcestershire Partnership |
| YISP | Youth Inclusion Support Program |
| YOS | Youth Offending Service |

Appendix 4: Acknowledgements

Jocelyn Anderson – Chief Officer, Worcestershire Rape and Sexual Assault Referral Centre

Richard Arthur – Intelligence Analyst, West Mercia Constabulary

Stan Baker, Crime Risk Manager, West Mercia Constabulary

Debbie Baker-Price – Health Improvement Co-ordinator, Worcestershire PCT

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Sally Carpenter - Hereford & Worcester Fire & Rescue Service

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James Cooper – Community Safety Project Officer, Redditch Borough Council

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Clive Griffiths – West Mercia Constabulary

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Kathryn Hebbert – Community Safety and Partnerships Officer, Wyre Forest District Council

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Bev Houghton – Community Safety Manager, Redditch Borough Council

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Jude Langton – Community Safety Coordinator , Safer Worcester

Anne Mann – North Worcestershire Manager, Youth Offending Service

Phillipa McDonald – Principal Research Officer, Worcestershire County Council

Hollie Phillips – Intelligence Analyst, West Mercia Constabulary

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David Pritchard – Hereford & Worcester Fire & Rescue Service

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Guy Revans – Head of Environmental Services, Redditch Borough Council

Angie Rich – Community Safety Coordinator, Malvern Hills

Graham Rocke – Community Safety Manager, Bromsgrove District Council

Appendix 4: Appendix 4: Acknowledgements

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Gordon Stovin – Principal Intelligence Analyst, Force Intelligence Bureau, West Mercia Constabulary

Jane Thomas – Arrowside Clinic, Alexandra Hospital

Launa Walker – Programme Manager, South Worcestershire Community Safety Partnership

Simon Wilkes – Trading Standards, Worcestershire County Council

Katherine Woakes – Intelligence Analyst, West Mercia Constabulary

Annex Ba – Prioritisation

In order to prioritise the themes for further investigation within this document, a prioritisation matrix was used to identify the main themes. These themes were selected on the basis of how much they contribute (on a scale of one to four) a number of criteria, including volume of crime/incident, level of performance, trend, seriousness, and public concern. For Bromsgrove, the results were as follows:

Figure 1: Prioritisation Matrix of Community Safety Themes in Bromsgrove, September 2008

| Type | Volume | Performance | Trend | Seriousness | Public Concern | | PESTELO | TOTAL |
|-------------------------------|--------|-------------|-------|-------------|----------------|---|---------|-------|
| Assaults | 1 | 1 | 1 | 3 | 2 | 3 | | 11 |
| Criminal Damage | 4 | 2 | 3 | 2 | 3 | 4 | | 18 |
| Domestic Burglary | 1 | 1 | 1 | 3 | 3 | 3 | | 12 |
| Acquisitive Crime | 1 | 1 | 1 | 3 | 2 | 2 | | 10 |
| Litter | 3 | 2 | 2 | 2 | 2 | 2 | | 13 |
| Fires | 1 | 1 | 1 | 3 | 2 | 2 | | 10 |
| ASB - Youth | 4 | 3 | 3 | 2 | 3 | 3 | | 18 |
| ASB - Alcohol | 4 | 3 | 3 | 3 | 3 | 3 | | 19 |
| Road Traffic Collisions | 1 | 1 | 1 | 3 | 2 | 2 | | 10 |
| Alcohol Related Harm/Disorder | 3 | 3 | 3 | 3 | 3 | 3 | | 18 |
| Sexual Offences | 1 | 1 | 1 | 4 | 1 | 1 | | 9 |

Key: 1= little cause for Concern, 2=Slight cause for concern, 3=significant cause for concern, 4=high cause for concern.

From the table above, there are a number of concerns in Bromsgrove that appear to be of similar priority. Since some of the issues are known to overlap, the following four priority themes were identified.

- Criminal Damage
- Litter
- ASB – Youth
- ASB – Alcohol
- Alcohol Related Violent Crime (combines assaults and alcohol related disorder)

Annex B1 – Youth-related Anti-Social Behaviour

1. Issue

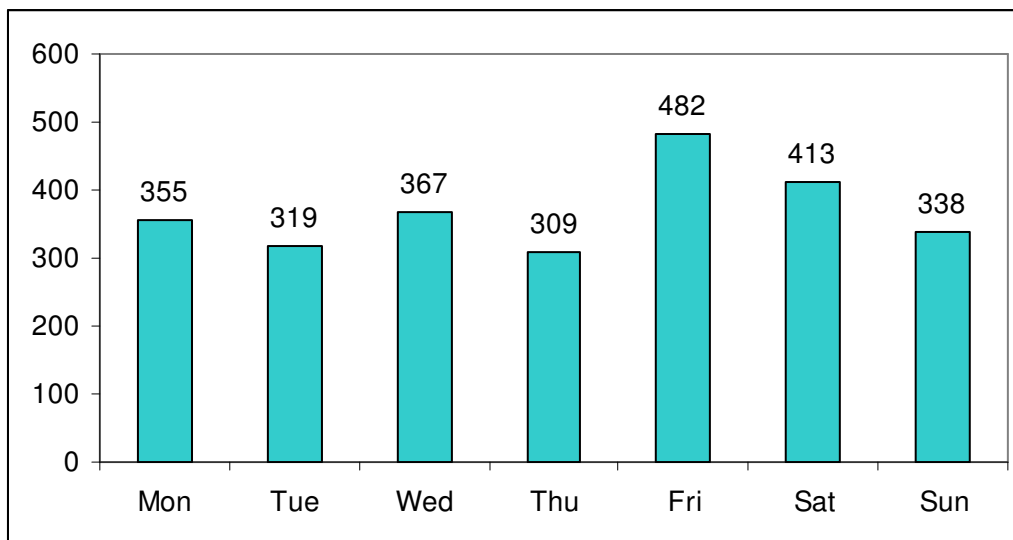
Anti-social behaviour is recorded on the Operational Information System maintained by West Mercia Constabulary. Reports are logged based on all '999' calls and calls to the non-emergency number, with the call taker assigning the incident to a relevant category. The total number of anti-social behaviour incidents is defined as those recorded with an AS (Anti-Social Behaviour) code, under the various categories. Reports can also be created by Police Officers and Staff, but initial reports of anti-social behaviour are not always investigated or verified. Volumes of reported anti-social behaviour are likely to be affected by an individual calling about the same issue a number of times; several individuals reporting the same issue; the police and other agencies proactively encouraging the reporting of anti-social behaviour; under reporting due to high tolerance or fear of repercussions.

Problem Profile

A total of 5091 ASB incidents were reported in Bromsgrove District between August 2007 and July 2008⁸. Of those, 2388 or 47% were flagged up as being youth related by a key word search of the log text⁹

Temporal Analysis

Figure 1: Youth-related Anti-Social Behaviour by Day, August 2007 to July 2008



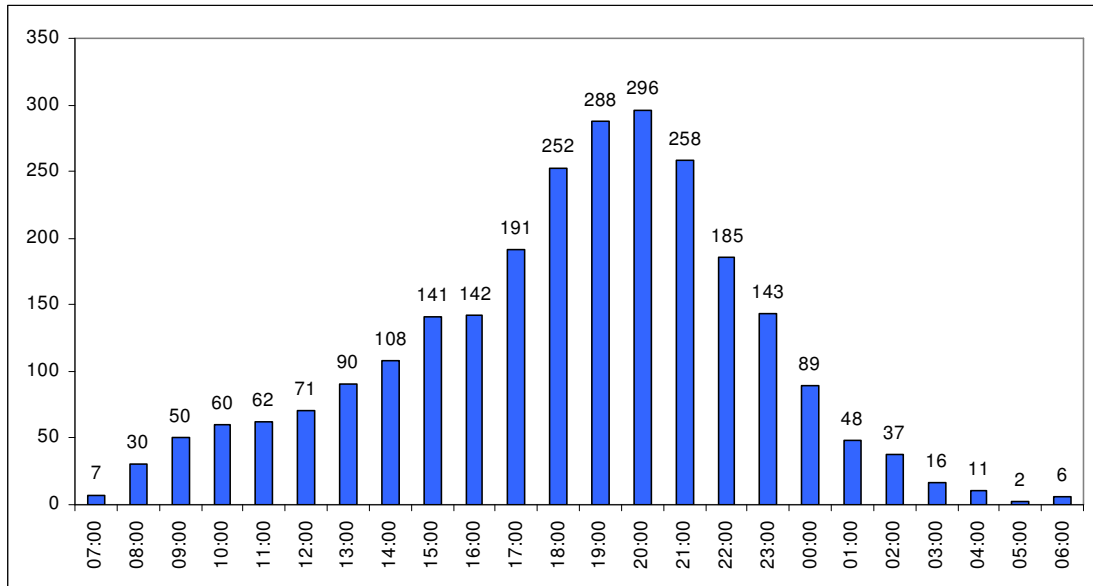
Source: Operational Information System, West Mercia Constabulary, August 2008

Over the last year, youth related ASB incidents have been most common on a Friday. During the school holidays, the weekend increase in incidents is much less pronounced than during term time, leading to a fairly even spread over the days of the week when looking at the year as a whole.

⁸ Source: Operational Information System, West Mercia Constabulary, August 2008

⁹ (key words: youth, young, kid, child, boy, girl, lad, yth)

Figure 2: Youth-related Anti-Social Behaviour by Hour, August 2007 to July 2008

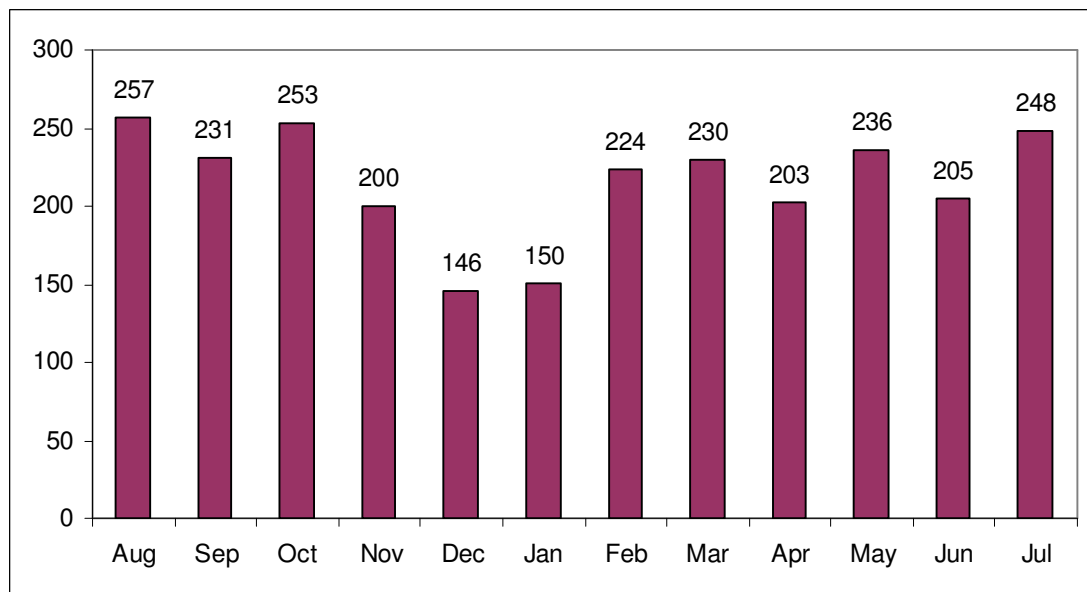


Source: Operational Information System, West Mercia Constabulary, August 2008

The peak time for incidents is between 8 and 9 p.m. Almost half of all incidents (n=1094 or 42%) occur between 6 and 10 p.m.

Again, this pattern varies depending on the time of year, with an earlier peak in incidents through the winter months, and more incidents late in the evening and into the early morning through the summer.

Figure 3: Youth-related Anti-Social Behaviour in Bromsgrove, August 2007 to July 2008

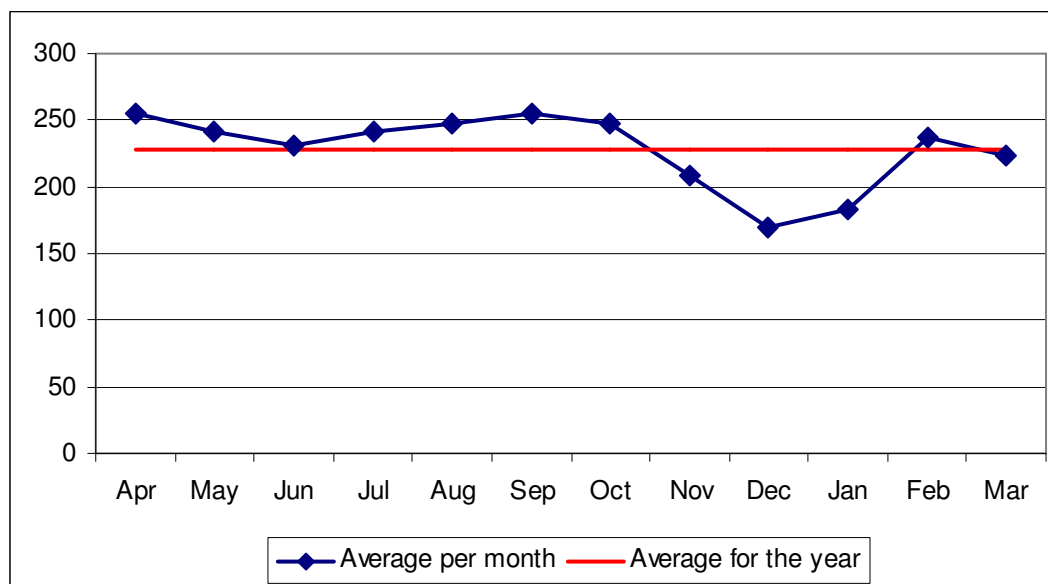


Source: Operational Information System, West Mercia Constabulary, August 2008

During the last 12 months, youth related ASB peaked in August 2007 at 257 incidents, with notable high points in October 2007 (n=253) and July 2008 (n=248) in

keeping with the seasonal trend of the last few years (high frequency in spring/summer, lower in winter).

Figure 4: Average number of youth-related Anti-Social Behaviour Incidents per month (data range: April 2006 - August 2008)



Source: Operational Information System, West Mercia Constabulary, August 2008

The seasonal trend in terms of youth related ASB follows much the same pattern as that of ASB as a whole, showing the strength of the influence youth related incidents have on total recorded ASB. Incidents are highest in number in April, remaining above the average for the year through to October. After Halloween, the number of incidents per month drops quickly to the low point in December, beginning to climb again after January.

The Influence of School Holidays

Due to the high volume of youth related incidents in Bromsgrove, the pattern of total ASB over the course of the year is highly influenced by the school holidays. Over the last two financial years (2006/07 and 2007/08) the average number of youth related ASB incidents per week in Bromsgrove increased during the holidays on average by 5 incidents per week, a 12.5% increase compared to term time.

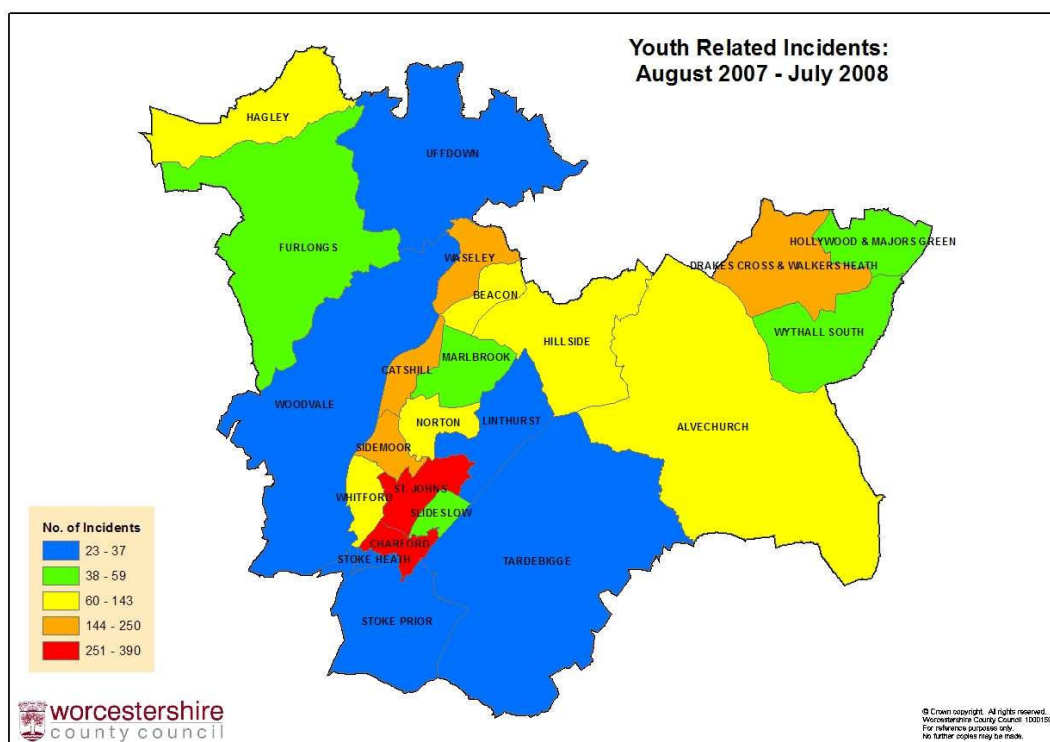
The comparative increase is greatest during the Easter Holidays, averaging 19 incidents per week more than term time, an increase of 48%.

It is important to note that patterns in ASB, especially those reported to be related to young people in the school holidays, can be greatly influenced by the weather. The number of reports of nuisance gatherings is likely to be greater in hotter and drier weather.

Geographical Analysis

Anti-social behaviour incidents are allocated to a ward by plotting the grid co-ordinates as logged in OIS database using ArcGIS, and therefore the number of incidents per ward is only as accurate as the easting and northing given.

Figure 5: Youth Related ASB Incidents by Ward, August 2007 to July 2008



Source: Operational Information System, West Mercia Constabulary, August 2008

Figure 6: Number of Youth-related ASB Incidents per ward, August 2007 to July 2008 – Top 10 Wards

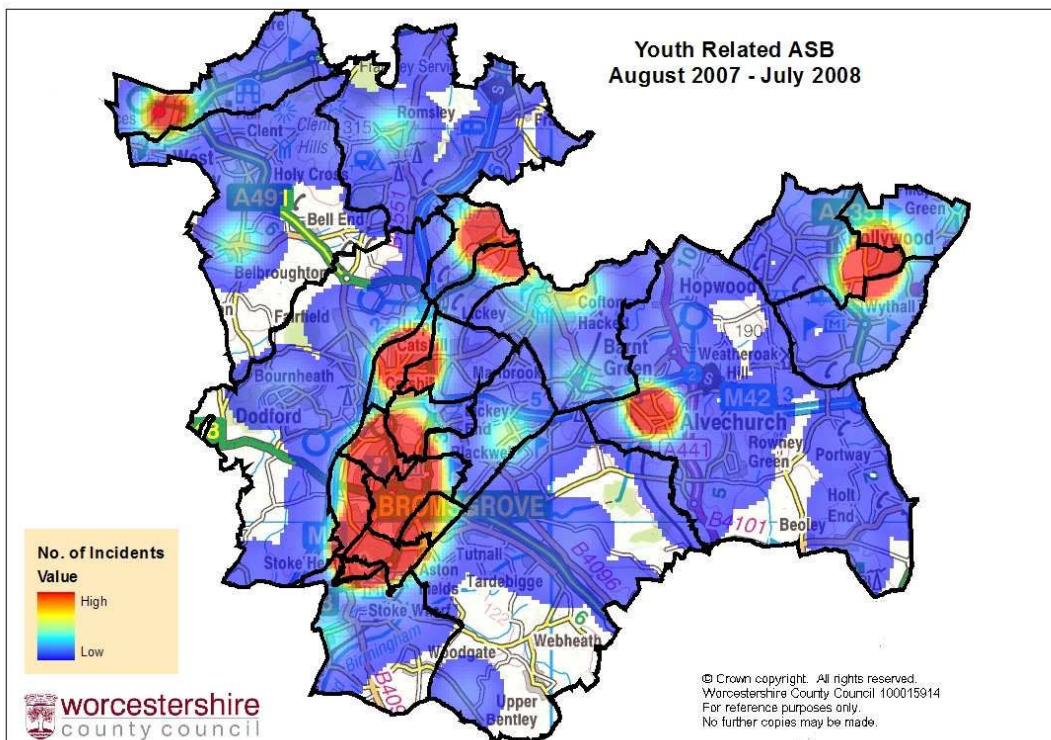
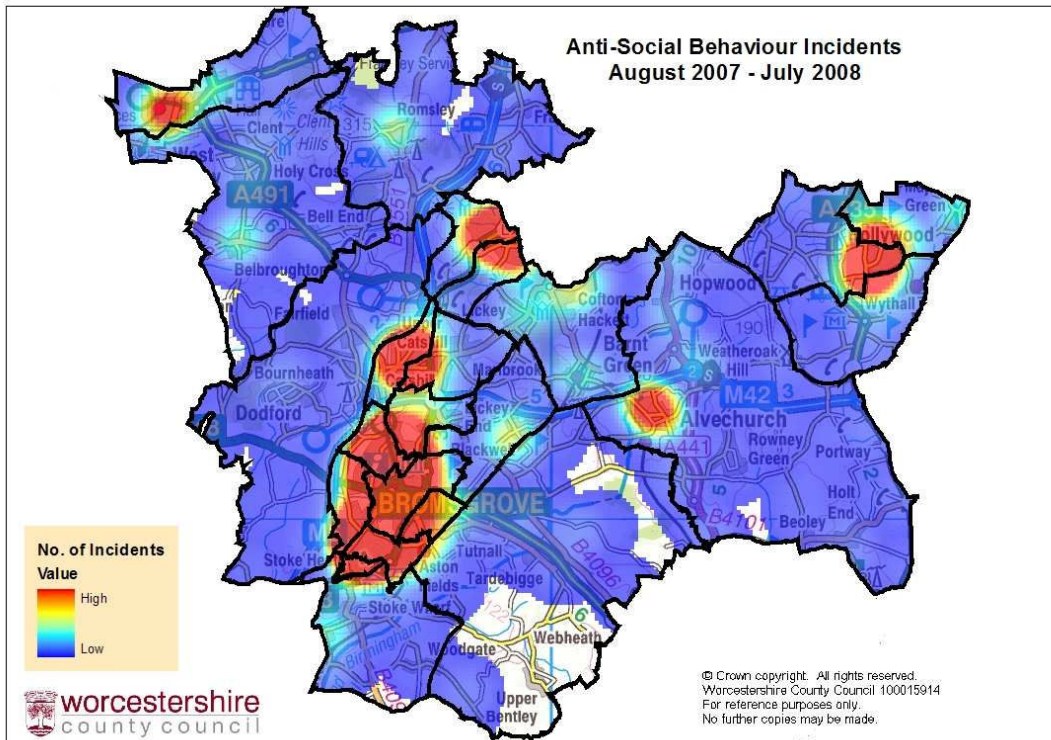
| Ward | No. Incidents |
|------------------------------|---------------|
| St Johns | 390 |
| Charford | 337 |
| Sidemoor | 250 |
| Waseley | 216 |
| Catshill | 186 |
| Drakes Cross & Walkers Heath | 177 |
| Alvechurch | 143 |
| Beacon | 96 |
| Hagley | 96 |
| Whitford | 91 |

Source: Operational Information System, West Mercia Constabulary, August 2008

As with total ASB, St Johns is the ward where most youth-related incidents were recorded, closely followed by Charford. 66% of all incidents were recorded within the top 7 wards (30% of the wards in the District).

Bromsgrove Annex B1: Youth-related anti-social behaviour

Figure 7: Anti-Social Behaviour Location of Incidents (by Hotspot) – Total ASB and Youth-related Incidents



Source: Operational Information System, West Mercia Constabulary, August 2008

The similarities between the size and intensity of total ASB and youth related ASB hotspots indicate just how much influence over total incidents recorded youth related incidents have. Thus, by specifically targeting youth behaviour, and perceptions of the behaviour of young people, the Partnership will be able to make significant alterations to the pattern of ASB recording within the District.

Bromsgrove Annex B1: Youth-related anti-social behaviour

The hotspot maps in figure 7 reveal the specific localities where youth related ASB is an issue. These include Bromsgrove town including Sidemoor, Charford, Whitford and Stoke Heath areas as well as the villages of Catshill, Alvechurch, Rubery, Hagley and Wythall.

NB: Many reports of anti-social behaviour are made straight to the local registered social landlord (e.g. Bromsgrove District Housing Trust) or to the Neighbourhood wardens. Therefore, potentially a significant number of incidents do not get recorded in Police OIS system, hence a problem profile based solely on incidents recorded by the Police may not tell the complete story.

Categories of Anti-Social Behaviour

Figure 8: Youth-related Anti-Social Behaviour by Category, August 2007 to July 2008.

| ASB Category | No. of Incidents | Percentage |
|----------------------------|-------------------------|-------------------|
| Nuisance - Rowdy Behaviour | 1855 | 77.68% |
| Vehicle Related Nuisance | 363 | 15.20% |
| Nuisance Neighbours | 95 | 3.98% |
| Fireworks | 27 | 1.13% |
| Street Drinking | 27 | 1.13% |
| Harassment Incident | 20 | 0.84% |
| Substance Misuse | 1 | 0.04% |
| Total | 2388 | |

Source: Operational Information System, West Mercia Constabulary, August 2008

Over three-quarters (n=1855 or 78%) of youth related incidents were recorded as rowdy behaviour, compared to 59% of total ASB in the same time period. This equates to 66% of total rowdy behaviour complaints in the District that were youth related. This is clearly, therefore, the category where the partnership can have the most influence when attempting to reduce the number of ASB reports logged.

Interestingly, youth related incidents also account for 65% of total fireworks reports, and 63% of street drinking, as opposed to just 42% of vehicle related nuisance.

July 2008 Snapshot

Since rowdy behaviour accounts for such a large proportion of total ASB it is necessary to examine individual reports for a perspective on specific types of behaviour. To complete this analysis for the study period August 2007 to July 2008 (a total of 2826 records in Bromsgrove) was considered to be too time-consuming for this assessment. Consequently, the decision was made to conduct a "snapshot" analysis of incidents recorded during July 2008 across the County. In Bromsgrove, there were 586 ASB reports in July 2008, of which 322 were categorised as nuisance-rowdy behaviour.

The snapshot analysis was undertaken using the same methodology for all districts in Worcestershire, in order for it to be possible for the results to then also be used to draw comparisons between different areas.

Figure 9: Perpetrators of rowdy behaviour in North Worcestershire, July 2008

| Perpetrator | Bromsgrove | Redditch | Wyre Forest | North Worcs. |
|-------------|------------|----------|-------------|--------------|
| Adult | 11.2% | 13.1% | 15.6% | 13.5% |
| Unknown | 34.2% | 51.1% | 33.5% | 38.9% |
| Youth | 54.7% | 46.3% | 50.9% | 50.7% |

Source: Operational Information System, West Mercia Constabulary, August 2008

As figure 9 shows, in July 2008, Bromsgrove recorded the highest proportion of incidents with youth perpetrators of the North Worcestershire Districts with 55% of incidents compared to 46% in Redditch, 51% in Wyre Forest and 51% in North Worcestershire as a whole.

Figure 10: Type of behaviour reported, July 2008

| Type of Behaviour | Bromsgrove | Redditch | Wyre Forest | North Worcs. |
|------------------------|------------|----------|-------------|--------------|
| Gathering | 18.63% | 11.82% | 16.28% | 15.68% |
| Criminal Damage | 16.15% | 4.47% | 11.63% | 10.89% |
| Verbal abuse & threats | 15.53% | 18.85% | 16.51% | 16.90% |
| Misc | 14.29% | 12.46% | 17.91% | 15.21% |
| Violence | 9.01% | 15.02% | 13.72% | 12.68% |
| Stone Throwing | 7.76% | 8.63% | 1.63% | 5.54% |
| Intimidation | 4.66% | 1.92% | 4.19% | 3.66% |
| Football/sports | 3.73% | 1.92% | 2.56% | 2.72% |
| Noise | 3.73% | 7.03% | 6.51% | 5.82% |
| Banging on doors | 2.48% | 4.79% | 5.81% | 4.51% |
| Unknown | 2.17% | 0.00% | 0.00% | 0.66% |
| Fires | 1.86% | 2.88% | 0.93% | 1.78% |

Source: Operational Information System, West Mercia Constabulary, August 2008

Bromsgrove also recorded a higher proportion of incidents related to gathering, criminal damage/vandalism and football/sports in July than any other North Worcestershire district. These types of incidents are generally regarded as the types of behaviours commonly linked to youth perpetrators, therefore implying that there is a greater youth-related ASB problem in Bromsgrove than other Districts. Also, stone throwing, another behaviour synonymous with youths, accounted for 7.76% of rowdy behaviour reports in July 2008 in Bromsgrove, compared to just 1.63% in Wyre Forest and a North Worcestershire average of 5.54%.

When looking specifically at the youth related incidents in Bromsgrove in July 2008 (see figure 10), the most common cause for complaint was gathering youths, followed by incidents related to damage being caused, or the threat of damage being caused.

Figure 11: Type of behaviour reported, Youth-related Incidents only, July 2008

| Type of Behaviour | No. of Incidents | Percentage |
|------------------------|------------------|------------|
| Gathering | 54 | 30.68% |
| Criminal Damage | 35 | 19.89% |
| Verbal abuse & threats | 20 | 11.36% |
| Stone Throwing | 17 | 9.66% |
| Football/sports | 12 | 6.82% |
| Miscellaneous | 10 | 5.68% |
| Violence | 8 | 4.55% |
| Noise | 7 | 3.98% |
| Intimidation | 5 | 2.84% |
| Banging on doors | 4 | 2.27% |
| Fires | 4 | 2.27% |
| Total | 176 | |

Source: Operational Information System, West Mercia Constabulary, August 2008

Miscellaneous includes:

- 4 instances of concern for the safety of the youths involved in ASB
- 3 incidents where youths were trespassing on private property
- An incident when alcohol was seized from an underage drinker, and one reporting underage drinking in a licensed premise.
- An incident of theft

Figure 12: Location of Incidents, July 2008

| Where | Bromsgrove | Redditch | Wyre Forest | North Worcs. |
|------------------|------------|----------|-------------|--------------|
| Street | 32.92% | 34.19% | 21.86% | 28.83% |
| Dwelling | 25.78% | 23.32% | 21.63% | 23.38% |
| Open Space | 15.22% | 5.75% | 13.26% | 11.64% |
| Public Building | 15.22% | 18.85% | 18.84% | 17.75% |
| Licensed Premise | 6.83% | 4.79% | 3.72% | 4.98% |
| Unknown | 3.42% | 13.10% | 19.30% | 12.68% |
| Other | 0.31% | | | 0.09% |
| Transport | 0.31% | | 1.40% | 0.66% |

Source: Operational Information System, West Mercia Constabulary, August 2008

Figure 12 highlights again the effect of the high frequency of youth related incidents in Bromsgrove. The district has a comparatively high proportion of incidents that occur in open spaces – 15% compared to just 6% in Redditch and an average across North Worcestershire of 12%. The actual amount of open spaces and parks may be a factor in this, but the trend also highlights again that one of the major issues in Bromsgrove at the moment is youths gathering. Incidents in open spaces and recreation areas are more likely to be those associated with youths, as more adult based incidents such as neighbour nuisance or drunken behaviour associated with the night time economy are more likely to occur in residential streets, or streets in the town centre.

Figure 13: Location of Youth-related Incidents, Bromsgrove, July 2008

| Location of Incidents | Total | Percentage |
|-----------------------|------------|------------|
| Street | 59 | 33.52% |
| Dwelling | 42 | 23.86% |
| Open Space | 40 | 22.73% |
| Public Building | 29 | 16.48% |
| Licensed Premise | 3 | 1.70% |
| Garage | 1 | 0.57% |
| Transport | 1 | 0.57% |
| Unknown | 1 | 0.57% |
| Total | 176 | |

Source: Operational Information System, West Mercia Constabulary, August 2008

By far the most youth related incidents took place in the street, either in residential or commercial areas. 24% took place in or just outside dwellings, and 23% were in open spaces.

2. Justification

Local Concerns

Partners and Communities Together (PACT)

It is not always clear from the category description titles under which PACT issues are recorded whether or not they were linked to young people. Furthermore, some issues raised at meetings could fall into a number of categories, and so youth related issues may not always be recorded in the "Youth Related" category. In order to establish a more accurate assessment of the number of youth-related issues, all records were examined in greater detail. The results are presented in figure 14. PACT represents the views of only those residents who take the time to attend meetings and therefore the sample size may skew findings.

Figure 14: Issues related to youth ASB raised at Bromsgrove PACT Meetings, August 2007 to July 2008

| Category | Description | No. of issues |
|------------------------|--|---------------|
| Anti-social Behaviour | Inappropriate gathering in public places | 30 |
| | Other | 21 |
| | Noise: Swearing and Shouting | 3 |
| | Noise: Vehicles (e.g. Exhausts/revving) | 2 |
| | Fireworks Being Set Off | 1 |
| Criminal Damage | Vandalism/Graffiti | 21 |
| Alcohol Related | Under age Drinking (Supply to Under 18s) | 8 |
| | Drunken Disorder | 4 |
| | Street Drinking | 5 |
| Youth Related | Youths Inappropriate Gathering | 4 |
| | Lack of youth facilities | 4 |
| Vehicle Related | Mini Mopeds/Vehicles Cruising | 7 |
| | Boy Racers | 3 |
| Drugs/Substance Misuse | Drug Use | 1 |

Source: West Mercia Constabulary, September 2008

Youth related issues have been raised a total of 106 times in PACT meeting across the District over the last year, accounting for 36% of the total number of issues raised. Youth issues seem to be most prominent in:

- St Johns – gathering outside food outlets, in Sanders park etc. prompting complaints about littering and noise, especially after school.
- Sidemoor – loitering gangs of youths at a number of locations across the ward
- Charford – ASB, damage and mini mopeds.
- Catshill – Lingfield Walk and racecourse area.
- Alvechurch – where specific mention of the lack of youth facilities led to the implementation of a new Multi-Use Games Area facility. Nuisance behaviour, noise and feeling of intimidations causing by gangs of people were the main issues of concern.
- Waseley – where a complaint of youths drinking on Rednal Hill Lane led to an application for an Alcohol Free Zone.

BVPI Survey 2006/07

3 of the 23 wards in Bromsgrove District identified activities for teenagers as the top priority for improvement in their area. These were Alvechurch, Drakes Cross & Walkers Heath and Charford.

British Crime Survey (BCS) 2007/08:

Of the 7 strands of ASB used in the British Crime Survey 2007/08 to indicate perception of ASB, the one which respondents are most concerned about nationally is teenagers hanging around on the street, with 31% of people stating that this was a problem.

Citizens Panel June 2008

47% of Bromsgrove respondents said that availability of activities for teenagers was poor or very poor in their area, 6.5% more than the average for the County. Furthermore, 55% of residents in Bromsgrove said that the quality of existing activities for teenagers was poor or very poor, compared to a 31.7% Worcestershire average.

People or groups in the street making others feel intimidated was thought to be a minor problem by 50% of Bromsgrove residents, compared to an average of 45.6% in the county, and 13.2% thought it was a major problem. Only 25.6% of residents did not think it was a problem.

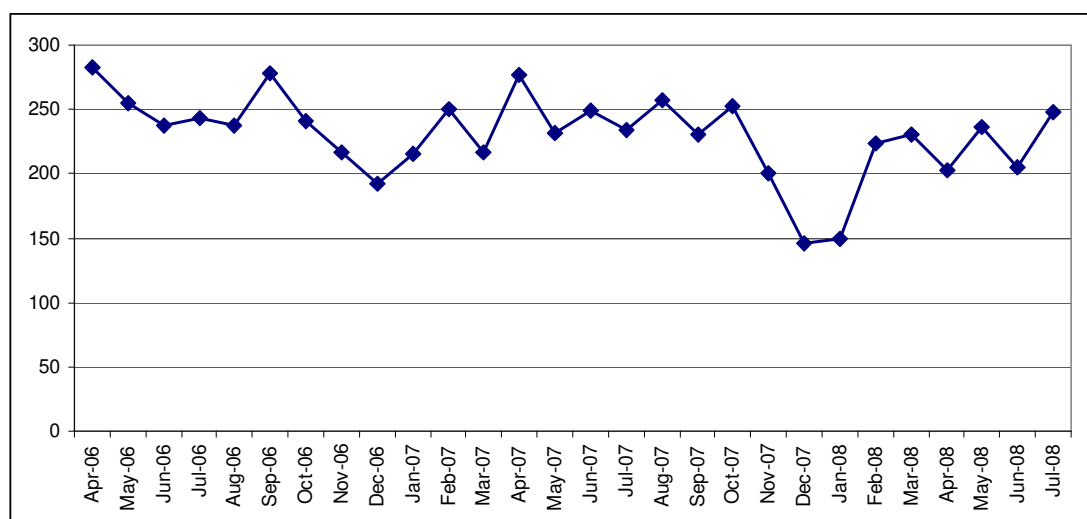
West Mercia Crime & Safety Survey 2008

70% of respondents agreed that groups of people loitering or hanging around in public places was a problem in their local neighbourhood, and 30% thought that this was one of the 3 issues which should be addressed first across the District, an increase on the 25% of residents in the 2007 survey.

64% of residents agreed that the use of fixed penalty notices to tackle anti-social behaviour would be an effective approach.

Trend

Figure 15: Youth Related Incidents per month, April 06 to July 08



Source: Operational Information System, West Mercia Constabulary, August 2008

So far this year total ASB has fluctuated month on month, varying between a lower a higher number of incidents than the same months in 2007. During June 2008, the number of incidents was particularly low, and in July it was comparatively high. As the pattern of ASB is linked to the weather, in warmer months, more people spend time outside, and remain outdoors later into the evening, prompting complaints of noise nuisance. In wetter weather, residents tend to stay inside or in sheltered areas so they are not as likely to be noticed by the complainants.

Youth related ASB clearly follows a seasonal pattern with lows in the winter months compared to highs through the spring and summer. In the current financial year, from April to July, the number of youth related ASB incidents was 15% lower than the same period in 2007/08 suggesting a decreasing trend.

Tasking Priorities

ASB has been the main subject or an incorporated feature in CDRP Tasking 7 times since April 07, and was the main focus of every meeting from April to August 2008. It is therefore clearly a recurring issue affecting a range of partners.

Youth ASB, specifically related to Sanders Park on a Friday evening, has been raised at Tasking a number of times in recent months, and as a result, the neighbourhood wardens have assisted the police in combating this issue.

Risk

As the new LAA and PSA targets set for the partnership are more focused on perceptions of ASB, not tackling problem could lead to those targets not being reached, with possible financial implications.

Though youth related ASB may currently be associated with the less serious types of crime and disorder, there is a potential for the young people perpetrating the behaviour today to progress on to more serious crimes in the future. Therefore, early

intervention and distraction from potentially criminal activities could help in the long run to reduce crime.

Other Factors – PESTELO Analysis

The redevelopment of Bromsgrove town centre, and of the former MG Rover site at Longbridge, could bring additional facilities for young people in the area, thus helping to reduce ASB levels.

Bromsgrove has an ageing population: the proportion of the population aged 60 or over has increased since the 2001 census by 2.27%¹⁰. The proportion of the population aged 19 or below has also increased, though only by 0.05%. With over 60's and under 19's already accounting for almost half of the population of the District, further increases could lead to an enhancement of existing issues and lack of community cohesion. Any further increase in the younger population could put further strain on the limited resources available for young people in the area.

The redevelopment of the old motor works at Longbridge also brings with it the potential for a high number of affordable housing sites in the District. Current plans are to build 1,450 new houses in the area. However, the current economic situation raises questions as to whether these houses will even be built, and if they are, whether or not the more expensive end of the housing stock will be sold.

The provision of £10,000 by GOWN to be used for street lighting bids could provide a key opportunity to improve the lighting situation in Sanders Park and other ASB hotspots across the District. Furthermore, improvement of the quality of CCTV equipment across Bromsgrove may help to deter young people from gathering in key areas.

Merged services between Bromsgrove and Redditch councils, beginning with the merge of the Community Safety Teams, could lead to a change in the way the partnership is able to operate. Specifically, this could affect the way the Neighbourhood Wardens operate and the amount of time they are able to spend helping to tackle ASB in person around the District.

Limited funding and resources can present a significant risk to the outcomes related to youth ASB, as outreach and youth work and implementation of youth facilities can be effective yet expensive.

3. Adding Value

Multi-agency meetings are already frequently taking place at South Bromsgrove High School with great effect. This type of meeting could be rolled out and used in all the High Schools in the District. This would help the partnership to present a unified approach to youth ASB between schools, youth services, sports development, Neighbourhood Wardens, Police etc.

Through the partnership, all agencies can utilise intelligence to target their services where the need is greatest, and work together to ensure that all areas are covered. For example, working together and ensuring that all partners are aware of activities being run by other agencies is vital, so that if, for example, the Police are running sport activities for youths in Charford, the District Council can target another area.

¹⁰ Source: ONS mid-2007 estimates (www.worcestershire.gov.uk/research)

There is an opportunity for partners to work together to instigate improved data quality and information sharing protocols. The partnership has links to several data analysts, whose skills can be utilised to provide guidance to a range of partners in order to improve the quality of the data they record and therefore the reports they produce.

There is currently a gap in terms of the strategic priorities of individual partners. All agencies have protocols to follow and targets to reach. Issues arise where these targets vary, making it difficult to present a partnership approach to problem solving. For example, County Youth Services have targets in their business plan based on certified outcomes of work they undertake with young people. These can be met by inclusion of young people on courses such as the Duke of Edinburgh award. However, this type of interaction with young people, though beneficial, has a limited capacity in terms of the number of young people it can reach. The strategic priority for the Community Safety Partnership is to reduce youth related ASB, and many of the recommendations in this assessment focus on providing facilities and activities that reach a wide range of young people of varying ages, with a range of interests, in order to affect the trends in large gatherings. Therefore, if the youth service were to engage in this process, they would not be continuing to work towards their own targets and risk not meeting them. In order to provide a joint response to ASB and youth issues, it is essential that the strategic priorities of all agencies involved follow the same ethos, so each partner is able to aid the resolution of highlighted issues without the risk of not hitting their business plan targets.

4. Measuring Effectiveness

There are a number of indicators in the new performance framework which measure perceptions of ASB. There is a target to reduce the percentage of people in the survey area who think ASB is a problem. Subsections of this survey question will allow us to identify areas where work is most needed to reduce youth related ASB and improve perceptions.

Public perceptions of youth ASB will be measured through the Place Survey and the West Mercia Crime and Safety Survey, as well as monitoring under National Indicators:

- NI 17 - perceptions of anti-social behaviour.
- NI 21 – Dealing with local concerns about anti-social behaviour and crime by the local council and police
- NI 27 – Understanding of local concerns about anti-social behaviour and crime by local council and police.

The level of incident reporting can also be monitored through OIS ASB logs, as well as through the number of incidents reported to Neighbourhood Wardens, BDHT and through PACT.

5. What Can We Do

Recommendations for partnership planning are made following the National Intelligence Model (NIM) to classify initiatives/actions into prevention, intelligence, enforcement, reassurance (PIER).

Prevention

Diversionsary Activities – Provision of a range of activities including things that will appeal to a wide range of interests. Sports based activities are wide-spread and very

well received across the district already. To reach a broad range of young people, it may be necessary to provide additional activities following different themes in order to reach those young people who do not wish to participate in sports.

Improved youth services and youth facilities – for example an increase provision of youth club nights and outreach work, give young people a place to go without the imposition of a structured activity.

Intelligence

Intelligence-led targeted youth support - Use of data analysis to target youth support in hotspot areas, and continual monitoring to ensure it remains effective in the area where it is most needed.

Improve the quality of the available data –

Police OIS recording: assess the possibility of adding an age field to report logs, even if it was just “youth” or “adult” in relation to the perpetrator or complainant.

Recording of incidents by other agencies: establish a data sharing protocol with BDHT and Neighbourhood Wardens, including a regular agreement to provide updates. Ensure that the data captured is informative and accurate by assessing the current recording systems.

Alignment of Strategic Priorities between Partner Agencies - Ensure that the strategic priorities of partners are aligned so that all agencies are able to engage in a unified approach to solving the problem, whilst still able to hit their own individual targets.

Enforcement

Use of Fixed Penalty Notices for Anti-Social Behaviour – ensure that useful data is collected and stored to aid the work towards achieving a holistic profile of ASB in the District by increasing available data sources.

Reassurance

Community Cohesion Strategy – tackling perceptions between older and younger age groups by use of existing initiatives like the Silver Hoodies, as well as implementation of more community based projects.

Public Education and Publicity Campaigns – advertisement of the definition of anti-social behaviour and provision of alternative routes to incident reporting to ensure that the data stored by Operational Information System is accurate.

Education – Work closely with schools and youth groups to inform young people of the definition of ASB and help to discourage unacceptable behaviour.

Annex B2 – Alcohol-related Anti-Social Behaviour

1. Issue

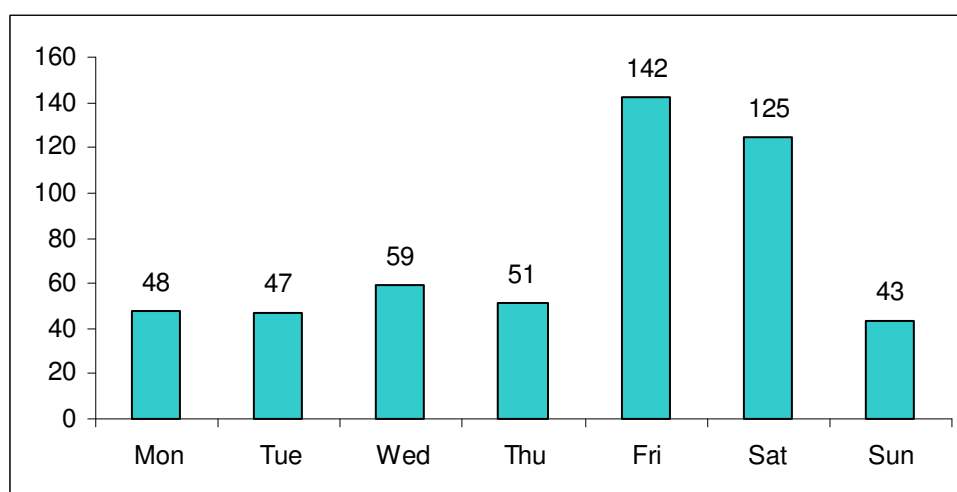
Anti-social behaviour is recorded on the Operational Information System maintained by West Mercia Constabulary. Reports are logged based on all '999' calls and calls to the non-emergency number, with the call taker assigning the incident to a relevant category. The total number of anti-social behaviour incidents is defined as those recorded with an AS (Anti-Social Behaviour) code, under the various categories. Reports can also be created by Police Officers and Staff, but initial reports of anti-social behaviour are not always investigated or verified. Volumes of reported anti-social behaviour are likely to be affected by an individual calling about the same issue a number of times; several individuals reporting the same issue; the police and other agencies proactively encouraging the reporting of anti-social behaviour; under reporting due to high tolerance or fear of repercussions.

Problem profile

A total of 5091 ASB incidents were reported in Bromsgrove District between August 2007 to July 2008¹¹. Of those, 515, or 10%, were flagged up as being linked to alcohol by a key word search of the log text¹², or by having taken place within a licensed premise.

Temporal Analysis

Figure 1: Alcohol-related Anti-Social Behaviour by Day, August 2007 to July 2008



Source: Operational Information System, West Mercia Constabulary, August 2008

Note: Where incidents took place between midnight and 5 a.m. they have been attributed to the previous day.

In a similar pattern to that of total ASB, alcohol related incidents peak over the weekend. However, this pattern is much more pronounced when only looking at

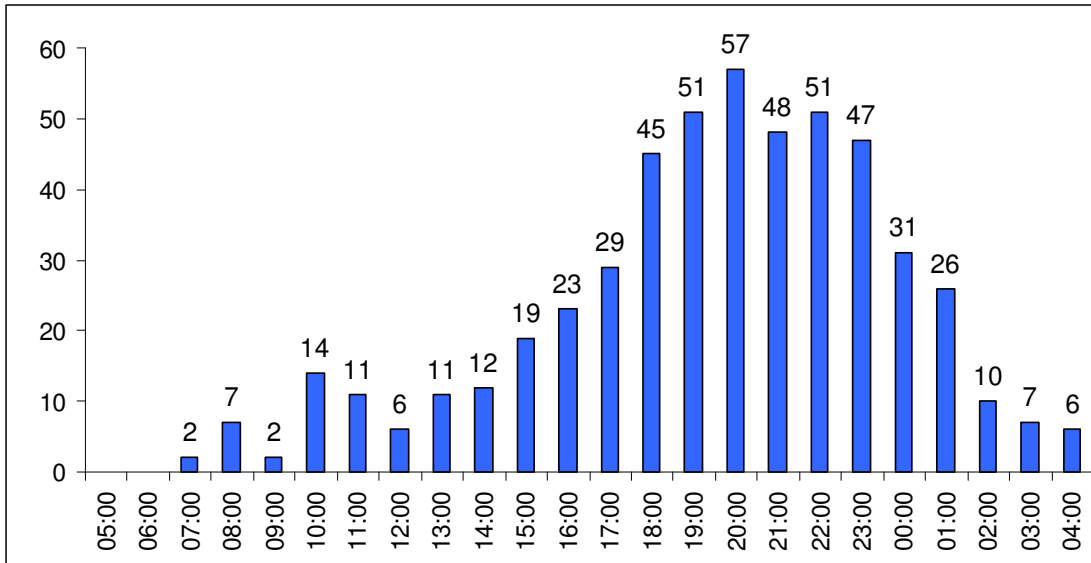
¹¹ Source: Operational Information System, West Mercia Constabulary, August 2008

¹² Key words: Drink, drunk, alcohol, intoxicated, public house, licensed premise, wine, beer, vodka, lager, spirit.

Bromsgrove Annex B2: Alcohol-related anti-social behaviour

those incidents linked to alcohol consumption. Friday night seems to be the peak night for disorder.

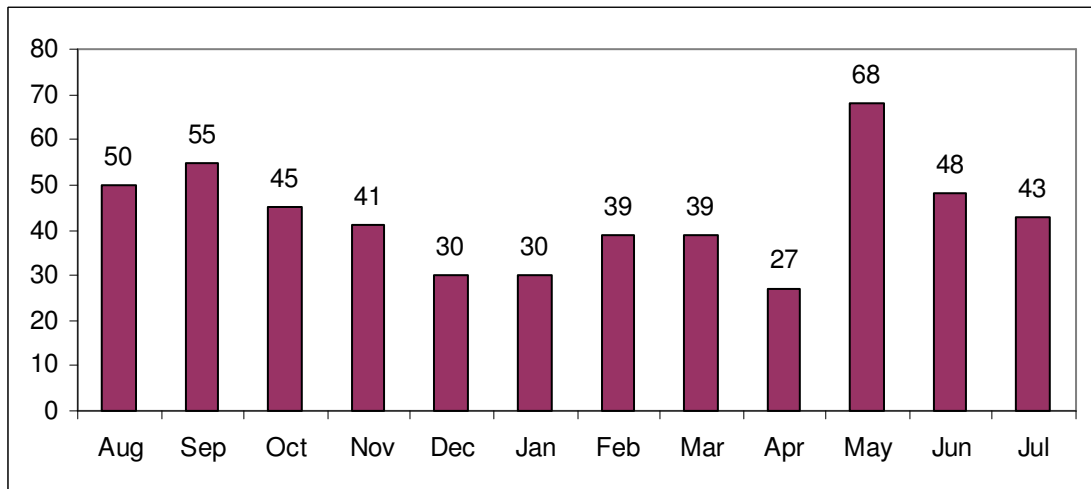
Figure 2: Alcohol- related Anti-Social Behaviour by Hour, August 2007 to July 2008



Source: Operational Information System, West Mercia Constabulary, August 2008

The peak incident time is 8 p.m. with reports still being logged through to 4 a.m. 40% of incidents occur between 7 and 11 p.m.

Figure 3: Alcohol-related Anti-Social Behaviour in Bromsgrove, August 2007 to July 2008



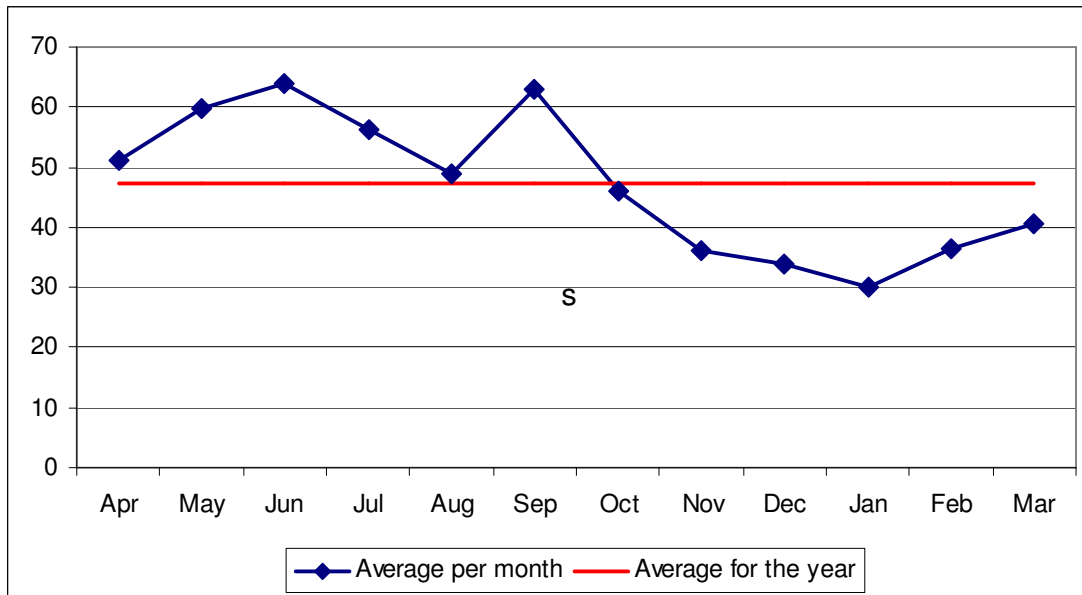
Source: Operational Information System, West Mercia Constabulary, August 2008

May 2008 was “provisionally the warmest May in series back to 1914 for the UK”¹³ so there was an increase in the number of reports of noise and rowdy behaviour disturbing residents as customers sat out in the beer gardens of public houses.

¹³ (Source: http://www.bbc.co.uk/weather/ukweather/year_review/)

Seasonal Trend

Figure 4: Average number of Alcohol-related Anti-Social Behaviour Incidents per month (Data Range: April 2006 – August 2008)

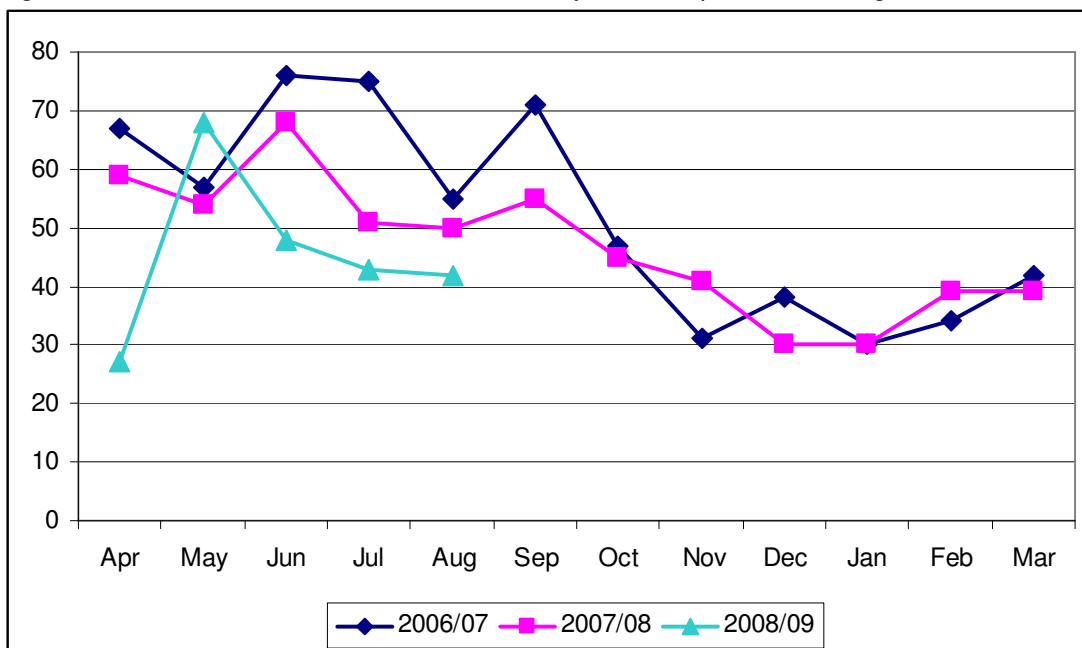


Source: Operational Information System, West Mercia Constabulary, August 2008

Alcohol related ASB follows the same pattern as that of total ASB: above average from April through to September, and below average through the winter.

As figure 5 shows, this pattern has varied slightly year on year.

Figure 5: Alcohol-related Anti-Social Behaviour by month, April 2006 to August 2008.



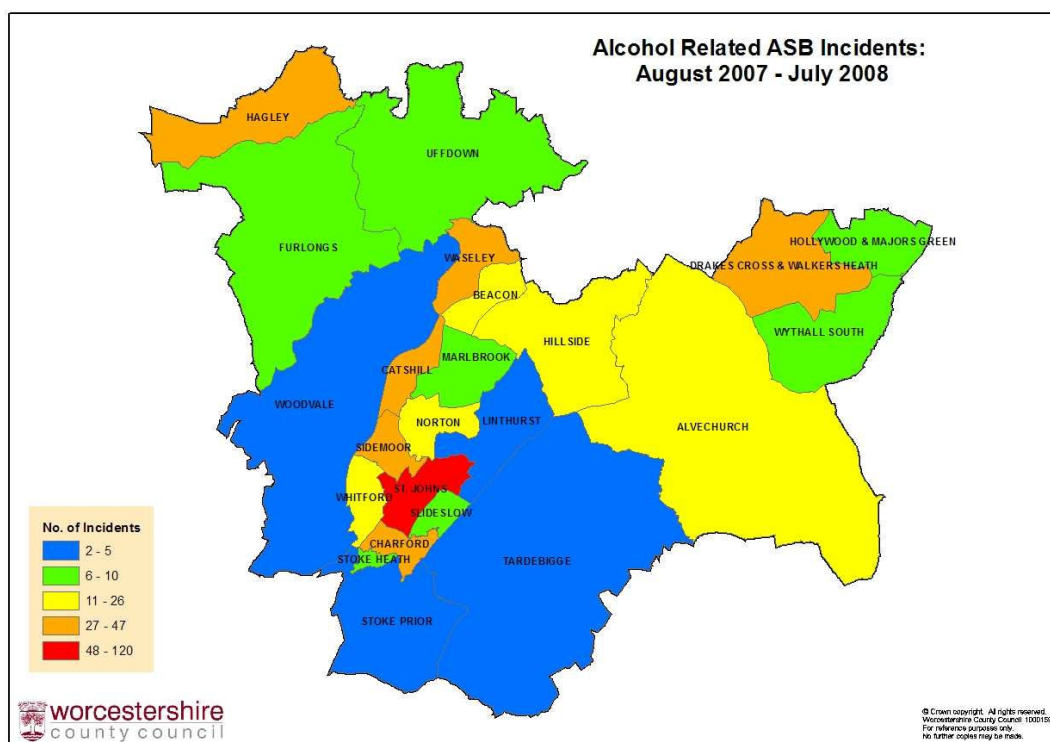
Source: Operational Information System, West Mercia Constabulary, August 2008

Spikes in June and July in 2006 can be linked to the European football cup.

Geographical Analysis

Anti-social behaviour incidents are allocated to a ward by plotting the grid co-ordinates as logged in the OIS database using ArcGIS, and therefore the number per ward is only as accurate as the easting and northing given.

Figure 6: Alcohol-related Anti-Social Behaviour Incidents by Ward, August 2007 to July 2008



Source: Operational Information System, West Mercia Constabulary, August 2008

Figure 7: Number of Alcohol-related ASB Incidents per ward, August 2007 to July 2008 – Top 10 Wards

| Ward Name | No. of Incidents |
|------------------------------|------------------|
| St Johns | 120 |
| Charford | 47 |
| Sidemoor | 43 |
| Waseley | 39 |
| Drakes Cross & Walkers Heath | 37 |
| Hagley | 31 |
| Catshill | 30 |
| Beacon | 26 |
| Hillside | 23 |
| Whitford | 17 |

Source: Operational Information System, West Mercia Constabulary, August 2008

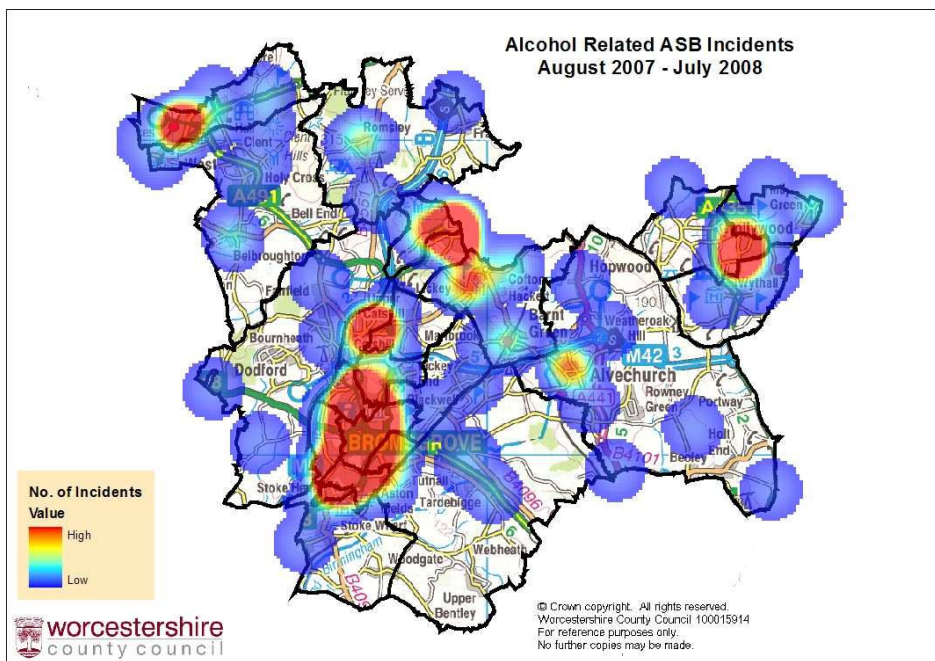
St Johns is by far the ward where the most alcohol related incidents occur. Reports there account for 24% of the total alcohol related incidents, which is unsurprising as it covers the town centre and not only contains the main pubs and club for the District, but also Sanders Park where there are known to be issues relating to youths drinking.

Interestingly, Hagley is the 6th ranked ward in terms of number of alcohol-related ASB incidents, but is not typically ranked that highly in terms of total ASB. 24 out of the 31 incidents recorded in Hagley were to do with youths gathering with alcohol – suggesting this is an issue which may not have been covered to the appropriate extent by the partnership.

Hillside does not feature in the top 10 wards for ASB as a whole, but is the 9th ranked ward for alcohol related ASB. This is mainly due to instances of youths gathering and drinking on the Lickey Hills.

In the town centre, most incidents are related to adults and the night time economy, though there are also issues to do with underage drinkers in Sanders Park. In the more rural wards, most alcohol related ASB is linked to young people gathering in open spaces and drinking.

Figure 8: Location of Alcohol-related Anti-Social Behaviour Incidents (by Hotspot)

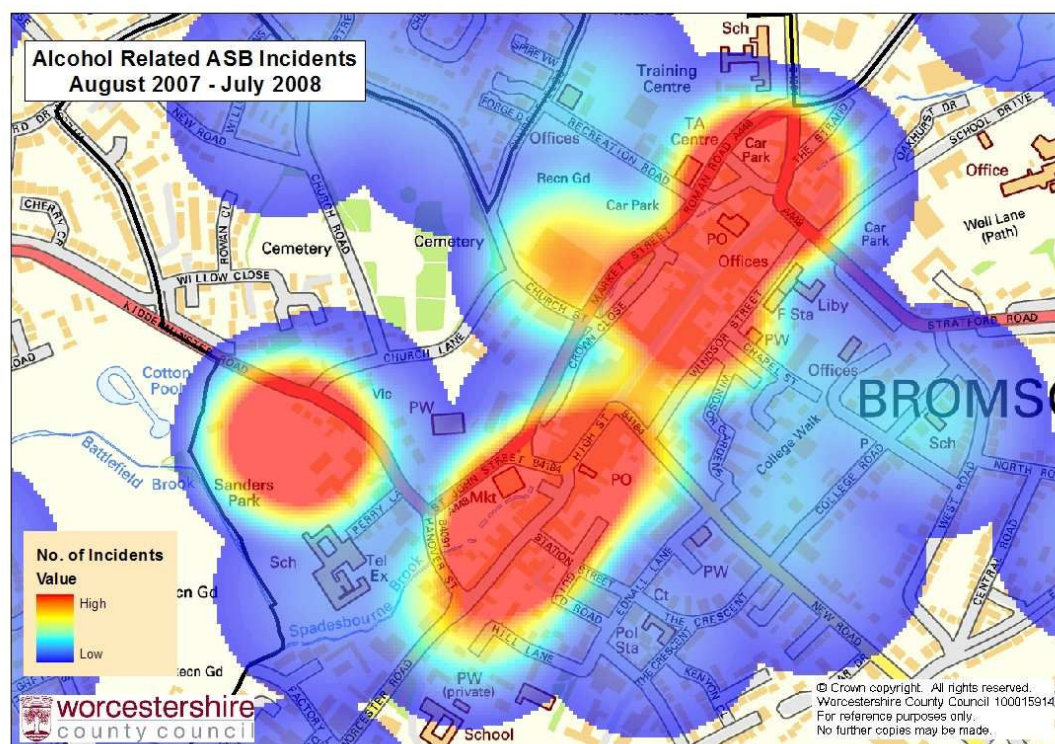
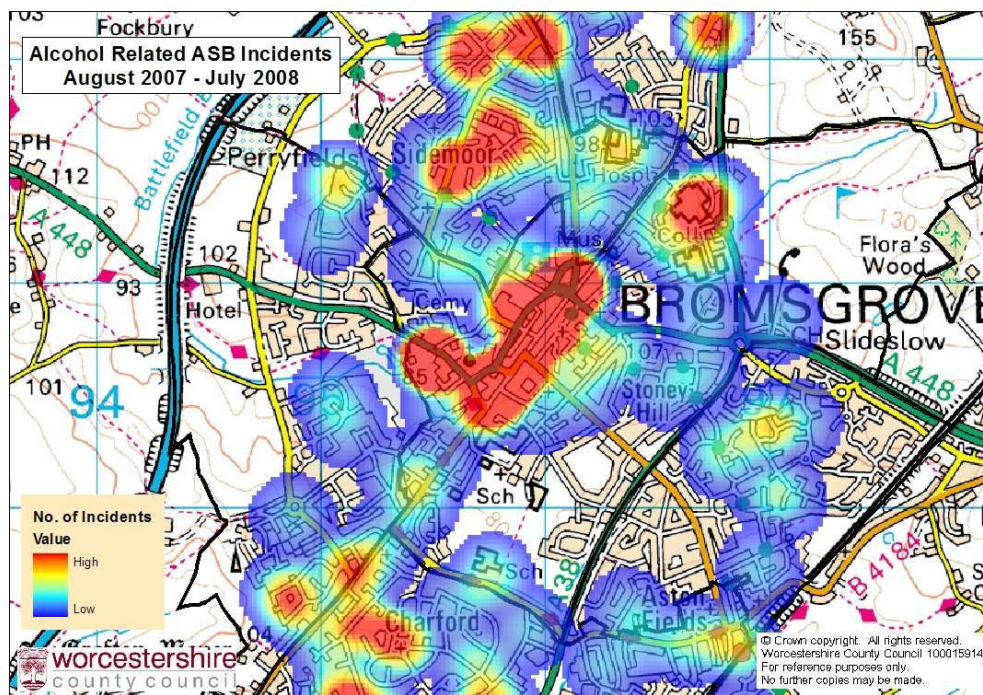


Source: Operational Information System, West Mercia Constabulary, August 2008

Figure 8 shows again the emphasis on Bromsgrove Town centre as the hotspot for alcohol related ASB. It also indicates that there are issues around Rubery, Wythall, Catshill (Lingfield Walk) and Hagley.

Bromsgrove Annex B2: Alcohol-related anti-social behaviour

Figure 9: Location of Alcohol-related Anti-Social Behaviour Incidents (by Hotspot) – Focus on Bromsgrove Town Centre



Source: Operational Information System, West Mercia Constabulary, August 2008

When focusing in on the town centre, it is clear that there is a distinct separation between the 2 main incident areas:

- The night time economy areas at either end of the high street
- Sanders Park where underage youths gather.

Categories of Anti-Social Behaviour

Figure 10: Alcohol-related Anti-Social Behaviour by Category, August 2007 – July 2008.

| ASB Category | No. of Incidents | Percentage |
|-------------------------------------|-------------------------|-------------------|
| Nuisance Rowdy Behaviour | 410 | 79.61% |
| Street Drinking | 41 | 7.96% |
| Vehicle Related Nuisance | 20 | 3.88% |
| Nuisance Neighbours | 17 | 3.30% |
| Noise Nuisance | 7 | 1.36% |
| Malicious Communications | 6 | 1.17% |
| Hoax Call to the Emergency Services | 5 | 0.97% |
| Harassment Incident | 4 | 0.78% |
| Environmental Nuisance | 4 | 0.78% |
| Fireworks | 1 | 0.19% |
| Total | 515 | |

Source: Operational Information System, West Mercia Constabulary, August 2008

Almost 80% of all alcohol-related ASB is logged as rowdy behaviour, followed by around 8% as street drinking. The sum of all other ASB categories account for less than 13% of total alcohol-related ASB.

Problems with data: the use of a key word search is not an entirely accurate and precise method of ensuring all alcohol related incidents are captured. Mis-spelled words, use of other words not included in the key words list, and the use of key words in relation to incidents that are not linked to alcohol may lead to inaccuracies.

With ASB logs, it is sometimes very difficult to define information on the victims and offenders because the log in itself is a measure based on opinion rather than proved fact. Therefore it is difficult to make an assessment based on the profile of perpetrators and complainants. However, it is important to remember that that the offender and victims of alcohol related ASB are sometimes one and the same, especially where young people are concerned. There is a need to tackle the health issues arising from alcohol abuse as well as the ASB issues.

Of the 525 alcohol related incidents between August 2007 and July 2008, 54% were youth related. There is a fairly even split in alcohol related incidents between those that are linked to youths gathering to drink alcohol (usually in the parks and open spaces of the district), and those incidents related to adults and the night time economy (mainly in the town centre causing for concern related to noise late at night, rowdiness and drunken disorder, litter associated with food outlets, and sanitation issues associated with urinating and vomiting).

July 2008 Snapshot

Since rowdy behaviour accounts for such a large proportion of total ASB it is necessary to examine individual reports for a perspective on the specific types of behaviours. To complete this analysis for the study period August 2007 to July 2008, a total of 2826 records in Bromsgrove, was considered to be too time-consuming for this assessment. Consequently, the decision was made to conduct a “snapshot” analysis of incidents recorded during July 2008 across the County. In Bromsgrove,

Bromsgrove Annex B2: Alcohol-related anti-social behaviour

there were 586 ASB reports in July 2008, of which 322 were categorised as nuisance-rowdy behaviour.

The snapshot analysis was undertaken using the same methodology for all districts in Worcestershire, in order for it to be possible for the results to then also be used to draw comparisons between different areas.

Figure 11: Location of Incidents, July 2008

| Where | Bromsgrove | Redditch | Wyre Forest | North Worcs |
|------------------|------------|----------|-------------|-------------|
| Street | 32.92% | 34.19% | 21.86% | 28.83% |
| Dwelling | 25.78% | 23.32% | 21.63% | 23.38% |
| Open Space | 15.22% | 5.75% | 13.26% | 11.64% |
| Public Building | 15.22% | 18.85% | 18.84% | 17.75% |
| Licensed Premise | 6.83% | 4.79% | 3.72% | 4.98% |
| Unknown | 3.42% | 13.10% | 19.30% | 12.68% |
| Other | 0.31% | | | 0.09% |
| Transport | 0.31% | | 1.40% | 0.66% |

Source: Operational Information System, West Mercia Constabulary, August 2008

A higher proportion of total incidents took place in public houses in Bromsgrove than in other districts: 6.83% of rowdy behaviour incidents in July compared to an average of 4.98% in North Worcestershire.

Also, 15.22% of offences in Bromsgrove took place in open spaces compared to a North Worcestershire average of 11.64%, thus providing further supporting evidence of the 2 strands to alcohol-related ASB in the District.

Figure 12: Number and proportion of Anti-Social Behaviour Incidents that were alcohol-related, July 2008

| | Bromsgrove | Redditch | Wyre Forest | North Worcs. |
|---------------------|------------|----------|-------------|--------------|
| No. Incidents | 55 | 47 | 62 | 164 |
| Percentage of Total | 17.08% | 15.02% | 14.42% | 15.40% |

Source: Operational Information System, West Mercia Constabulary, August 2008

In July 2008, Bromsgrove recorded the highest proportion of incidents related to alcohol of the North Worcestershire Districts with 17.1% of incidents compared to 15.0% in Redditch, 14.4% in Wyre Forest and 15.4% in North Worcestershire as a whole.

Based on the detailed analysis of alcohol-related rowdy behaviour incidents in July:

- 47% of the perpetrators were youths, 22% were adults – again highlighting the split between the night time economy and the gathering of underage drinkers in open spaces.
- Most incidents related to gatherings, so it seems the issues related to youths in parks are most common. There were a high number of incidents which fell into the miscellaneous category, including things such as: 4 incidents where alcohol was seized from youths, 5 where drunken perpetrators refused to leave premises, and 3 issues related to concern for safety.

2. Justification

Local Concern

Partners and Communities Together (PACT)

It is not always clear from the category description titles under which PACT issues are recorded whether or not they were linked to alcohol. Furthermore, some issues raised at meetings could fall into a number of categories, and so alcohol related issues may not always be recorded in the "Alcohol Related" category. In order to establish a more accurate assessment of the number of alcohol-related issues, all recorded were examined in greater detail. PACT represents the views of only those residents who take the time to attend meetings and therefore the sample size may skew findings.

Figure 13: Alcohol-related issues raised at Bromsgrove PACT meetings, August 2007 to July 2008

| Category | Description | No. of times raised |
|-----------------|--|---------------------|
| Alcohol Related | Drunken Disorder | 17 |
| | Underage Drinking (supply to under 18s) | 8 |
| | Street Drinking | 6 |
| ASB | Inappropriate gathering in public places | 2 |
| | Noise: Vehicles (exhausts/revving) | 1 |
| Youth Related | Youths Inappropriate Gathering | 1 |

Source: West Mercia Constabulary, September 2008

Roughly 12% (n=35) of all issues raised at PACT meetings across the District between August 2007 and July 2008 were alcohol related.

Alcohol related drunken disorder has been mentioned twice in St Johns PACT over the last year. The main cause for complaint is gatherings of pub and club goers in and around Hanover Street and Worcester Road, leading to issues with noise disturbing residents, as well as litter and hygiene issues relating to urine and vomit. As a result of these problems being raised at PACT, the local Crime Risk Manager has been tasked to conduct an initial investigation into gating the passageway on Hill Lane.

The situation at Hanover Place highlights an important issue associated with the night time economy which is not always immediately obvious. It is common practice for customers of licensed premises to purchase food from the various late night take away premises before leaving the town centre in the early hours of the morning. This provides not only a place where people from different social groups have cause to gather together, which can lead to tensions and assaults, but also can subsequently create a significant mess in terms of litter from food packaging. This not only affects the look of the areas, especially an issue for local residents, but also impacts on the services of the District council, as they have to allocate time and resources to make the streets clean again. Ultimately, this source of litter and detritus could affect the local area scores for NI 195.

Citizens Panel June 2008

People or groups in the street making others feel intimidated was thought to be a minor problem by 50% of Bromsgrove residents in the June 2008 Citizens Panel

Bromsgrove Annex B2: Alcohol-related anti-social behaviour

Survey, compared to an average of 45.6% in the county, and 13.2% thought it was a major problem. Only 25.6% of residents did not think it was a problem.

Furthermore, 54% of Bromsgrove participants thought that drunk people or people drinking in the streets was a problem in the area, be it major or minor, compared to an average of 45.6% of people across Worcestershire.

British Crime Survey 2007/08

The British Crime Survey 2007/08 indicates that nationally only 18% of people report incidents of drunk or rowdy behaviour (Upson, 2005).

Furthermore, of the 7 strands of ASB used in the British Crime Survey 2007/08 to indicate perception of ASB, people being drunk or rowdy in public places was the 5th most likely to be thought of as an issue by respondents, with 25% of people stating that this was a problem. Therefore, it seems that alcohol-related incidents are generally not the type of ASB with which people are most concerned nationally, though evidence from other surveys suggests the issue is thought to be a more serious problem in Bromsgrove.

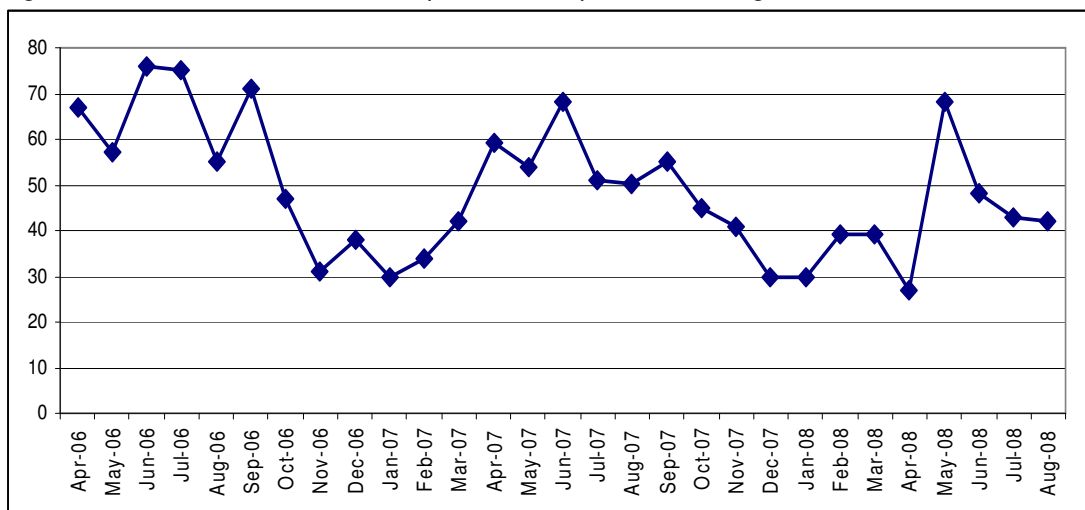
West Mercia Crime and Safety Survey 2008

67% of respondents agreed that under-age drinking was a problem in their local neighbourhood, with 55% thinking people being drunk or rowdy in public places was a problem. Under age drinking was also the 3rd ranked issue to feature in residents opinions of which problems should be addressed first, with 24% of people listing it in their top 3, an 8% increase on the previous year. Only 14% of respondents thought that people being drunk or rowdy in public places should be tackled first of all the issues listed, but this is an 8% increase on the proportion of respondents placing the issue within their top 3 in the 2007 survey.

64% of residents agreed that the use of fixed penalty notices to tackle anti-social behaviour would be an effective approach. 73% agreed that this approach should be used to tackle drinking in an alcohol free-zone, and 70% for under-age drinking.

Trend

Figure 14: Alcohol-related Incidents per month, April 2006 to August 2008



Source: Operational Information System, West Mercia Constabulary, August 2008

It seems that the number of alcohol-related incidents in Bromsgrove has been following a decreasing trend over the last few years – with an uncharacteristically large jump to 68 incidents in May 2008.

In the current financial year, from April to July, the number of alcohol related ASB incidents was 19% lower than the same period in 2007/08 suggesting the decreasing trend is still continuing despite the anomaly during May.

Tasking Priorities

Anti-social behaviour has been the main subject or an incorporated feature in CDRP Tasking 7 times since April 07 and was the main focus of every meeting between April and August 2008. It is therefore clearly a recurring issue for all partners.

Specifically, alcohol related ASB was the main theme of May 2008 Tasking, and crime and disorder in the town centre was the lead theme in October 2007.

Risk

The risks associated with not tackling alcohol related disorder in the district include the obvious risk of the number of alcohol-related incident reports increasing, as well as the risk of a potential increase in the perceived problem, which could lead to the Partnership not reaching its targets for reduction over the next few years. However, alcohol related ASB also comes with significant health risks. An increase in alcohol consumption could lead to an increase in alcohol related admissions to hospitals and even deaths. Alcohol related youth ASB could also have significant sexual health risks. Youth related alcohol abuse can also impact on achievement in school, which can have a long term effect on employment prospects.

At present, anecdotally, the perception of Bromsgrove town centre during the evening is a negative one. The public seem to feel it is an unpleasant place to be filled with rowdy, drunken people. Similarly, there are many parks around the District, including Sanders Park and Lingfield Walk, which have a reputation as places where young people gather and drink alcohol. As a consequence, other residents avoid the area.

Other Factors – PESTELO Analysis

The redevelopment of Bromsgrove town centre will stretch as far as the main night time economy areas on the High Street and Worcester Road. Spending money on improving the area may create a sense of ownership and local pride meaning that people are less likely to damage and deface it, but there is also an additional risk to the investment and money spent on the redevelopment.

The CCTV cameras in the town centre have recently been upgraded and now provide a much better quality of picture. This improvement will act as an additional deterrent to causing disorderly behaviour within the sight of CCTV operatives. It also gives the control room operators a better view when disorder is taking place, enabling them to better help to direct the Police to key areas.

The credit crunch could lead to increased financial pressure on low income households, which can result in an increase in alcoholism as a means of escape. This could then increase the disorder in the town centre related to excessive alcohol consumption.

The introduction of the use of Fixed Penalty Notices to be issued by Bromsgrove District Council Staff will increase the speed and volume for dealing with complaints of alcohol-related ASB. FPN records will also aid the intelligence base with which the partnership has to work in order to gain a more holistic view of ASB across the District.

3. Adding Value

There is an opportunity for partners to work together to instigate improved data quality and information sharing protocols. The partnership has links to several data analysts, whose skills can be utilised to provide guidance to a range of partners in order to improve the quality of the data they record and therefore the reports they produce. For example, there is an opportunity to interview the people causing issues in Sanders Park, trace their details back to their home life and look for common ground and help to identify factors that can be tackled to change behaviour by a range of agencies.

4. Measuring Effectiveness

Public perceptions of ASB will be measured through the Place Survey and the West Mercia Crime and Safety Survey, as well as monitoring under National Indicator 17: perceptions of anti-social behaviour. Though not included in the new LAA, NI 41: perceptions of drunk or rowdy behaviour, will also be monitored at a County level through the Place Survey.

The level of incident reporting can also be monitored through OIS ASB logs as well as through the number of incidents reported to Neighbourhood Wardens, BDHT and through PACT, though improvements in recording of incidents by a variety of partners would improve the accuracy of this measure.

5. What Can We Do

Recommendations for partnership planning are made following the National Intelligence Model (NIM) to classify initiatives/actions into prevention, intelligence, enforcement, reassurance (PIER).

Prevention

Exit strategy for licensed premises – Good practice examples include: staggered leaving times, selling food in the pubs/clubs while people are drinking up to prevent issues at the food outlets, giving out lollipops to well behaved patrons (as used during Operation Christmas Presence), selling soft drinks only for an hour or so before the final closing of the premises to give people the opportunity to leave the premises over a longer period of time rather than large groups leaving at the same time.

Alcohol education with input from a range of partners – Schools package delivering education in terms of alcohol abuse, sexual health, the danger of alcohol consumption etc. “Off the shelf” packages are available, contact should be made with schools to discuss the capacity and opportunity to deliver such initiatives.

Clean streets agreement with food outlets – The implementation of an agreement between the food outlets to make an effort to reduce the amount of litter from food packaging outside premises. Suggestions include provision of litter picking

equipment to the food outlets; the staff can then make regular trips to maintain cleanliness at the front of their premises. Incentives can take the form of awards for clean streets to go to premises signed up to the agreement, with the possibility of FPNs for littering acting as a deterrent to customers making the mess.

Town centre EVA – an assessment targeting litter levels (it may be necessary to make an assessment on a Saturday or Sunday morning) as well as looking for any items that could potentially be used as missiles. The result would then be a public cleanup involving the local residents as well as Partners.

Intelligence

Risk assessment of licensed premises - conduct an assessment of the current and historic situation and provide the partnership with regular updates on the situation (e.g. a quarterly or monthly quick update on the latest data). Include both town centre disorder and the reported problems in open spaces. Ensure that seasonal differences are accounted for. Use historic data to try to predict future peak times.

Risk Assessment: drinking in open spaces, including good practice research, comparisons to other areas, youth consultation and full assessment of underlying issues

- Assessment as to what activities young people would like to be provided in the area to discourage them from gathering with alcohol.
- Comparisons to other areas, e.g. why other areas with parks and open spaces are not having the same problems;
- Address the underlying issues through research and intelligence gathering on the background of the young people who area gathering. There are links between social background, home life, school attainment etc and the use of alcohol. Gathering information on the type of young people gathering in the park, as well as further research into studies conducted around underage drinking, could help the partnership to better understand the problem. However, given that issues, especially when it comes to drinking in parks, tend to increase rapidly in the summer and die off in the winter, it may be necessary to defer this research until next summer.

Improve data quality and data sharing protocols. - Improved data quality and collection protocols: the definition of alcohol related ASB is a contentious issue and it is not always clear cut which incidents are linked to alcohol. Inclusion of an alcohol “flag” for all incidents may be of use, but it would need to be a mandatory requirement for all OIS logs. This may still provide problems though, as it is not always clear whether or not an incident has involved alcohol. Data sharing with other agencies, especially ambulance and A&E data would also be beneficial.

Enforcement:

Use of Fixed Penalty Notices including adequate data collection and recording procedures - including issuing FPNs for proxy sales, parents allowing their children to drink, drunken disorder etc. Ensure that when FPNs are used, data is collected and stored effectively, and this information may be useful for future assessment of the issue, as well as for monitoring performance.

Incorporate appropriate conditions into licensing agreements of town centre premises – where problem premises have been identified, the use of additional conditions in licensing agreements can help to ensure improvements are made.

Reassurance:

High Visibility Presence at key times in the town centre - this does not just have to be police presence, it can include taxi marshals, street wardens, door staff etc. The presence of more capable guardians helps members of the public to feel safe when walking around the town centre. It also provides the opportunity for immediate response to incidents, and the intervention in incidents before they escalate.

Targeted underage and proxy sale campaign, including messages to parents who provide alcohol for young people. - Public education and publicity campaigns – possibly linked to existing SMAT or Trading Standards Campaigns – to set guidelines, promote acceptable behaviour and reassure the public. Also, gather intelligence as to the premises providing alcohol to under-age youths for a crack down.

Public education and publicity campaigns including focus on alcohol, and well as general healthy living themes – a more positive take on the public message to encourage healthy lifestyles in general including exercise, diet and the effect of alcohol. If a healthier lifestyle was adopted by parents, this may lead to an influence on the health of younger people. There are many positive implications in terms of weight, fitness, alcohol, healthy eating (e-numbers) and smoking, all of which may impact on ASB issues.

Annex B3 – Criminal Damage

1. Issue

Problem Profile

Criminal damage accounts just under a quarter of all criminal offences in Bromsgrove District – 23% between August 2007 and July 2008. (Source: iQuanta) and so is the highest volume crime type in the District.

Criminal Damage Category

Figure 1: Criminal Damage by Type, August 2007 to July 2008

| Type of Damage | Bromsgrove | | North Worcestershire | Worcestershire |
|-------------------|-------------|------------|-------------------------|----------------|
| | Total | Percentage | | |
| To a Vehicle | 221 | 47.17% | 42.20% | 43.96% |
| To Other Property | 138 | 20.13% | 19.26% | 19.67% |
| To a Dwelling | 567 | 18.39% | 22.04% | 20.30% |
| To a Non-Dwelling | 242 | 11.48% | 12.94% | 12.90% |
| Arson | 37 | 3.08% | 4.04% | 3.50% |
| Total | 1202 | | | |

Source: *CRIMES*, West Mercia Constabulary, August 2008

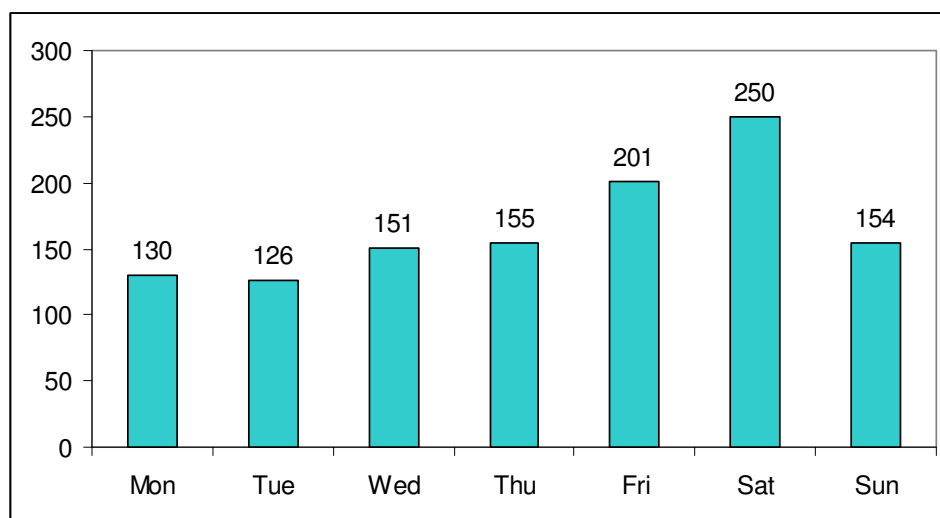
The proportion of criminal damage offences that is made up of damage to a vehicle (almost half of all damage offences) is greater in Bromsgrove than any other Worcestershire District. Criminal damage to a vehicle most commonly consists of damage to or removal of wing mirrors or windscreen wipers, scratched paintwork or dented body work, smashed windows or windscreens, or damage to tyres including slashing. This type of damage is the most likely to be experienced in a spate of offences of the same type, e.g. 17 cars had their tyres damaged in one night in the Charford area in September 2007.

Criminal damage to other property accounts for just over 20% of damage offences in Bromsgrove, compared to a North Worcestershire average of 19.26%. This type of damage is likely to be linked to young people, and consists of damage to fences and public property such as signs and bus stops, including graffiti. Fences are particularly targeted where they border alleyways, with the damage often taking the form of graffiti. This is an indication that the levels of criminal damage in Bromsgrove have slightly stronger links to the younger population than in other areas.

Criminal damage to both dwellings and non-dwellings is most likely to be damage to windows, or window or door frames, commonly caused by thrown stones or bricks.

Temporal Analysis

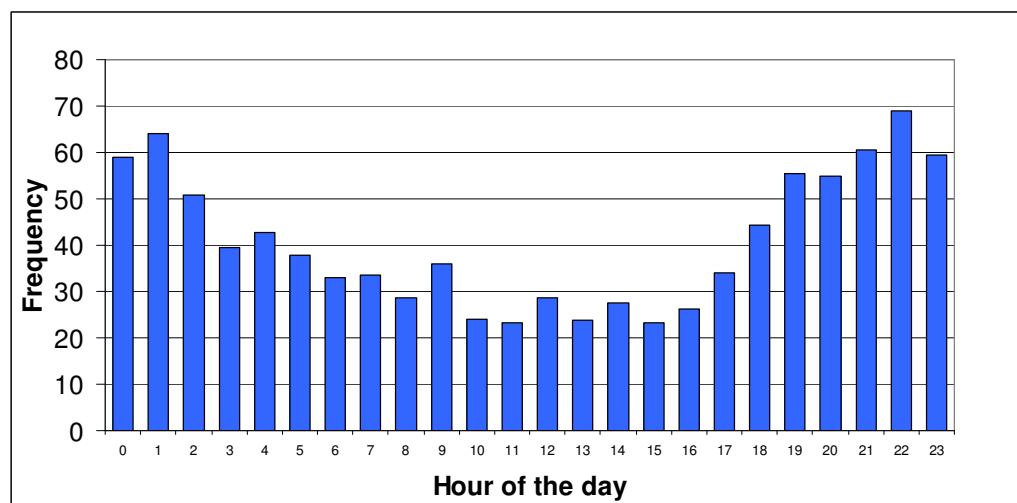
Figure 2: Criminal Damage Offences by Day, August 2007 to July 2008



Source: *CRIMES*, West Mercia Constabulary, August 2008

Most offences occur over the weekend with the peak day on Saturday.

Figure 3: Criminal Damage Offences by Hour, August 2007 to July 2008



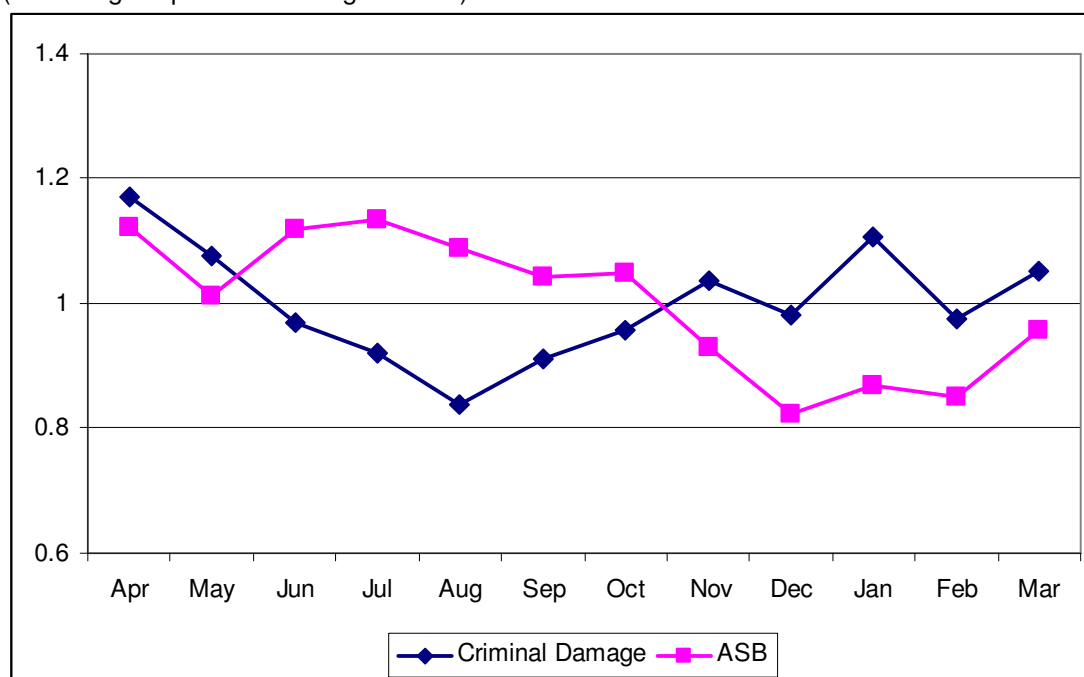
Source: *CRIMES*, West Mercia Constabulary, August 2008

Most offences occurred over night with the peak around 10 p.m. There are clear links between increased offending and the hours of darkness.

Around half of all offences took place over the course of an hour or less, with all others over a longer time period.

Seasonal Trend

Figure 4: Seasonal Trend Criminal Damage and ASB – 1 represents the average for the year (data range: April 2006 to August 2008)



Source Damage: *CRIMES*, West Mercia Constabulary, August 2008

Source ASB: Operational Information Systems, West Mercia Constabulary

Criminal Damage offending is most frequent in April, with offence number also above average in May, November, January and March. Conversely, the seasonal pattern of ASB is also high in April, but then remains high through the summer months, decreasing after October to low levels through the winter. The trends, as displayed in figure 4 almost mirror each other around their respective average trend lines. This can be explained by the theory that the majority of both ASB incidents and criminal damage offences are being caused by the same people. Through the summer months, as young people spend more time outside, more incidents of ASB are reported as the culprits are more visible, incidents may get reported before they escalate to a point when damage is caused. Through the increased hours of darkness in the winter months, gathering youths become less visible and so it is possible that any damage or graffiti caused under the cover of darkness is not discovered until the next day, rather than being prevented by increased daylight.

Also, the limitation of natural surveillance by increased darkness makes it easier to commit criminal damage, hence the winter increase, with ASB incidents decreasing in volume in November, almost as soon as the clocks go back.

Victims and Offenders

Figure 5: Age of Criminal Damage Offenders and Victims, August 2007 to July 2008

| Age Group | Accused | Victim | Total |
|--------------|-----------|------------|------------|
| 10-14 | 6 | | 6 |
| 15-19 | 42 | 28 | 70 |
| 20-24 | 9 | 55 | 64 |
| 25-29 | 6 | 53 | 59 |
| 30-34 | 4 | 68 | 72 |
| 35-39 | 3 | 116 | 119 |
| 40-44 | 4 | 121 | 125 |
| 45-49 | 6 | 96 | 102 |
| 50-54 | | 87 | 87 |
| 55-59 | | 72 | 72 |
| 60-64 | | 60 | 60 |
| 65-69 | | 38 | 38 |
| 70-74 | | 33 | 33 |
| 75-79 | | 16 | 16 |
| 80-84 | | 15 | 15 |
| 85-89 | | 5 | 5 |
| 90+ | | 3 | 3 |
| Unknown | | 5 | 5 |
| Total | 80 | 871 | 951 |

Source: CRIMES, West Mercia Constabulary, August 2008

Most offenders (53%) were aged between 15 and 19 years. However, it is important to note that of a total of 1202 offences between August 2007 and July 2008, offenders were only identified in 80 offences. The age of victims is more varied, with most aged between 35 and 50 years.

36% of the 80 known offenders (n=29) lived in Charford ward.

Repeat Victims and Offenders

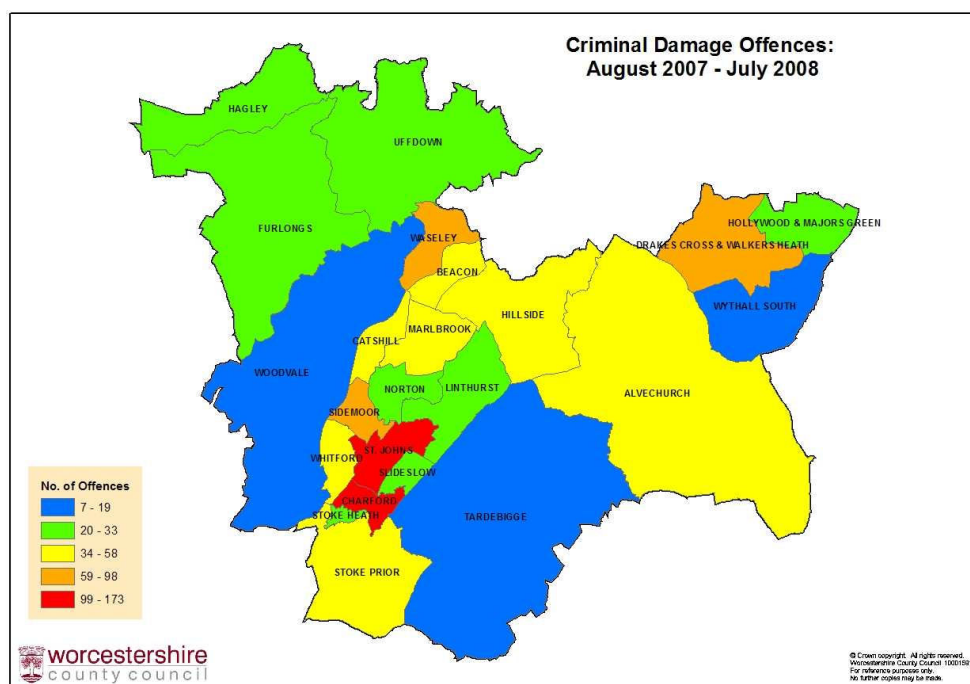
41% of offences were committed by just 9 offenders, one of whom had committed 10 damage offences in the 12 month period studied.

Just over 10% of victims had experienced more than one criminal damage offence in the between July 07 and August 08.

Geographical Analysis

Offences are assigned to a ward for mapping purposes using the grid reference as stated in the offence recorded in the location field.

Figure 6: Criminal Damage Offences by Ward, August 2007 to July 2008



Source: *CRIMES*, West Mercia Constabulary, August 2008

Figure 7: Number of Criminal Damage Offences per Ward, August 2007 to July 2008 – Top 10 Wards

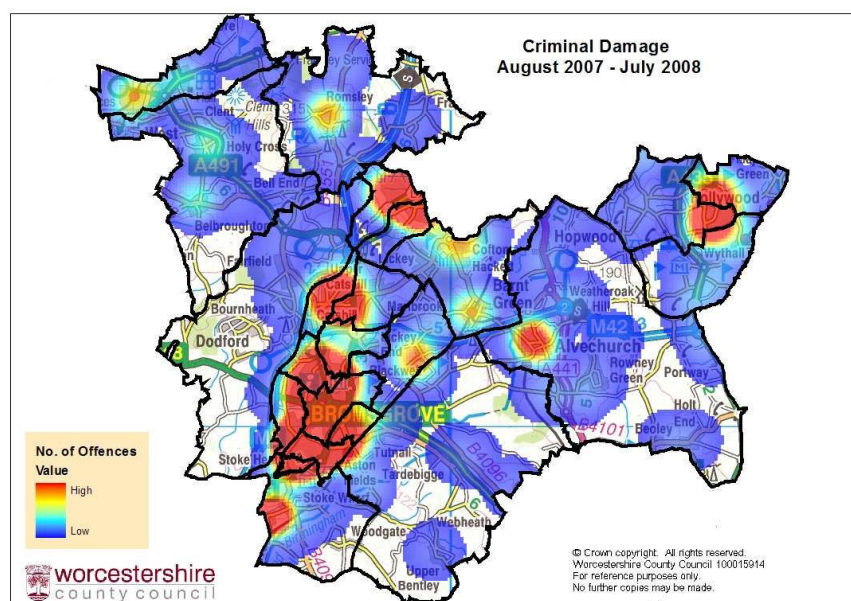
| Ward | Total | Percentage | ASB Rank |
|------------------------------|-------|------------|----------|
| St Johns | 173 | 14.82% | 1 |
| Charford | 172 | 14.74% | 2 |
| Waseley | 99 | 8.48% | 4 |
| Sidemoor | 66 | 5.66% | 3 |
| Drakes Cross & Walkers Heath | 63 | 5.40% | 5 |
| Catshill | 60 | 5.14% | 7 |
| Alvechurch | 54 | 4.63% | 6 |
| Stoke Prior | 52 | 4.46% | 18 |
| Hillside | 44 | 3.77% | 11 |
| Marlbrook | 44 | 3.77% | 13 |

Source: *CRIMES*, West Mercia Constabulary, August 2008

More damage offences were recorded in St Johns ward (covering Bromsgrove Town Centre) than any other, closely followed by Charford. As the third ranked ward (Waseley) recorded over 42% fewer offences than the top 2 ranking wards, it is clear that Charford and St Johns dominate the number of criminal damage offences in the District.

Criminal damage is often said to be closely linked geographically to deliberate fires and anti-social behaviour. Figure 8 shows that the top 7 wards in terms of volume of criminal damage and ASB are the same, but with a few slight changes in the order. Stoke Prior is the 8th ward in terms of frequency of damage offences (Aug 07 – Jul 08), but does not suffer from high levels of ASB. Stoke Prior experienced a spate of criminal damage to a vehicle offences in December 2007 when 17 offences were recorded, compared to an average of just 3 per month for the rest of the 12 month period. In Hillside, there were a number of damage offences in Barnt Green and Cofton Hackett, but these villages again do not experience high levels of ASB.

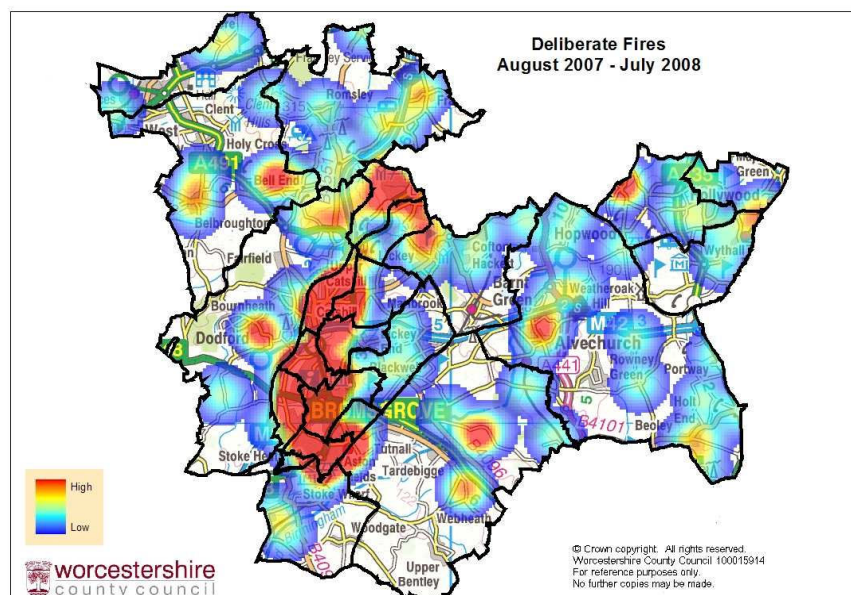
Figure 8: Criminal Damage Location of Offences (by Hotspot)



Source: CRIMES, West Mercia Constabulary, August 2008

The above map shows the “hotspot” analysis of criminal damage offences between August 07 and July 08. Further to figure 6, this indicates that offences are clustered around Bromsgrove town itself, reducing in intensity further away from the town centre. Offences also seem to focus on the more urban areas of the district, the town and village centres, including Catshill, Rubery, Alvechurch and Wythall. Criminal Damage offences are more limited in the large rural expanses of the District.

Figure 9: Deliberate Fire Location of Incidents (by Hotspot)



Source: Hereford & Worcestershire Fire & Rescue Service, August 2008

As figures 8 and 9 show, the links between deliberate fires and criminal damage offences can also be seen most strongly in the urban areas of Bromsgrove, with incidents clustering around Bromsgrove Town, including the wards of St Johns, Charford, Sidemoor and Catshill. In these areas, incidents are most likely to be refuse/container, derelict building, and tree/fence/lamp fires. However, it is important

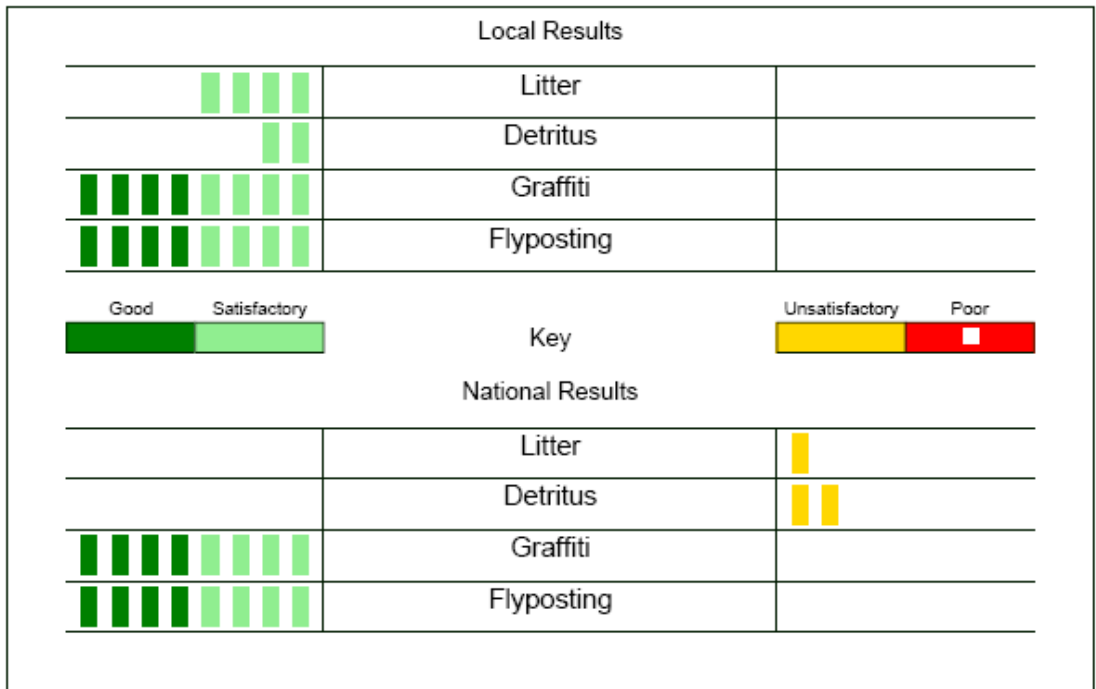
to note that deliberate fires are also common in the more rural areas of Bromsgrove district where more grass and heath land fires tend to occur.

Environmental Data

Criminal Damage is also known to have close links with environmental crime. Studies show that areas with high levels of flytipping, litter and detritus are more likely to attract further criminal damage and graffiti. If an area appears to be run down, people are more likely to damage it further. The following section outlines the current issues in Bromsgrove related to environmental crime.

National Indicator 195, included in the Worcestershire LAA 2008, is a measure of street and environmental cleanliness including levels of litter, detritus, graffiti and fly-posting.

Figure 10: Bromsgrove District Council NI 195 Survey Tranche 1 Results, including National results



Source: NI195 Report September 2008

Figure 10 indicates that Bromsgrove District Council is performing excellently in terms of graffiti and fly-posting, in keeping with the national average with results of Good in both areas.

Results for litter locally are at the top end of satisfactory, compared with a national result of unsatisfactory.

The local results for detritus place the District towards the middle of the satisfactory category, which, compared to a national result towards the middle of the unsatisfactory category, is a positive result.

Figure 11: Bromsgrove District Council NI 195 Survey Tranche 1 Results by Land Use Type

| Land Use | Litter | Detritus | Combined | Graffiti | Fly-posting |
|-----------------------------|--------|----------|----------|----------|-------------|
| All Areas | 6% | 16% | 11% | 2% | 0% |
| Main Retail and Commercial | 4% | 0% | 2% | 1% | 0% |
| Other Retail and Commercial | 0% | 7% | 4% | 0% | 0% |
| Higher Obstruction Housing | N/A | N/A | N/A | N/A | N/A |
| Medium Obstruction Housing | 0% | 40% | 20% | 0% | 0% |
| Low Obstruction Housing | 0% | 6% | 3% | 0% | 0% |
| Industry and Warehousing | 3% | 9% | 6% | 0% | 0% |
| Main Roads | 10% | 10% | 10% | 0% | 0% |
| Rural Roads | 1% | 31% | 16% | 0% | 0% |
| Other Highways | 25% | 37% | 31% | 13% | 0% |
| Recreation | 9% | 0% | 4% | 1% | 0% |

Source: NI195 Report September 2008

Figure 11 can be used to identify the land use types in most need of attention in terms of levels of litter, detritus, graffiti and fly-posting – the lower the percentage, the better the score.

Areas for Improvement:

- Litter: “other highways” (including lay-bys, bridleways etc), main roads, recreation areas main retail and commercial areas.
- Detritus: medium obstruction housing¹⁴, other highways, rural roads and main roads.
- Graffiti: Despite excellent scores, there is room for improvement around main roads.
- Fly-posting: 0% result for all land use types – an indication of the excellent job done by the neighbourhood wardens of the area.

Flytipping

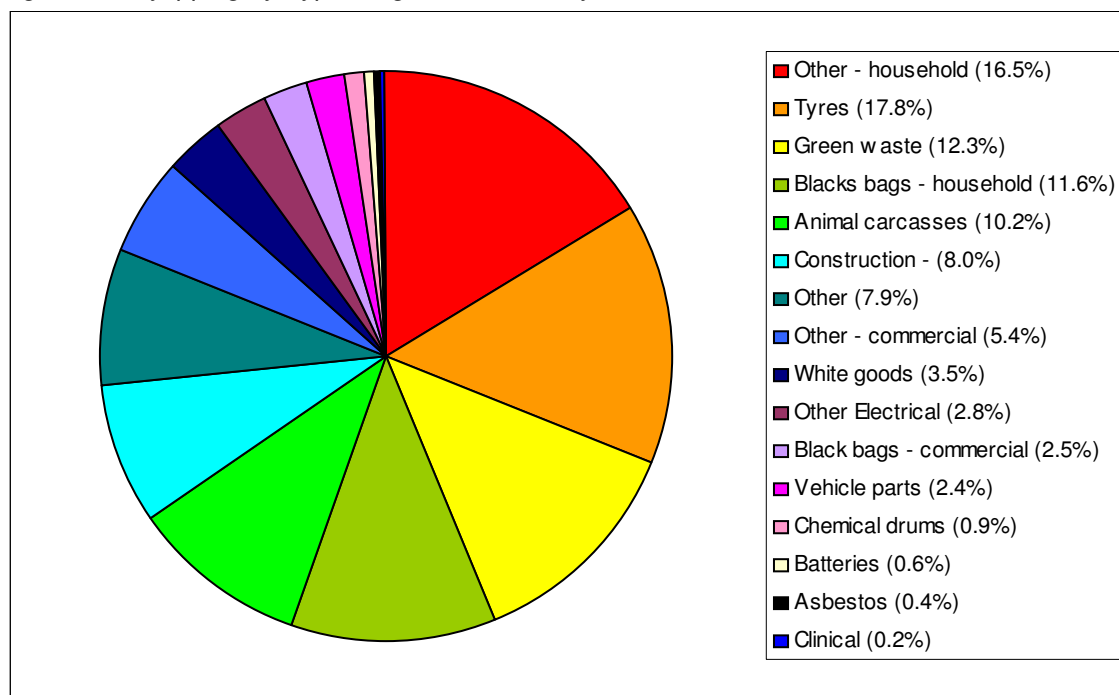
National Indicator 196 measures improved street and environmental cleanliness including flytipping. A total of 1723 instances of flytipping were reported to and attended by the Bromsgrove District Council Depot between August 2007 and July 2008. (Source: Depot Flytipping Record)

In 14 cases nothing was found at the described location, giving a total of 1709 flytipping instances attended where the items were removed by the Depot.

In 66% of cases, the load could fit into a small van or car. There were 29 instances where a significant amount of items had been tipped, requiring multiple loads for removal.

¹⁴ Observation based on the potential obstruction by on street parking (Source: Defra website)

Figure 12: Flytipping by Type, August 2007 to July 2008



| Type | Total | Type | Total |
|-------------------------|-------|-------------------------|-------------|
| Other - household | 282 | White goods | 60 |
| Tyres | 252 | Other Electrical | 48 |
| Green waste | 210 | Black bags - commercial | 43 |
| Blacks bags - household | 199 | Vehicle parts | 41 |
| Animal carcasses | 174 | Chemical drums | 16 |
| Construction | 136 | Batteries | 11 |
| Other | 135 | Asbestos | 6 |
| Other - commercial | 92 | Clinical | 4 |
| | | Total | 1709 |

Source: Bromsgrove District Council Depot Flytipping Record

Of a total of 1709 recorded incidents, the most common type of material removed was “household-other” (n=282) which includes household items other than items in black bags or electrical goods. This can also include mattresses etc. Tyres are the second most commonly fly-tipped material (n=252), the cause of which is likely to be linked to the fact that highways are by far the most common location for flytipping.

Figure 13: Location of flytipping, August 2007 to July 2008

| Location | Total | Percentage |
|------------------------|-------------|------------|
| Highways | 1377 | 80.57% |
| Footpath/ bridleway | 238 | 13.93% |
| Council Land | 40 | 2.34% |
| Back Alley | 23 | 1.35% |
| Watercourse | 12 | 0.70% |
| Private Residential | 7 | 0.41% |
| Other 1 | 7 | 0.41% |
| Commercial/ Industrial | 3 | 0.18% |
| Agricultural | 2 | 0.12% |
| Total | 1709 | |

Source: Bromsgrove District Council Depot Flytipping Record

The vast majority of flytipping was located on or adjacent to Highways – 81%, followed by bridleways (14%). Other location types only account for around 5.5% of flytipping between August 2007 and July 2008.

Flytipping is most common in the rural areas of the District, with comparatively very few reports in the more urban areas. Of those in Bromsgrove town itself, most reports were in the St Johns area, followed by Charford, Catshill and Sidemoor. It is important to note that in the more high density housing areas, many flytipping incidents are reported directly to the local Registered Social Landlord (in most cases Bromsgrove District Housing Trust) and so are not recorded by the District council database.

In terms of the rural areas, though the area field in the data provided was slightly ambiguous, it seems that slightly more incidents of flytipping were reported in the north-eastern section of the District, specifically around Wythall and Hollywood, and the Woodvale/Uffdown, areas including a significant number of reports around Romsley, Frankley, Fairfield, and Wildmoor. There were also a significant number of reports in the ward of Tardebigge, and many of these were located along the Bromsgrove Highway. The ward of Alvechurch was also the location of a significant number of incidents.

2. Justification

Local Concern

Partners and Communities Together (PACT)

It is not always clear from the category description titles under which issues at PACT meetings are recorded whether or not the problem was associated with criminal damage. Furthermore, some issues raised at meetings could fall into a number of categories, and issues linked to criminal damage may not always be recorded in the “Criminal Damage” category. In order to establish a more accurate assessment of the number of criminal damage and environmental issues, all records were examined in greater detail. PACT represents the views of only those residents who take the time to attend meetings and therefore the sample size may skew findings.

Figure 14: Issues related to Criminal Damage and Environmental Issues raised at Bromsgrove PACT Meetings, August 2007 to July 2008

| Category | Description | No. of Issues |
|-----------------|----------------------------|---------------|
| Environmental | Other | 31 |
| | Poor Road Conditions | 12 |
| | Rubbish/Litter | 11 |
| | Overgrown Vegetation | 4 |
| | Dog Mess | 3 |
| | Street Lighting | 1 |
| | General Appearance of Area | 1 |
| | Problems with Drains | 1 |
| Criminal Damage | Vandalism/Graffiti | 21 |

Source: PACT Database, West Mercia Constabulary, September 2008

Environmental Issues are clearly a key concern to the residents of Bromsgrove District as they have featured in 29% of all issues raised at PACT meetings over the last year.

Examples include:

- Complaints about the frequency and effectiveness of rubbish collections
- Issues surrounding overgrown alleyways
- Dog mess
- Poor road and footpath conditions
- Reporting of run down nature of areas.

Citizens Panel May 2008

35% of Bromsgrove residents questioned in the May 2008 Citizens Panel survey said they felt the quality of street lighting was good or very good in the District, but 37.7% said they thought it was average.

35.6% thought the cleanliness of the area was poor or very poor, a more negative response than the Worcestershire average of 27.5%.

British Crime Survey (BCS) 2007

The British Crime Survey 2007/08 reports that 30% of victims of vandalism have suffered more than one offence, making it the second most likely crime to be a repeat victim of, after Domestic Violence.

Also, of the 7 strands of ASB used in the British Crime Survey 2007/08 to indicate perception of ASB, rubbish or litter lying around and vandalism, graffiti and other damage were the second and third ranked issues that respondents thought to most be a problem, with 30% and 27% of people stating that this was a problem respectively.

West Mercia Crime and Safety Survey 2008

56% of respondents in the 2008 West Mercia Crime and Safety Survey stated that they had felt fearful of vandalism or damage to their property in the last 12 months. This is 27% more than the residents who stated they had been worried about the same thing in the 2007 survey.

56% of respondents agreed rubbish or litter lying around was a problem in their local neighbourhood, with 51% thinking dog mess was a problem, and 50% thinking vandalism, graffiti and other damage was. In the 2008 survey, 17% of people would put vandalism, graffiti and other types of damage in their top 3 issues to be dealt with first, compared to 23% in 2007 – suggesting the situation is improving. However, 13% of people would tackle rubbish and litter lying around as one of the top 3 in 2008, an increase of 6% compared to the previous survey.

8.4% of the residents surveyed had experienced some form of vandalism or damage to property (including car) over the last 12 months, almost doubling the 2007 figure. It was the crime type that the most people had experienced in the survey. 42% of those people did not report the crime, indicating that there is a potential under-representation of incidents in the police recorded data, and strengthening the case for using a wide range of data sources to assess the situation in terms of criminal damage.

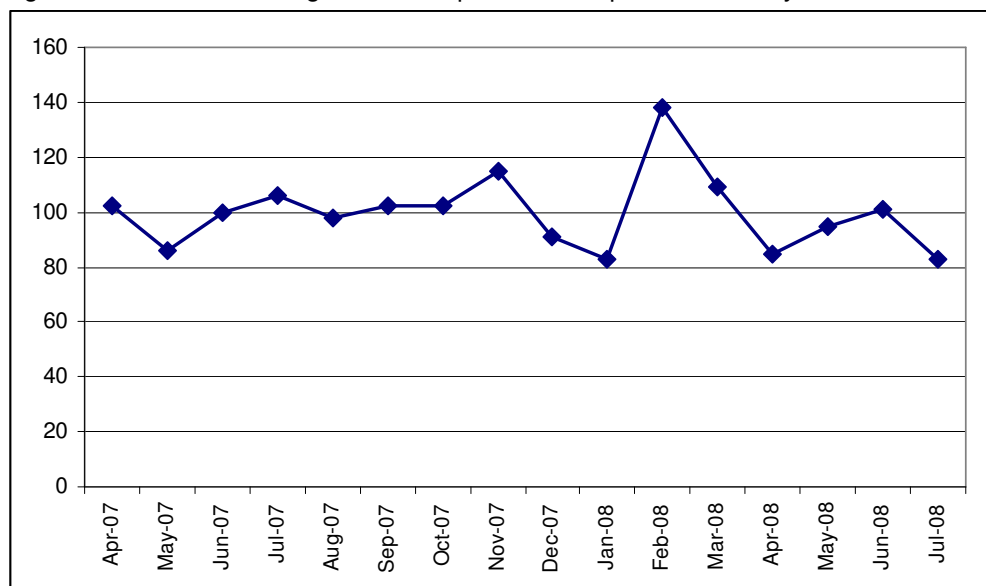
64% of residents agreed that the use of fixed penalty notices to tackle anti-social behaviour was an effective approach. 79% agreed that this approach should be used

Bromsgrove Annex B3: Criminal Damage

to tackle flytipping, 78% agreed with its use for dog fouling or litter, and 75% agreed with using FPNs for graffiti. Fewer people agreed to this approach being used for fly-posting or unauthorised distribution of free printed material, 57% and 52% respectively.

Trend

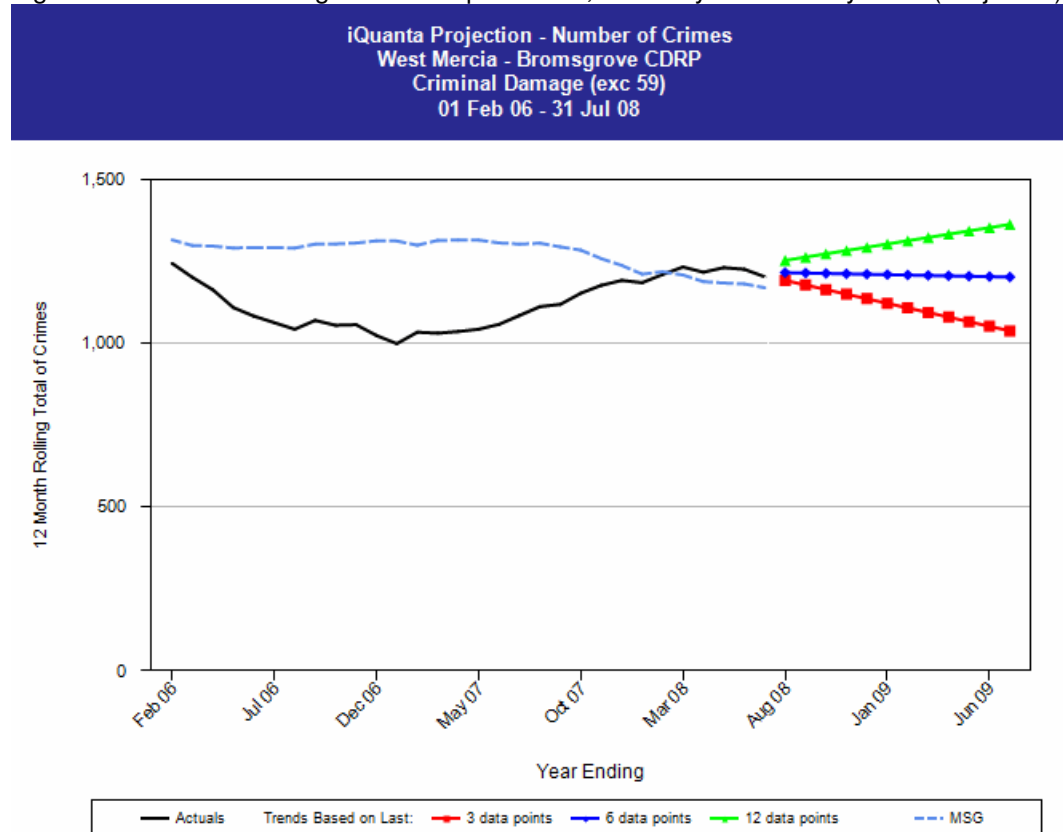
Figure 15: Criminal Damage Offences per month, April 2007 to July 2008



Source: *CRIMES*, West Mercia Constabulary, August 2008

Since April 2007, the number of damage offences per month in Bromsgrove has fluctuated with a high point at 138 offences in February 2008 (Source: iQuanta), followed by a low of just 83 offences in April 2008.

Figure 16: Criminal Damage Offences per Month, February 2006 to July 2009 (Projected)



(Source: iQuanta)

According to figure 16, based on the last 3 data points, the number of damage offences per month is set to decrease in the coming months, however, based on the last 12 data points, there is a predicted increasing trend.

After a year on year decrease in figures from 2003/04 to 2005/06, the relative change in the number of criminal damage offences over the last financial year was an increase of 19.7% compared to 2006/07. This resulted in the Partnership not hitting the targets for 07/08 reduction. However, this did not impact on the target reduction in BCS crime. (Source: iQuanta)

In the other districts of Worcestershire, reduction in criminal damage was much greater, with an 18% reduction in South Worcestershire, 23% in Wyre Forest and 33% in Redditch since 2003/04.

Tasking Priorities

Criminal damage has repeatedly been raised in CDRP Tasking throughout the last year, featuring six times since June 07. Despite many resulting actions from meetings, the number of damage offences each month continued to increase, leading the Partnership to miss the target reduction of 17.5%. This highlighted the need for a long term strategy, and as a result, a 3 year rolling action plan for ASB and Criminal Damage was instigated and is now in place.

Success of Tasking themes over the year

In January Tasking, the increasing number of criminal damage offences month on month compared to the previous year indicated that Bromsgrove would not reach it's

target of 17.5% reduction since 2003/04 by the end of the financial year. Therefore, the following actions were instigated:

- Increased high visibility Police patrols at the key times for damage.
- Utilise probation services for the quick clean up of graffiti and other damage.
- Other actions were longer term e.g. adopt a box, blanket graffiti policy.

In February 2008, damage to a motor vehicle was raised at tasking as it makes up more than half of all criminal damage in the District, and overall damage figures were still off target. Despite lengthy discussions on the issue, there were few action points set to tackle the immediate criminal damage to a vehicle problem as a result of February Tasking.

Consequently, the number of offences did not reduce significantly, and continued to be much higher in the months following the meeting than the same period a year before. This highlights the need for responsive and effective tasking – which has been worked on in the last few months.

Crime and Disorder during the Easter Holidays was the theme of March Tasking, as it was found that many crime types and ASB peak during the holidays, which leads to April or March being the peak month of the year seasonally. A correlation has been found between levels of ASB, damage and vehicle crime and the dates on which Easter weekend and the school Easter holidays fall. Vehicles are targeted at local beauty spots in rural areas and items are often taken from them whilst their owners are enjoying the country parks.

As a result, Police teams and fire crews patrolled the local beauty spot car parks throughout the holidays and specifically over the Easter weekend to spot vulnerable vehicles and give out safety advice. Also, the Sports Development (BDC) schedule of diversionary activities was sent round to all partners. This led to the number of anti-social behaviour incidents reported during the Easter Holidays being 27% lower than the previous year. Furthermore, the number of criminal damage offences in the school holidays fell by 15% compared to the previous year, and by 46% compared to the same period in 2005. There was only 1 vehicle crime reported in the entire Bromsgrove district during the Easter Bank Holiday weekend in 2008 whilst police and fire service staff were patrolling and giving out advice, a 91% reduction on the number of offences the previous year. As a consequence, the number of vehicle crimes reported in the Easter Holidays as a whole fell by 49% compared to 2007.

This clearly demonstrates the immediate results that can be seen as a product of Partnership Tasking when Partners engage in the process.

Risk

Further increases in the levels of criminal damage would not only have cost implications in terms of financing their clean up, but also severely affect perceptions in the District. Vandalism tends to be a very visible crime, and damaged property can lead to people feeling less safe in the area, as well as having a negative effect on attracting businesses/residents/tourists to the area. There is also a potential risk in terms of increasing the cost of home and car insurance – especially relevant to Bromsgrove as it has such a high proportion of vehicle damage.

Damage is a low level crime mainly committed by young offenders, thus there is potential for offenders to start at this level and progress to more serious crimes as they get older. There is a need for offender management and intervention processes to educate young people and prevent increases in more serious crime in future years.

Other Factors – PESTELO Analysis

As most damage is thought to be caused by young people, an increase in the population under the age of 25 in the District could increase instances of criminal damage. Between the 2001 census and ONS mid-2007 population estimates there was a 0.05% increase in the proportion of the population aged 0-19 in Bromsgrove.

The possible development of a graffiti tagging database for joint use and access by the Police, Neighbourhood Wardens, District Council etc, would aid the detection of graffiti offences, especially in helping to identify where multiple offences have been committed by one person. This would ultimately act as a deterrent. CCTV improvements and expansion of coverage began in September 2008 and will also help to aid convictions and deter further crimes. Tasking of mobile CCTV through Tasking meetings can be used to target hotspot areas.

Bromsgrove District Council is currently in the process of instigating the use of Fixed Penalty Notices for offences, to be given out by District Council Officers such as Neighbourhood Wardens. If FPNs can be used for environmental crimes and graffiti offences, this may have an impact on the number of offences in the District. There is also the potential for the use of conditional cautioning, the condition being that the offender repairs the damage caused, or a sort of restorative justice whereby the offender must clean up the damage as a punishment.

The implementation of merged services between Bromsgrove District and Redditch Borough Councils is starting with the combining the 2 current Community Safety Teams. This may result in structure changes, and staff changes affecting the capacity for projects to be run by community safety. Bromsgrove District Council Community Safety Team have also begun a bid for 2 more main stream neighbourhood wardens, the merged Community Safety Team with Redditch Borough Council may affect the operational side of the team.

3. Adding Value

The Partnership is already undergoing a substantial amount of work to combat criminal damage through the Damage and ASB Action Plan, but due to the widespread nature of the problem, there is a need for a joined up approach. Especially where youth related activities are concerned, it is important for Partners to communicate with each other to ensure that work is not repeated, and that all areas in need are covered. This has already begun by the instigation of the Youth Provision Group.

As has been proved by the outcomes of Tasking meetings over the last 12 months, a rapid response to issues by partners can have an immediate affect on the levels of criminal damage, especially where preventative measures are concerned. Long term projects need to be well managed and maintained through the partnership, and there is a need and an opportunity for further engagement in the process from all partners. It is essential that the partnership uses the resources it has in terms of the range of agencies involved to work together on long term projects.

4. Measuring Effectiveness

There is no target this year for criminal damage in the LAA, but the links to Environmental factors are clear, so NI 195 Improved Street Cleanliness applies, and

196 (fly-tipping). Also, NI 33 arson incidents as these contribute towards the overall criminal damage numbers.

The effectiveness of outcome focused tasking can also be measured on a month by month basis by outlining the issue the resulting actions were intended to tackle, and monitoring it's trend and progress.

5. What Can We Do

Recommendations for partnership planning are made following the National Intelligence Model (NIM) to classify initiatives/actions into prevention, intelligence, enforcement, reassurance (PIER).

Prevention

Graffiti Management Policy, including graffiti database – partnership procedure for the fast removal of graffiti from around the district. In order to be successful, we must have buy in from all property owners, a reporting system and a confirmed method for clean up. The incorporation of a criminal damage database would also help to aid detections.

Education Strategy - schools packages, could also be used in youth clubs etc. Subject matter could include “what is criminal damage” and the consequences of actions including the cost of criminal damage, victim awareness and consequences of actions such as how a criminal conviction for damage to affect later life.

Diversionsary Activities - Criminal damage is strongly linked to ASB caused by lack of activities for young people. Link with youth ASB Actions to provide a wide range of youth activities and facilities across the district to reach as broad a spectrum of young people with a range of interests as possible.

Intelligence

Outcome Focused CDRP Tasking and Effective Management of Long Term Action Plan - targeted long term actions to specific areas monitored constantly, EVAs etc where specific problems continue to occur. As the long term action plan is already in place, we need to ensure that actions are carried over and continue into the following year. Short term fixes can be made by putting a stronger emphasis on the results of tasking meetings, i.e. more action points, more relevant actions and pro-active action points. We know when the key times are for damage throughout the year, and so this should be planned into the tasking schedule to attempt short term fixes in the preceding months. Also, we know we get spates of damage from time to time. These should be brought to tasking as part of the short term reactive process. For example, this was done after a spate of damage to a vehicle in Charford last year. Partner agencies were asked to help with intelligence gathering, especially those working out in the community. Also, actions were put in place linked to trying to educate young people as to the consequences of their actions via an assembly at South Bromsgrove High School: what constitutes criminal damage, what are the potential consequences if they were convicted, i.e. impact on jobs, housing etc.

Improved Data Sharing and Data Quality between Partner Agencies - Improved data sharing with BDHT, Wardens, BDC environmental service (flycapture). Instigation of a formal data sharing process, maybe a monthly or quarterly data provision from Depot, BDHT, Wardens, Hub data etc. Further improvements can also be made in terms of quality of the data provided, especially when it comes to geo-coding – the

Hub are able to give grid co-ordinates in their service requests – this process could be more widely used, and depot/warden/BDHT data could be expanded to include the ward or postcode where damage/environmental issues have been reported for easier data manipulation.

Enforcement

Use of Fixed Penalty Notices - The use of Fixed Penalty Notices for fly-tipping, and conditional cautioning for graffiti and minor damage. It would be essential to include effective and detailed recording procedures so that data collected as a result of FPNs can then be used to aid future intelligence.

Reassurance

Frequent EVAs linked to PACT areas – Regular (annual or bi-annual) EVAs in PACT areas and miniature versions of the Hope 08 clean up. If local support could be counted on, this would need minimal input from the Partnership, but would go a long way towards helping with community reassurance.

Annex B4 – Alcohol Related Crime, The Night-time Economy

1. Issue

Alcohol related offences are defined as those which have been flagged up by the Police with the AI (Alcohol Involved) incident marker, or where the MO field of the crime report includes one or more of the following key words:

drink, drunk, alcohol, intoxicated, public house, licensed premise, wine, beer, vodka, lager, spirit.

Problem Profile

Alcohol related crime accounted for 16% of all crime in Bromsgrove between August 2007 and July 2008. Alcohol related offences account for 40% of violent crime and 8% of criminal damage.

Alcohol Related Crime by Category

Figure 1: Alcohol-related crime by Type, August 2007 to July 2008

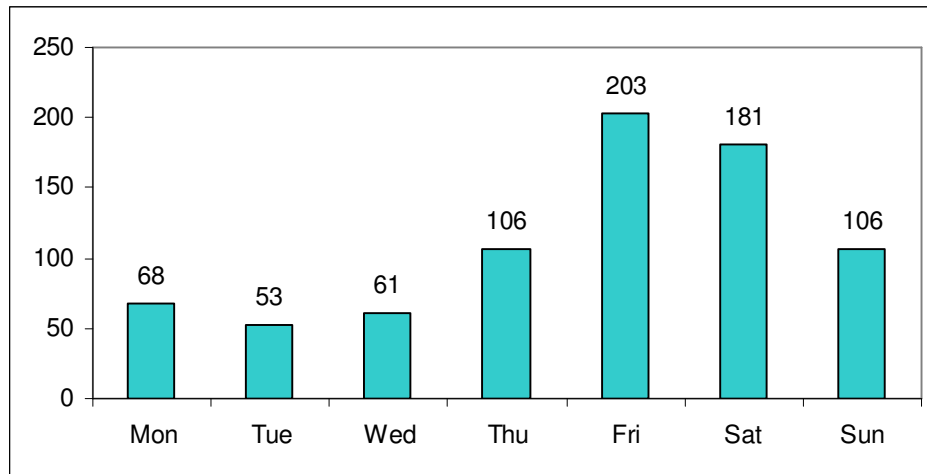
| Crime Type | No. of Offences | Percentage |
|-----------------------|------------------------|-------------------|
| Violent Crime | 305 | 39.20% |
| Theft | 122 | 15.68% |
| Criminal Damage | 95 | 12.21% |
| Disorder | 79 | 10.15% |
| Vehicle Crime | 33 | 4.24% |
| Burglary | 31 | 3.98% |
| Drugs | 26 | 3.34% |
| Possession of Weapons | 20 | 2.57% |
| Robbery | 6 | 0.77% |
| Total | 778 | |

Source: *CRIMES*, West Mercia Constabulary, August 2008

Alcohol related crime in Bromsgrove is dominated by violent crime, theft, criminal damage and disorder offences. The theft offences are predominantly “theft – other” offences located in pubs whereby items have been taken from people, for example mobile phones taken from handbags left on tables or on the back of chairs. Theft offences also included shoplifting offences where the items stolen were alcohol. As this profile focuses on alcohol related crime linked to the night time economy, the emphasis will be on violent crime, criminal damage and disorder offences.

Temporal Analysis

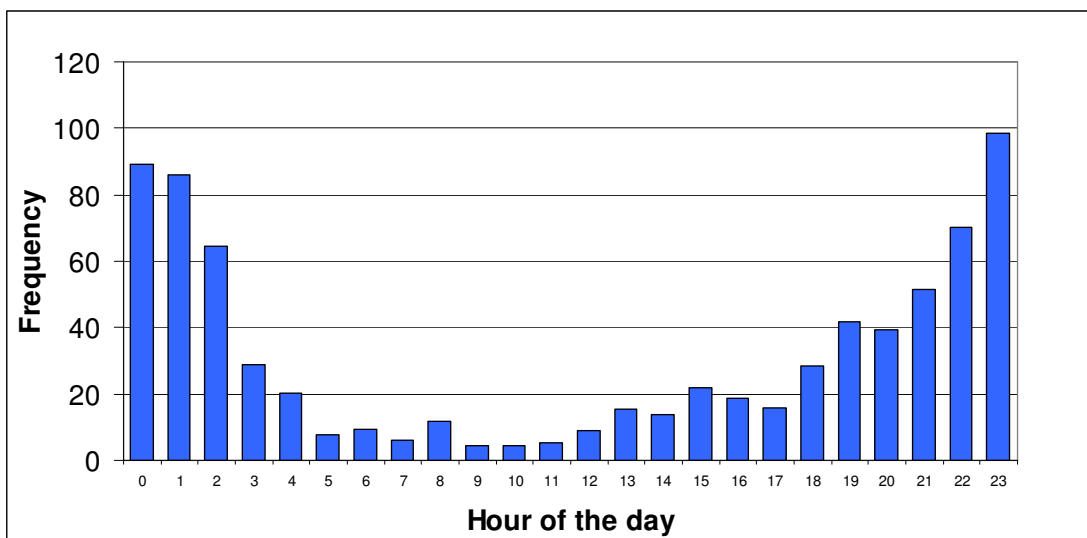
Figure 2: Alcohol Related Crime by Day, August 2007 to July 2008



Source: *CRIMES*, West Mercia Constabulary, August 2008

Alcohol-related offences occur mainly over the weekend, with the peak on Friday evening.

Figure 3: Alcohol-related crime by Hour, August 2007 to July 2008

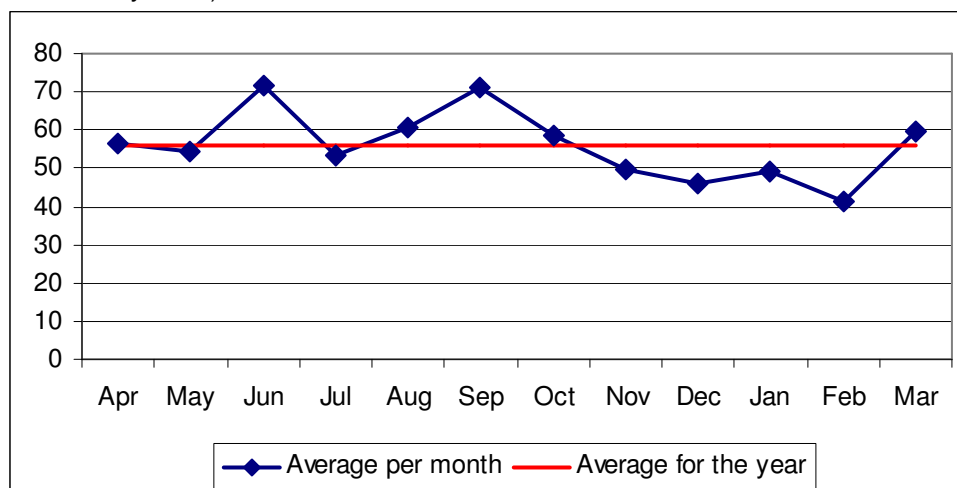


Source: *CRIMES*, West Mercia Constabulary, August 2008

76.1% of all offences took place between 7 p.m. and 4 a.m. with very few offences at any other time of the day. The peak time for offending is between 11 p.m. and midnight, with the volume of offences remaining high through to 2 a.m. There is therefore a correlation between peak offence times and the times when people leave the pubs and clubs, and either go to food outlets or begin to make their way home, thus highlighting the need for an exit strategy for licensed premises.

Seasonal Trend

Figure 4: Average number of Alcohol-related Criminal Offences per month (data range: April 2006 to July 2008)



Source: CRIMES, West Mercia Constabulary, August 2008

The seasonal trend in terms of alcohol related crime shows high numbers of offences in June and September. However, as the above graph is based on a period of 28 months, it has included 2 major football tournaments – the World Cup 2006, and Euro 2008. Though the 2008 tournament did not have a great influence on alcohol related crime due to the UK not having a qualifying team, Germany 2006 may have had an influence on these figures.

Alcohol related crime is slightly higher through the summer months than the winter with warm weather encouraging more people to go out drinking. Also, in any substantial holiday periods, alcohol consumption increases.

Victim and Offenders

Figure 5: Age of Alcohol-related crime Offenders and Victims, August 2007 to July 2008

| Age Group | Accused | Victim | Total |
|-----------|---------|--------|-------|
| 5-9 | | 2 | 2 |
| 10-14 | 1 | 7 | 8 |
| 15-19 | 36 | 61 | 97 |
| 20-24 | 68 | 105 | 173 |
| 25-29 | 23 | 49 | 72 |
| 30-34 | 23 | 41 | 64 |
| 35-39 | 19 | 63 | 82 |
| 40-44 | 18 | 50 | 68 |
| 45-49 | 11 | 51 | 62 |
| 50-54 | 1 | 24 | 25 |
| 55-59 | 4 | 26 | 30 |
| 60-64 | 2 | 10 | 12 |
| 65-69 | 2 | 5 | 7 |
| 70-74 | | 5 | 5 |

| | | | |
|-------|-----|-----|-----|
| 75-79 | | 1 | 1 |
| 85-89 | | 2 | 2 |
| Total | 210 | 502 | 712 |

Source: CRIMES, West Mercia Constabulary, August 2008

Most offenders are aged between 20 and 24 years old, with a high number of offenders also in the 15-19, 25-29 and 30-34 age categories. The vast majority of victims were also aged between 20 and 24.

One in three offenders were aged between 20 and 24, as were one in five victims.

An estimated 17.2% of the adult population in Bromsgrove are estimated to be binge drinkers (8 or more units of alcohol, 6 or more for women on their heaviest drinking day in the last week), which is the lowest proportion of the Districts in Worcestershire. Worcester has the highest at 18.2%.

The same is true in terms of Harmful drinking (drinking above “sensible” levels and experiencing harm, or 22-55 units per week for men, 15-35 per week for women) with an estimated 3.7% of the adult population, compared to 5.0% in Worcester, 4.8% in Wyre Forest, 4.7% in Redditch and 3.9% in Malvern Hills and Wychavon.

However, Bromsgrove has the second highest proportion of drinkers in the county that are estimated to be involved in hazardous drinking (drinking recognised “sensible” levels but not yet experiencing harm, or 22-50 units of alcohol per week for males, 15-35 units per week for females). 20.4% in Bromsgrove, second only to Worcester at 20.6%.

Source: North West Public Health Observatory (NWPHO) data gathered from SMAT Alcohol Needs Assessment.

Figure 6: Home Ward of Victims and Offenders of Alcohol-related Crime, August 2007 to July 2008

| Home Ward | Accused | Victim | Total |
|--------------------------|---------|--------|-------|
| CHARFORD | 41 | 56 | 97 |
| WHITFORD | 27 | 42 | 69 |
| SIDEMOOR | 20 | 35 | 55 |
| ST. JOHNS | 13 | 41 | 54 |
| CATSHILL | 12 | 23 | 35 |
| HOLLYWOOD & MAJORS GREEN | 8 | 24 | 32 |
| MARLBROOK | 5 | 26 | 31 |
| NORTON | 8 | 21 | 29 |
| WASELEY | 6 | 21 | 27 |
| UFFDOWN | 4 | 20 | 24 |

Source: CRIMES, West Mercia Constabulary, August 2008

89% of victims and offenders were from Bromsgrove District Wards, with more from Charford than any where else, and a high number also from Sidemoor and Whitford.

98% of nominals were from within Worcestershire, with only 2% travelling in from out of the County.

Repeat Victims and Offenders

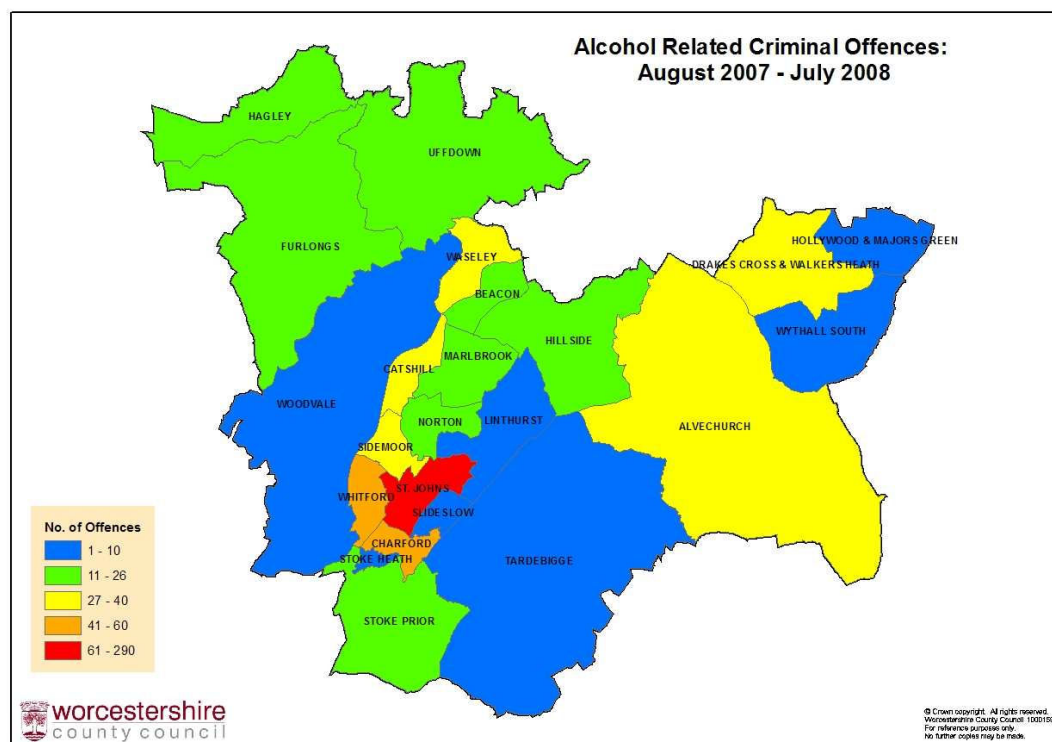
Of a total 502 incidents of alcohol related crime where a victim had been identified, 8 nominals had also been an offender.

Of a total 158 separate offenders, 35 had committed more than one alcohol related crime in the 12 month study period, with 22% of the total offenders committing 41% of all alcohol related crimes.

There were also 35 repeat victims.

Geographical Analysis

Figure 7: Alcohol-related Offences by Ward, August 2007 to July 2008



Source: CRIMES, West Mercia Constabulary, August 2008

Figure 8: Number of Alcohol-related Criminal Offences per Ward, August 2007 to July 2008 – Top 10 Wards

| Ward | Total | Percentage |
|------------------------------|------------|------------|
| St Johns | 289 | 37.15% |
| Charford | 62 | 7.97% |
| Whitford | 57 | 7.33% |
| Sidemoor | 40 | 5.14% |
| Waseley | 39 | 5.01% |
| Alvechurch | 36 | 4.63% |
| Catshill | 30 | 3.86% |
| Drakes Cross & Walkers Heath | 30 | 3.86% |
| Marlbrook | 26 | 3.34% |
| Furlongs | 25 | 3.21% |
| Total | 778 | |

Source: CRIMES, West Mercia Constabulary, August 2008

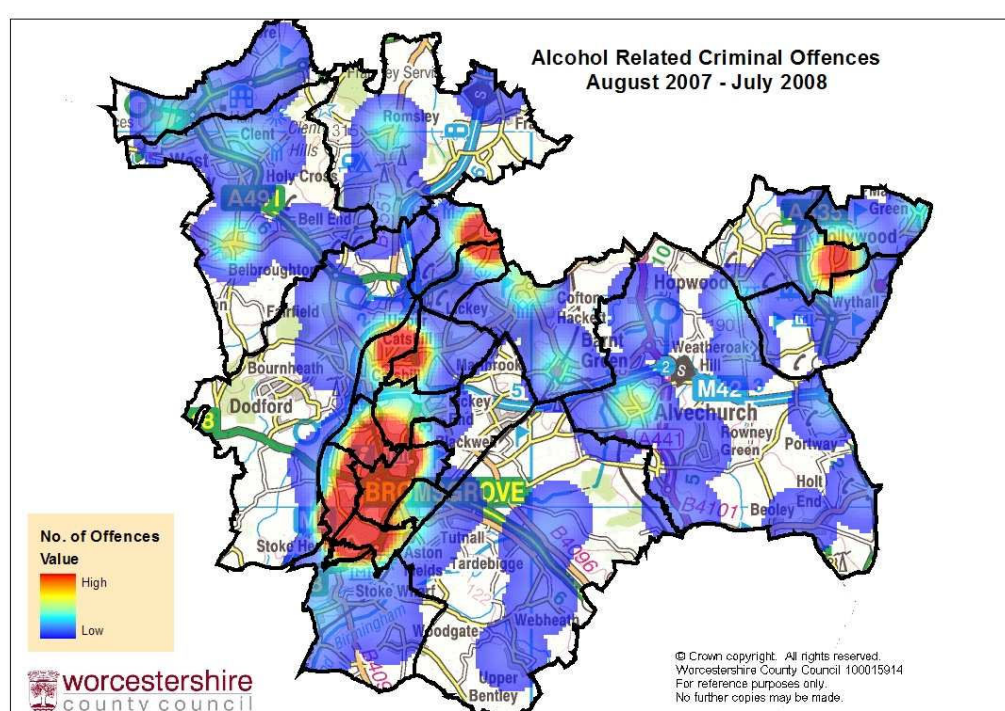
37.15% of all alcohol related criminal offences took place in St Johns ward – Bromsgrove Town Centre. Offences consist predominantly of violent crime (36.3%),

disorder (17.3%) and theft (22.49%), in the form of shoplifting of alcohol and theft other whereby items were taken from bags or pockets when in the town centre.

Domestic Abuse accounted for 18% of total alcohol related criminal offences. Instances of domestic abuse were most common in Charford (25 offences), where offences mainly occurred within or outside homes, followed by St Johns (23 offences) where incidents between partners and relatives happened mainly in or outside licensed premises. Domestic abuse also strongly influenced alcohol related crime in Sidemoor (15 offences), Whitford (13 offences) and Drakes Cross and Walkers Heath (8 offences).

65% of the total alcohol related crime took place in the wards that make up Bromsgrove Town (Charford, Whitford, Sidemoor, Catshill, Norton, Slideslow and St Johns)

Figure 9: Alcohol-related Crimes Location of Offences (by Hotspot)

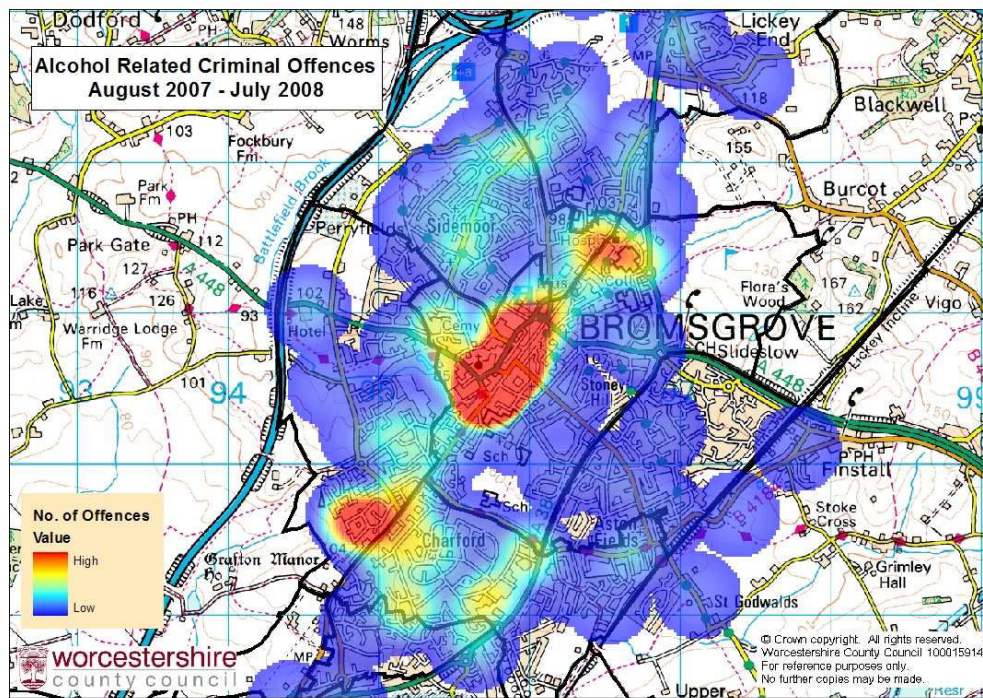


Source: CRIMES, West Mercia Constabulary, August 2008

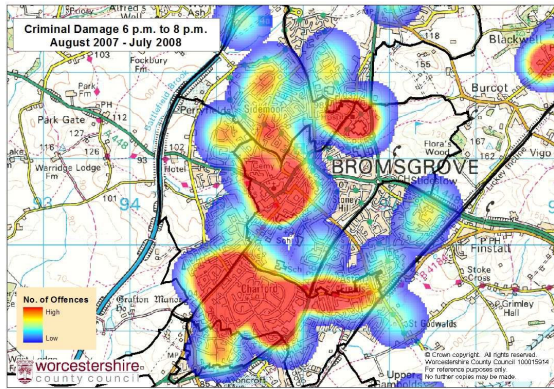
The above map shows the “hotspot” analysis of alcohol related criminal offences between August 2007 and July 2008. Offences are very much focused on the main urban area of Bromsgrove town with very few taking place in other areas, and virtually none in the more rural parts of the district. It is clear that the main problem area is the Bromsgrove Town centre and surrounding housing areas. Additional hotspots can be found in Wythall, Catshill and Rubery.

Closer analysis of the location of alcohol related crimes in the town centre reveal offences are focused on quite a small area of the town.

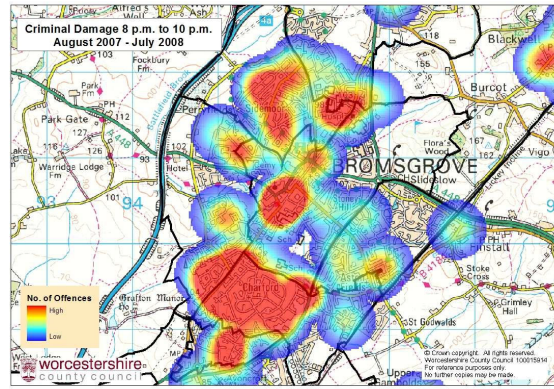
Figure 10: Alcohol-related Crimes Location of Offences (by Hotspot) – Focus on Bromsgrove Town Centre



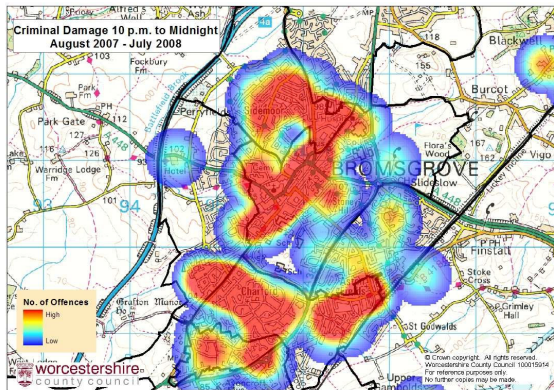
Bromsgrove Annex B4: Alcohol related crime, the night-time economy



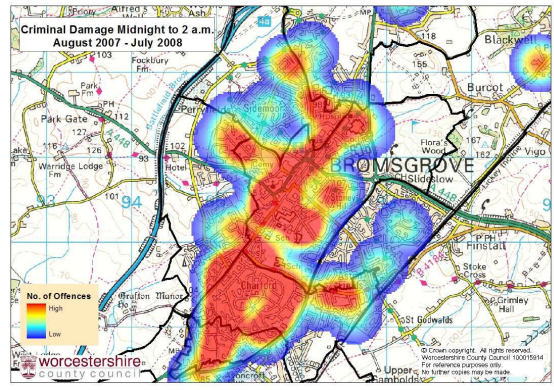
6 p.m. to 8 p.m.



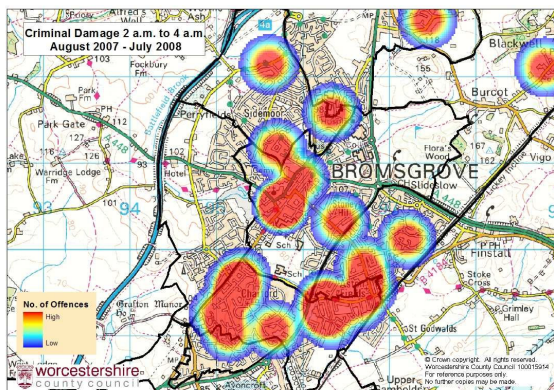
8 p.m. to 10 p.m.



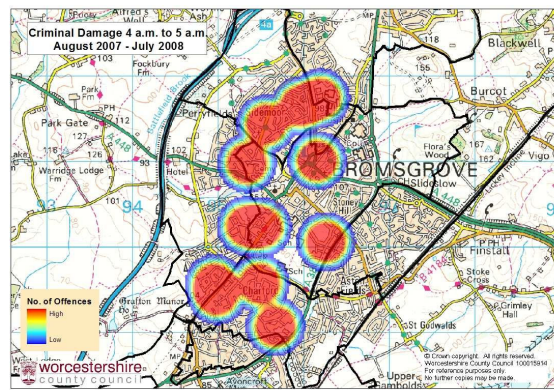
10 p.m. to Midnight



Midnight to 2 a.m.



2 a.m. to 4 a.m.



4 a.m. to 6 a.m.

Source: *CRIMES*, West Mercia Constabulary, August 2008

As the above maps show, criminal damage peaks in the town centre between 10 p.m. and 2 a.m. The intensity of the hotspot in the town centre decreases after 2 a.m. and offences further a-field increase. Key offending locations and times, especially for violent crime, damage and disorder, take place when people congregate outside pubs and clubs when queuing for taxis or food. As time progresses into the early hours of the morning, offenders begin to walk home, and damage occurs along the main routes from the town centre to the residential areas, as well as a small proportion of violent crime. With an efficient and low cost means of getting people home more quickly, the risk of offenders being tempted to damage property along their walking route is removed, and this type of offending is reduced.

Also, with effective management of people as they leave the licensed premises, the number of offences in the town centre between 10 p.m. and 2 a.m. could be reduced.

The below information is taken from a study of licensed premises across the county. One or two super output areas were chosen for each of the main towns in Worcestershire. Criminal offences including assaults, criminal damage, robbery and disorder offences, occurring within the vicinity of licensed premises in these areas between April 2006 and 24 August 2008 were studied. Records were limited to crimes occurring between 6 p.m. and 5 a.m. to assess the crimes that are related to the night time economy.

Figure 12: Licensed Premises analysis of town centre area (Bromsgrove), Number of Criminal Offences between April 2006 and 24th August 2008

| Premises | In then out | Inside | Not linked - outside / unknown | Outside & linked | Total |
|----------------------|-------------|-----------|--------------------------------|------------------|------------|
| Love 2 Love | 17 | 31 | 24 | 9 | 81 |
| The Dog and Pheasant | 3 | 16 | 15 | 2 | 36 |
| The Golden Cross | 3 | 8 | 18 | 1 | 30 |
| Rousler | 2 | 5 | 5 | 2 | 14 |
| The Black Cross | | 1 | 10 | | 11 |
| The Red Lion | | | 2 | | 2 |
| The Wishing Well | | | 1 | | 1 |
| Total | 25 | 61 | 75 | 14 | 175 |

Source: CRIMES, West Mercia Constabulary, August 2008

Definitions:

Inside: There is a clear indication that the offence occurred inside the premises and no indication that it continued outside

In then out: There is a clear indication that the offence began inside the premises and then moved outside (e.g. through the continuation of a dispute or fight) OR that someone involved in the offence was ejected and then the offence occurred Key Words: Ejected, Escorted off the premises, Previous altercation inside

Outside and Linked: There is a clear indication that the offence occurred whilst an individual involved was queuing, refused entry or immediately after having left (not being ejected) OR a member of staff (usually door supervisor) is actively involved in the offence. Do not include offences where the door supervisor is being threatened/abused from a distance unless these result in conflict. Code these offences as "Outside but not linked / unknown" Key words: Queue, Refused entry, Door supervisor intervened

Not linked - Outside but not linked / unknown: The offence occurs outside the premises but is incidental to it (e.g. an offence has occurred in the street outside the premises whilst an individual involved has been walking by and the premises name has been used as a landmark to report the offence) OR there is no indication as to the location of the offence in the MO field.

Love to Love (previously known as Aura and Euphoria) is clearly the hotspot premises in terms of the number of offences reported in the vicinity. Analysis of all the town centres in the County placed Love to Love second out of all licensed premises in the study area which included super output areas from all towns in Worcestershire.

Between 01 August 2007 and 31 July 2008, there were 48 alcohol related criminal offences where the location was stated to be Love 2 Love, 33 at the Dog and Pheasant, and an additional 25 recorded on Worcester Road, and 58 at various premises on the High Street.

41% of the violent crime and Public Order offences on Worcester Road were flagged up by the police as Stranger violence – where the victim and the offender were not known to each other before the incident.

Alcohol related to unemployment: those who were unemployed had slightly higher levels of drinking above sensible levels and binge drinking than the working population (SMAT Needs Assessment). People on higher incomes are more likely to drink above sensible levels and to binge drink than those on lower incomes. An individual with low socio-economic status is likely to suffer more harm (through factors such as poorer nutrition, financial problems, less secure employment) than somebody of higher status who is drinking the same amount (Source: London Health Observatory briefing on alcohol Choosing Health 2006)

2. Justification

Local Concern

Partners and Communities Together (PACT)

It is not always clear from the category description titles under which PACT issues are recorded whether or not they were linked to alcohol. Furthermore, some issues raised at meetings could fall into a number of categories, and issues linked to alcohol may not always be recorded in the “Alcohol Related” category. In order to establish a more accurate assessment of the number of alcohol related issues, all records were examined in greater detail. PACT represents the views of only those residents who take the time to attend meetings and therefore the sample size may skew findings.

Figure 13: Issues linked to Alcohol-related Crime raised at Bromsgrove PACT meetings, August 2007 to July 2008.

| Category | Description | No. of Issues |
|-----------------|--|---------------|
| Alcohol Related | Drunken Disorder | 17 |
| | Underage Drinking (supply to under 18s) | 8 |
| | Street Drinking | 6 |
| ASB | Inappropriate Gathering in Public Places | 2 |
| | Noise, Vehicles (e.g. exhausts/revving) | 1 |
| Youth Related | Youths Inappropriate Gathering | 1 |
| Total | | 35 |

Source: West Mercia Constabulary, September 2008

Roughly 12% of all issues raised at PACT meetings across the District between August 2007 and July 2008 were alcohol related.

Alcohol related drunken disorder has been mentioned twice in St Johns PACT over the last year, with specific issues surrounding gatherings of pub and club goers in and around Hanover Street and Worcester Road. The issues stressed are the noise levels which disturbs residents, and the resulting litter and hygiene issues relating to urine and vomit. These issues are more strongly linked to alcohol ASB than actually crime.

West Mercia Crime and Safety Survey 2008

42% of respondents in the 2008 West Mercia Crime and Safety Survey stated that they had felt fearful of drunken people causing them a problem in the last 12 months. This is 20% more than the residents who stated they had been worried about the same thing in the 2007 survey.

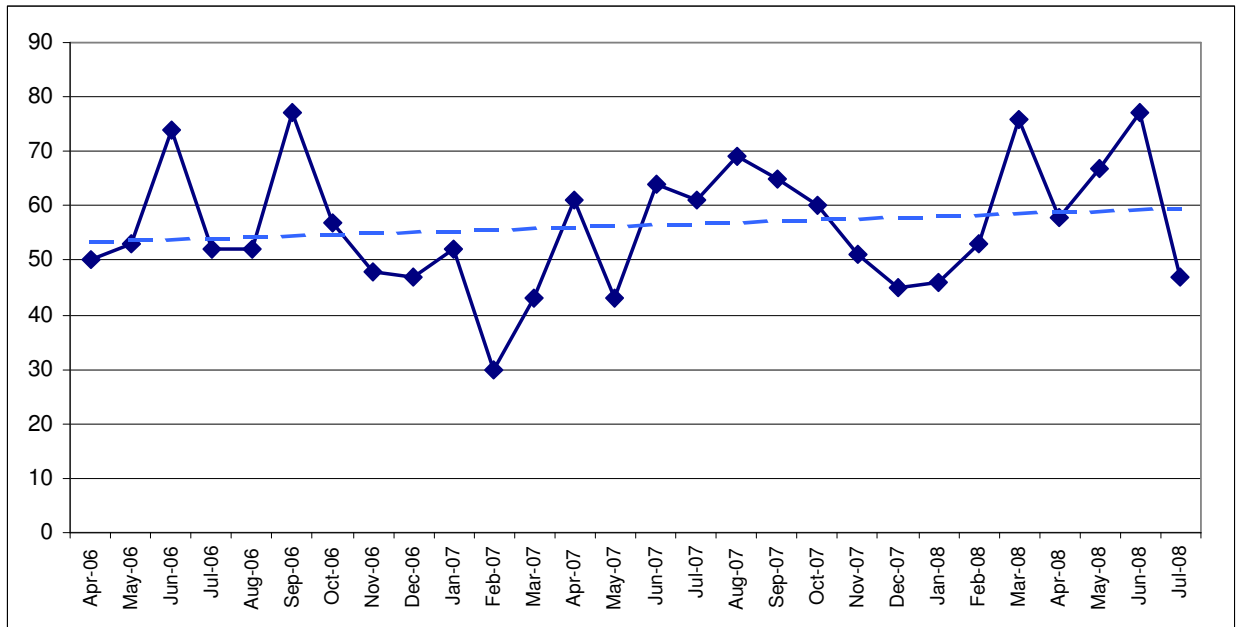
45% of respondents agreed that alcohol-related violence was a problem in their local neighbourhood, but only 8% stated that they thought this was one of the 3 issues that should be addressed first across the District.

The proportion of respondents who had been the victim of an assault in a public place was just 1.1%, but 59% had not reported the crime to the police.

48% of respondents agreed to the use of Fixed Penalty Notices to tackle noise from licensed premises.

Trend

Figure 14: Alcohol-related criminal offences per month, April 2006 to July 2008



Source: CRIMES, West Mercia Constabulary, August 2008

Alcohol related crime has followed a fluctuating pattern since April 2006 with notable high point with 76 offences in June 2006 and 77 in September 2006. Recently, though still greatly variable month on month, the trend seems to be an increasing one, with an average of 62 offences per month in the first 4 months of 2008/09 compared to a 57 offence average in the same period a year before – a 8.7% increase.

What is clear from the above graph is the influence of the various policing operations such as the one which took place in the winter of 2007. During operation Christmas Presence, messages related to responsible drinking and staying safe on a night out were widely advertised across the District. Lollipops were also handed out to well-behaved people as they left pubs and clubs. In addition to this operation, as a result of initial discussions at October CDRP tasking, a temporary taxi rank was set up in

the town to ensure that people were able to get home quickly and safely, and therefore reduce the number of incidents in the town centre.

Tasking Priorities

Alcohol related violent crime was the focus of Tasking in May 2008, and the town centre was the main issue of focus in October 2007 leading to the implementation of a temporary taxi rank ready for the festive season, and the opening up of links with the Taxi Association.

Risk

Offenders and victims of alcohol-related crimes may end up at the door of all other agencies if situations are allowed to progress. For example, following alcohol consumption on a night out, people may end up injuring themselves in which case they would go to A&E, or they may assault someone then be arrested and enter into the criminal justice system possibly ending up with Probation Services. Conviction for offences could lead to a problem with employment leading the offender to the council for benefits advice, or to BDHT for housing advice. If we tackle the problems at the start, early on, it may reduce resource implications further down the line, thus, freeing up more resources to deal with a wider range of people and problems.

With a large sum of money to be invested in the redevelopment of the town centre, it is essential that the night time crime issues are tackled to encourage more people to visit the town on an evening and make the most of the new facilities. Also, as almost 10% of the alcohol related criminal offences in St Johns were criminal damage, it is important to tackle this issue before the redevelopment to ensure the town centre remains a pleasant place to be.

Other Factors – PESTELO Analysis

The regeneration of Bromsgrove Town Centre covers the main night time economy hotspot areas. One option that is being explored as a part of the project is the promotion of cafes and restaurants in the town centre in order to simulate the night time economy. One of the sustainability options in the BDC Issues and Options report outlines an objective to “reduce crime, fear of crime and anti-social behaviour” Bromsgrove Town Centre Issues and Options Report (Source: <http://bromsgrove.whub.org.uk/home/bdc-issuesandoptions.pdf>). Another highlighted objective is to ensure that crime is kept at a low level by extending CCTV coverage in the town centre and designing out crime. Therefore, steps are being taken to ensure that the development process does not do anything to antagonise the current situation with regards to crime and the night time economy.

An increase in the population of both residents and visitors to the town centre due to redevelopment could lead to an increase in the level of crime if the situation is not managed properly.

Migration and immigration issues could increase the ethnic diversity of the local population which could potentially lead to increased tensions within the community and an increase in alcohol related, racially motivated violent crime.

CCTV improvements were completed in September 2008 to improve the quality of images of the cameras in Bromsgrove, hopefully resulting in an increase in the usefulness of the cameras to aid detections. Also, better quality imaging will allow the CCTV staff to identify people who have been flagged up as potential offenders, or as serial offenders.

The current issues relating to the credit crunch could potentially lead to further pressures at home for many residents of Bromsgrove town, which may cause an increase in domestic assaults related to alcohol abuse. It could also lead to an increase in alcohol abuse as a result of depression or stress.

3. Adding Value

The Partnership has already implemented a number of initiatives to help to tackle the issue of alcohol related crime in Bromsgrove, including the implementation of a taxi rank in the town centre. However, the existing relationships between the agencies of the CSP provide an opportunity to improve on not only the existing measures but to build on new methods of tackling the problems through partnership working. There is currently a gap in potential delivery of projects in terms of the engagement from a range of Partners, with the local policing teams, District Council and Neighbourhood Wardens leading on the majority of existing initiatives. When it comes to the health and risk issues surrounding alcohol related crime, additional engagement would be beneficial.

Improved data sharing with ambulance and A&E services would improve the understanding of alcohol related crime and allow outcomes to be based on a broad understanding of the underlying issues

4. Measuring Effectiveness

The new LAA contains an indicator which can be used as a proxy measure for alcohol related violent crime: NI 39 – Alcohol Related Hospital Admission Rates.

Other potential measures include: overall % of crime that is alcohol related; criminal damage offences, especially those occurring in the early hours of the morning leading away from hotspot drinking areas; alcohol related violent crimes; level of criminal offences and incidents in and around licensed premises.

5. What Can We Do

Recommendations for partnership planning are made following the National Intelligence Model (NIM) to classify initiatives/actions into prevention, intelligence, enforcement, reassurance (PIER).

Prevention

Dispersal Strategy - taxi rank, exit strategy for night-clubs. For example see Bar Entertainment & Dance Association (BEDA) dispersal policy guidance.

Intelligence

Risk Assessment of Licensed Premises - Licensed premises work. Risk assessment of all licensed premises – more in depth analysis of the issues at Love to Love and the Dog and Pheasant.

Improved Data Sharing with PCT – including ambulance and A&E Data.

Regular analysis of the NTE – quarterly report to tasking on number of linked offences in town centre premises – this can then be used for performance monitoring.

Method of Defining Alcohol Related Crimes – Improved method of defining which offences were related to alcohol.

Enforcement

Used of Fixed Penalty Notices - It would be essential to include effective and detailed recording procedures so that data collected as a result of FPNs can then be used to aid future intelligence.

Reassurance

Effective Use of Town Centre CCTV - especially with the new improved technology.

Promotion of Partnership Work to Reduce Crime linked to the NTE – Media relations, press releases, promotional events. Advertising reduction in violent offences that resulted from the taxi rank, promotion of the work of the Partnership.

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Bromsgrove Community Safety Partnership Community Safety Plan 2008 - 2011 2009 Refresh

Keeping Bromsgrove Safe ... and feeling safe



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Introduction

The review of the Crime and Disorder Act and Partnership Working has introduced a requirement for Community Safety Partnership to produce a strategic assessment and partnership plan. These will replace the three year audit and Crime and Disorder Strategy. This document is the Partnership Plan for Bromsgrove Community Safety Partnership and covers the period from 2008-2011. This plan is reviewed and amended annually to align itself with current priorities set out in the annual Strategic Assessment; this year the Partnership Plan has undergone its first review to become the strategic plan for year two within its three year life span.

This plan has had a complete overhaul in relation to the 2008/09 version. This is due to the change in local priorities set out in the Strategic Assessment. There has also been a change in how Community Safety Partnerships will be performance measured with new a new set of National Indicators and Local Area Agreements.

The Bromsgrove Community Safety Partnership was formed as a direct response to the Crime and Disorder Act to deliver a sustainable reduction in crime and fear of crime within local communities. It brings together five responsible authorities and a range of co-operating organisations to meet the requirement of the act and achieve the partnership vision of making Bromsgrove a safe place to live, work and visit.

Bromsgrove Community Safety Partnership meets quarterly to discuss national drivers and set strategic direction for the partnership. The group monitors performance against priorities and targets, and allocate funding and resources to partnership activities. The group also receives regular updates from the Crime and Disorder Partnership Tasking Group.



Bromsgrove's Crime and Disorder Reduction Partnership Tasking Group, is the delivery arm to the partnership. The purpose of this group is to deliver the actions within this plan against the priorities identified in the strategic assessment. It will also respond to emerging issues that may arise. The CDRP Tasking Group will meet monthly and bring together responsible authorities and welcome the support of cooperating members.

The main body of this document will set out the countywide and local priorities for 2009-2010, as identified by the Strategic Assessment; an outline of actions will be set out against each priority. This year there will be an additional focus for the partnership to improve communication and engagement with the Bromsgrove communities; this will hopefully be clearly evident throughout this plan.



Vision

The vision of the Bromsgrove Community Safety Partnership is “to improve the quality of life to make Bromsgrove a safer place to live, work and visit.”

This vision is underpinned by the following:

- To address the wider causes of crime and fear of crime
- To encourage community cohesion
- To reduce alcohol related harm
- To identify opportunities to reduce substance misuse
- To promote a community where domestic abuse and the fear of domestic abuse is not tolerated
- To promote a community where hate crime is unacceptable and those victims of hate crime are supported
- To provide effective, strategic leadership generating effective partnership working
- To deliver measurable outcomes
- To develop BCSP to become a forward looking partnership with a strategy that tackles the whole aspect of community safety as opposed to crime and disorder.



District Profile



Covering an area of 83.9 square miles, Bromsgrove District is a mixture of urban and rural communities, with the Clent and Lickey Hills providing a dividing line from the industrial West Midlands. The town of Bromsgrove accounts for just over a third of the total population of the District, with other population clusters in the towns of Hagley, Rubery and Wythall.

The District is served by railway lines and major roads including the M5 running north and south, the M42 and M40 to the east with further links to the M6 north. The area has a predominantly rural and agricultural appearance, but also supports a varied economy based on a range of small and medium sized businesses.

Demographics

The Bromsgrove District population has experienced growth from 87,800 in 2001 to 92,300 based on mid-2007 estimates. This is an increase of 4,500, roughly 5%. Based on ONS projections, the population of Bromsgrove is likely to remain fairly similar in the next few years, and then decline slightly over time.

The largest increases in the population of Bromsgrove for 2001-07 can be seen in the 15-19 and 60-64 age groups, increasing by 1,100 and 1,300 people respectively within this time-period. In contrast, the 30-34 age groups showed a decrease of around 1,100.

Despite the projected decrease in total population in future years, the Office for National Statistics (ONS) figures predict there will be large increases in the over 60 population of the district with a total increase of 8,400 by 2026. In comparison, projections suggest the corresponding decrease will be felt most strongly in the age brackets 30-45 and 5-19 years, totalling an 8,000 and 2,600 decreases respectively.

Ethnicity



Ethnicity figures from 2006 show that 94.8% of the population of Bromsgrove are White, including 92.1% White British, and 2.2% Other White/Irish. That leaves only 5.2% of the population from other ethnic backgrounds. The largest ethnic group within the District is the Indian group, which constitutes 1.2% (1,100) of the total population.

Migration

Between 2001 and 2006 Bromsgrove has been experiencing net gains in population year on year, with an increase of, on average, roughly 500 people per year. This is largely due to internal migration, with a net loss on average due to international migration.

Deprivation

Based on the Indices of Multiple Deprivation (IMD) 2007, there are 2 Super Output Areas (SOAs) in Bromsgrove, one in Charford and one in Sidemoor that are in the top 30% most deprived SOAs nationally. However, Bromsgrove also contains the least deprived areas in Worcestershire, including Barnt Green, The Oakalls and Harwood Park area, The Forelands area and Hagley. Unemployment in Bromsgrove is currently at about 2.4%¹ (December 2008), a figure that has been steadily rising for the last 12 months, but is below average for the County.



Partner Roles



Bromsgrove
District Council
www.bromsgrove.gov.uk

Bromsgrove District Council (BDC) is a responsible authority under the Crime and Disorder Act 1998. The Council is fully committed to partnership working in tackling anti-social behaviour, crime, and disorder. BDC has adopted a coordinated common approach and performance standards in responding to anti-social behaviour across the council. There is a commitment to embed Section 17 of the Crime and Disorder Act in the Council to exceed our statutory obligations and to deliver enforcement activities in accordance with corporate

priorities. Regular contributors to the CDRP Process from Bromsgrove District Council include the following departments:

- Community Safety & Neighbourhood Wardens
- Licensing
- Sports Development
- Parks and Recreation
- Street Cleansing and Grounds Maintenance
- CCTV and Lifeline
- Environmental Health

West Mercia Police is totally committed to the Bromsgrove Community Safety Partnership. *West Mercia Constabulary* is represented at the Community Safety Partnership Strategic Group by Bromsgrove's Chief Inspector and by Bromsgrove's Local Policing Inspector at the Crime and Disorder Reduction Partnership Tasking Group. Resources are committed to Partnership activities as necessary.



Worcestershire 
Primary Care Trust

Worcestershire Primary Care Trust recognises the importance of the Bromsgrove Community Safety Partnership in improving the health and wellbeing by working on the safety agenda across a broad range of issues. The PCT is actively engaged in particular areas which have a high impact on health, namely reducing alcohol-related harm, tackling domestic violence, and substance misuse. In all these areas effective action can only be achieved through effective partnership working.



Hereford and Worcester Fire and Rescue is fully committed to Bromsgrove Community Safety Partnership. Full support is given to the function of the Partnership through attendance at both the strategic and tasking groups by a senior officer.



West Mercia Police Authority

West Mercia Police Authority is an independent body, made up of 17 members including local councillors, magistrates and local people. Their role is to set the policing budget and priorities taking into account the view of local people.

The Police Authority is a statutory partner of the Community Safety Partnerships. At its annual meeting the Police Authority appoints a named member to act as a representative at each of the Community Safety Partnerships for the coming year. Members report back to the Police authority through the inclusivity and engagement panel.



worcestershire county council

Worcestershire County Council (WCC) is fully committed to the Bromsgrove Community Safety agenda. Lead officers from Children's Services, Education, Youth Offending Services and Trading Standards are represented at the strategic and tasking groups and bring a range of resources to the Partnership table. WCC are committed to

ensuring that preventative activities are available for young people within the district of Bromsgrove to divert them from crime and disorder. WCC will support the Bromsgrove Community Safety Partnership to enable young people and their families to enjoy life and to make a positive contribution to their community. Regular contributors to the CDRP Process from Worcestershire County Council include the following departments:

- Trading Standards
- Highways
- Youth Support
- Targeted Youth Support
- Research and Intelligence

Other Co-operating organisations include:

- Worcestershire Substance Misuse Action Team
- West Mercia Probation Trust
- Bromsgrove District Housing Trust
- West Mercia Crown Prosecution Service
- British Transport Police
- London Midland Trains



- Representative from the Voluntary Organisations
- All other Social Landlords

Performance Matters

There are a number of performance measures and requirements that drive and guide the work of the Partnership, at a national, regional, County-wide and District level. The following outlines some of these drivers and how they affect the work of the CDRP.

National Drivers

Key National drivers to combat crime and disorder are:

- Crime and Disorder Act 1998;
- Police and Justice Act 2006;
- Public Service Agreements; and
- National Indicators.

Crime and Disorder Act 1998

This legislation placed a duty on local authorities and police authorities to form Crime and Disorder Reduction Partnerships and implement a strategy for reducing crime and disorder. Section 17 of the act places a duty on local and police authorities to consider the crime and disorder implications of their activities, and to do all they reasonably can to prevent crime and disorder.

Section 115 of the Crime and Disorder Act also gives provisions for disclosure and sharing of information in any case it is necessary or expedient for the purpose or provision of the Act.

Police and Justice Act 2006

The partnership provision of the Crime and Disorder Act 1998 has been amended in the Police and Justice Act 2006 to make Crime and Disorder Reduction Partnerships and Community Safety Partnerships more effective at tackling crime, anti-social behaviour, behaviour that adversely affects the environment and substance misuse (drugs & alcohol) within communities.



Schedule 9 of the act expanded the scope of section 17 of the Crime and Disorder Act 1998 to include anti-social behaviour, behaviour that adversely effects the environment, and substance misuse (including drugs and alcohol). Schedule 9 also enables the Home Secretary to introduce regulations regarding the working of CDRPs and CSPs. As a result of this a framework of national minimum standards were introduced which included a set of 6 hallmarks for effective partnership working. They are:

- Empowered and effective leadership
- Intelligence-led business processes
- Effective and responsive delivery structures
- Community engagement
- Visible and constructive accountability
- Appropriate skills and knowledge

Schedule 9 of the Police and Justice Act 2006 also strengthened the duty of partners to share depersonalised information for the purpose of reducing crime and disorder as set out in section 115 of the Crime and Disorder Act 1998. The regulations outlined a minimum data set that CDRPs will be legally obliged to share, including whom it should be shared with and in what format.

Public Service Agreements (PSA)

PSAs set out the governments priorities and measures of success for both the public and practitioners. The two key PSAs for 2008-11 for crime reduction and community safety are; PSA23: make communities safe; and PSA25: reduce the harm caused by alcohol and drugs.

National Indicators (NIs)

Part of the new performance frameworks for local areas this year are a set of 195 National Indicators which will be used to monitor performance in a range of areas. NIs have been derived from PSAs. The National Indicator set provides a clear statement of the Government's priorities for delivery by local councils and partners. NIs provide clarity about the balance between national and local priorities and also present a robust performance framework, all of which form a basis for the Local Area Agreement (LAA). There are a total of 37 Indicators in the Community Safety remit, of which 7 have been adopted through the Worcester Local Area Agreements and make up the 'Communities that are safe and feel safe' thematic block. More information on these specific indicators is provided under Local Performance Frameworks.

Local Performance Framework

Since April 2008, a new set of national indicators for use in monitoring CDRP performance have been introduced. The National Indicator set and the Association of Police and Community Safety (APACS) frameworks have established a new set of indicators for which Community Safety Partnerships are responsible. Locally, the most significant of these are the indicators that are contained within the 2008-2011 Worcestershire LAA, but there are a number of other indicators that will need to be taken into consideration.

Figure 1: 2008-2011 LAA Indicators and Targets (where applicable)

| Target | Baseline | 08-09 | 09-10 | 10-11 |
|--|---------------------|--------------|--------------|--------------|
| NI 2: Percentage of people who feel they belong to their neighbourhood | Deferred | | | |
| NI 17: Perceptions of ASB | Deferred | | | |
| NI 18: Adult re-offending rates for those under probation supervision | Deferred | | | |
| NI 20: Assault with injury rate | 7.12 per 1,000* | 7.12 | 7.00 | 6.91 |
| NI 21: Dealing with local concerns about ASB & crime by the local council and police | Deferred | | | |
| NI 39: Alcohol-harm related hospital admission rates | 1,245 per 100,000** | + 8% (1,518) | + 3% (1,564) | - 2% (1,533) |
| NI 195: Improved street & environmental cleanliness (litter) | 11%* | 10% | 9% | 8% |



- * 2007/08 baseline
- ** 2006/07 baseline

A countywide Safer Communities Performance Group has been established in Worcestershire, and they will report on the performance of each of the CDRPs up to the Safer Communities Board (the community safety theme group of the upper tier LSP – the Worcestershire Partnership).

The following information provides further detail on the LAA National Indicators, including how they are measured and how often they will be reported on.

Indicators NI 2 (Percentage of people who feel they belong to their neighbourhood), 17 (Perceptions of ASB), and 21 (Dealing with local concerns about ASB & crime by the local council and police) are fairly self explanatory and can be established by questioning residents regarding their neighbourhood and local area. As perception measures, performance is difficult to predict, and can be affected by a wide range of factors. Specifically, these indicators will be measured using the new Place Survey, which is a biennial resident survey that has replaced the Best Value Satisfaction Survey. NI 17 and 21 will also be monitored nationally through the British Crime Survey. The first results from the Place Survey will be available in early 2009, so targets have not been set for these indicators. In Bromsgrove, the biennial residents' survey conducted by the District Council can be used as an interim measure and indicator of performance against NI 2, 17, and 21. This will be a valuable resource for use in the years between place surveys.

NI 18: Adult re-offending rates for those under probation supervision provides the rate of proven re-offending of all offenders on the probation caseload over the relevant quarter. An offence is counted as a proven re-offence if it is committed within three months of the end of the quarter and is proven by conviction or caution within six months of the end of the quarter, regardless of where that offence occurred. These time delays mean that the data required to measure NI 18 will not be available until 2009, so the target and baseline setting for this indicator has been deferred. All offenders on the probation caseload and aged 18 or over at the end of each quarter are included in the analysis.

Performance against NI 20 (Assault with injury rate) will be monitored by a quarterly report produced at a county level and filtered down to individual CDRPs. The figures will be taken from police recorded crimes information on iQuanta. This indicator is a proxy measure for alcohol related violence offences.



NI 39 (Alcohol-harm related hospital admission rates) measures the rate of alcohol related hospital admissions per 100,000 population using Hospital Episode Statistics. In order to aid Partnerships to develop and target interventions, there is a wealth of supporting analysis to help when planning actions to change the rate of admissions available from the Local Alcohol Profiles from the NWPFO.

NI 195 (Improved street & environmental cleanliness (litter, graffiti, detritus and fly-posting) is measured as the percentage of relevant land and highways that is assessed as having deposits of litter, graffiti, detritus and fly-posting that falls below an acceptable level. Monitoring takes place quarterly through surveys along transects throughout the District.

The National Indicator set also includes a further 30 Indicators that are contained within the remit of Community Safety.

- | | |
|---|--|
| 15 – Serious Violent Crime rate | 36 – Protection against terrorist attack |
| 16 – Serious Acquisitive Crime rate | 37 - Awareness of civil protection arrangements in the local area |
| 19 – Proven rate of re-offending by young offenders | 38 – Drug related (class A) offending rate |
| 22 – Perceptions of parents taking responsibility for behaviour of their children in the area | 40 – Drug users in effective treatment |
| 23 – Perceptions that people in the area treat one another with respect and dignity | 41 – Perceptions of drunk and rowdy behaviour as a problem |
| 24 – Satisfaction with the way Police and local Council dealt with ASB | 42 – Perceptions of drug use or drug dealing as a problem |
| 25 – Satisfaction of different groups with the way Police and local Council dealt with ASB | 43 – Young people in Youth Justice System receiving conviction in court and sentenced to custody |
| 26 – Specialist support to victims of a serious sexual offence | 44 – Ethnic composition of offenders on Youth Justice System disposals |
| 27 – Understanding of local concerns about ASB and crime issues by the Local Council and Police | 45 – Young offenders engagement in suitable education, employment and training |
| 28 – Serious Knife Crime rate | 46 – Young offenders access to suitable accommodation |
| 29 – Gun Crime rate | 47 – People killed or seriously injured in road traffic accidents |
| 30 – Re-offending rate of Prolific and Priority Offenders | 48 – Children killed or seriously injured in road traffic accidents |
| 32 – Repeat incidents of domestic violence | 49 – No. primary fires and related fatalities and non-fatal casualties, excluding precautionary checks |
| 33 – Arson Incidents | |
| 34 – Domestic Violence – Murder | |
| 35 – Building resilience to violent extremism | |

196 – Improved street and environmental cleanliness (fly-tipping)

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These indicators will be monitored on a quarterly basis (where possible) and reports will be made at Full Partnership meetings to specifically monitor Bromsgrove CDRP performance. Where indicators are, or are likely to become, off target the issue will be referred to the tasking group for further investigation into the causes of the dip in performance, and the instigation of an appropriate response. However, it is important to note that a number of these indicators are based on crime rates, and therefore give the partnership the opportunity to tackle issues outside of the Partnership Plan priorities. Therefore, the above list of indicators gives an example of the wide ranging nature of the work in which CDRPs can, and are likely to, become involved in.



Strategic Assessment Summary

The aim of the Strategic Assessment is to identify strategic priorities for Bromsgrove Community Safety Partnership which are evidence based and intelligence-led. Furthermore, the document enables the Partnership to plan activity for 2009/10 through the production of the Partnership Plan. The Strategic Assessment is also the first step in enabling the appropriate measures of success, and identifying how these measures relate to local and national performance measures, particularly the LAA.

In contrast to the crime focus of the 2007 Strategic Assessment, the 2008 document focuses on issues that strongly influence public perception and fear of crime. As such, performance against the priorities is harder to measure than simply reductions in volume of crime. The change in themes from the 2007 Strategic Assessment is representative of a change in the targets that the Partnership is now working towards, in terms of the Local Area Agreement (LAA) and Public Service Agreements (PSA). Due to the volume of reduction in all crime types across the county, it is difficult to achieve sustained improvement on current position. Furthermore, the public continue to indicate that they feel crime is an issue in their local area. As a consequence, targets leaning towards tackling perceptions and disorder are more appropriate

Worcestershire-wide Priorities

There were a number of issues identified through the writing of Strategic Assessments for the four Worcestershire CDRPs that are appropriate for a county-wide steer on their resolution, either due to them having underlying causes that cross cut all 6 Districts, where a county-wide approach would assist in the resolution of the issue, or simply where a problem has been identified as a priority in all for Partnership areas.

PRIORITY 1: Dealing with crimes committed by re-offenders (including PPOs and other persistent offenders)

Total crime throughout the county has reduced substantially over the last few years. The remaining low levels of crime, particularly acquisitive crime, are increasingly committed by a small number of persistent offenders, such as the Prolific and Priority Offenders (PPOs). During 2007/08, 4% of all known offenders committed almost 20% of total offences for which an offender was identified. By tackling these dominant offenders, Partnerships will be able to have a greater influence on the low levels of crime across the county.



PRIORITY 2: Alcohol-related Violent Crime

Across Worcestershire approximately half of all violent crime in town centres is alcohol related, and a similar proportion of domestic abuse can be linked to alcohol. The Worcestershire Substance Misuse Action Team (SMAT) recently produced a county-wide alcohol needs assessment, the findings of which can be used to set strategic priorities around alcohol related violence for all Worcestershire CDRPs.

PRIORITY 3: Youth Issues

Anti-social behaviour specifically associated with young people has emerged as a priority in all Districts across Worcestershire in the 2008 Strategic Assessments. A Worcestershire wide strategic priority recognising the importance of youth issues in relation to ASB has been recommended as a result, with specific focus on raising awareness of youth activities provided by partner organisations, and how these can be distributed most effectively. Of particular importance will be the need to develop an efficient means of communication between partner agencies to ensure that the intelligence and local knowledge that exists within the CDRPs can be incorporated into all appropriate service delivery, to address the issue of youth ASB and improve the quality of residents' lives.

PRIORITY 4: Public Reassurance

In Worcestershire, the community safety measures in the new 2008-2011 LAA are more focussed on assessing residents' perceptions about how issues are dealt with, and less about reducing numbers of crimes, as has been the case in the past. The reduction in criminal offences over recent years has not been mirrored by a reduction in the fear of crime amongst Worcestershire residents. There is a need for a significant shift in emphasis towards improving quality of life for residents as they see it, and ensuring that people are aware when improvements are made. Central to this would be a strategy around communicating success and providing reassurance to members of the public.

PRIORITY 5: Monitoring Performance

As the new performance frameworks have a greater emphasis on utilisation of a range of data sources, such as surveys, as opposed to the monthly crime data used in previous years, monitoring Partnership performance in the coming year will be challenging. It is expected that in order for effective monitoring of performance, each CDRP will need robust methods to determine whether the initiatives being delivered are having a positive impact. It is recommended that evaluation and forecasting be considered as a countywide strategic priority.



Bromsgrove Priorities

PRIORITY 1: Youth Related ASB

Almost half of all reported ASB incidents in Bromsgrove August 07-July 08 were youth related. By specifically targeting youth behaviour and perceptions of the behaviour of young people, the partnership will be able to make significant alterations to the pattern of ASB recording in the District. Though no specific targets exist for the partnership in terms of reduction in incidents of ASB, National Indicator 17: Perceptions of ASB, included in the Worcestershire LAA, will be monitored throughout the County.

The high volume of youth related reported ASB incidents is thought to be due to a combination of a lack of tolerance and a negative perception of young people from residents in the District, and a lack, or a perceived lack, of youth based activity provision.



The number of youth related incidents recorded in the financial year to date has been slightly lower than during 2007/08, suggesting a decreasing trend. However, the issues related to youth ASB in the district appear to have become more locally focused, for example issues in Sanders park through the summer months of 2008 have pushed the total number of ASB incidents in St John's ward to be 32% higher than the previous year. So despite an apparent overall decreasing trend in number of incidents, localised problems seem to be on the increase.

There is also some evidence to suggest that in some areas, the problem is significantly under reported and so the issue may be a lot more widespread than suggested in the Police recorded ASB figures alone.

PRIORITY 2: Criminal Damage – links to environmental crime

Criminal damage accounts just under a quarter of all criminal offences in Bromsgrove District – 23% between August 2007 and July 2008, and so is the highest volume crime type in the District. The category is dominated by damage to a vehicle, accounting for around half of all offences, followed by “other” damage, often including graffiti and damage to fences.





Criminal damage is strongly linked to ASB in terms of geographical and temporal distribution. Criminal damage tends to occur more through the autumn and winter months, taking over from ASB which is more dominant during the spring and summer. Most offenders of criminal damage are aged under 25, therefore offences are strongly linked to perpetrators of youth-related ASB. There are also strong links to environmental crime, as run-down areas, often suffering with graffiti, litter, fly tipping and detritus, tend to attract further damage. Damage is also associated with deliberate fires. Environmental crime and criminal damage are key drivers for perceptions of ASB, a measure included in the new performance framework

After a year on year decrease in the number of offences recorded from 2003/04 to 2005/06, the relative change in the number of criminal damage offences over the last financial year was an increase of 19.7% compared to 2006/07. This resulted in the Partnership not hitting the targets for 07/08 reduction. Though this did not impact on the target reduction in BCS crime, iQuanta predicts damage will continue to increase in Bromsgrove over the coming year.

Though there is no target for criminal damage reduction in the current LAA, Environmental crime can be measured through NI 195 Improved Street Cleanliness, and 196 (fly-tipping). NI 33 arson incidents is also relevant arson contributes towards the overall criminal damage.

PRIORITY 3: Alcohol-related ASB

The profile of alcohol related ASB in the District is split into 2 halves:

1. Town centre issues: rowdy behaviour caused by people leaving licensed premises, disturbing local residents with associated noise, litter and sanitation issues. The problems mainly occur on weekend evenings/nights. Almost a quarter of all alcohol related ASB incidents take place in St Johns ward, hence there is a strong focus on the town centre.
2. Youth related Issues – Young people gathering in open spaces and on streets across the District to drink alcohol. This leads to issues with underage sales, proxy sales, health issues (personal safety, alcohol sickness, sexual health) and has a huge impact on public perceptions



of young people, ASB and recreation areas. The behaviour is most common on Friday nights between 7 and 11 p.m.

Overall, alcohol related incidents account for roughly 10% of total ASB reports in Bromsgrove District based on current recording methods. It is likely that this figure is actually much higher in reality. The problem seems to be more apparent in Bromsgrove than in other districts of North Worcestershire. Alcohol related incidents strongly influence the public perception of ASB and the reputation of the town centre and open spaces in the District, as well as having an impact on the resources of a range of partners, including PCT, education services, youth services, and Environmental Services.

The number of alcohol-related incidents in Bromsgrove has been following a decreasing trend over the last few years. In the current financial year, from April to July, the number of alcohol related ASB incidents was 19% lower than the same period in 2007/08. However, based on a number of surveys, it seems that residents in the District are increasingly concerned about drunk people being rowdy in public places and under-age drinking.

The Partnership currently has no specific target for alcohol related ASB, but public perceptions of ASB will be measured through the Place Survey and the West Mercia Crime and Safety Survey, as well as monitoring under National Indicator 17: perceptions of anti-social behaviour. Though not included in the new LAA, NI 41: perceptions of drunk or rowdy behaviour, will also be monitored at a County level through the Place Survey.

PRIORITY 4: Alcohol-related Crime – the night time economy

Alcohol related crime accounted for 16% of all crime in Bromsgrove between August 2007 and July 2008. Alcohol related offences account for 40% of violent crime and 8% of criminal damage. Violent crimes tend to occur where people gather after leaving clubs and pubs, especially where they are waiting for food. Most criminal damage offences occur in the same areas, but also along the main routes from the town centre to the residential areas. Most offenders and victims are aged between 20 and 24 years of age, with home addresses in Charford, Whitford and Sidemoor, but most victims of violent crime did not know the offender. The peak day for offences to occur is Friday, with most incidents between 11 p.m. and 2 a.m. Offences are more frequent in holiday seasons, both during the winter and the summer, and are also affected by sporting events.

The trend in terms of alcohol related crime in Bromsgrove District seems to be an increasing one, with an average of 62 offences per month in the first 4 months of 2008/09



compared to a 57 offence average in the same period a year before – a 8.7% increase. The pattern of offending is strongly influenced by policing operations such as Operation Christmas Presence.

The new LAA contains an indicator which can be used as a proxy measure for alcohol related violent crime: NI 39 – Alcohol Related Hospital Admission Rates.



Local Delivery Plans

The following action plans outline briefly the planned work and initiatives for the Bromsgrove Community Safety Partnership during 2009/10. Further detail on each action point will be outlined in the CDRP Actions Plans which will run throughout the coming year and be the drivers for all actions and discussions at the monthly tasking meetings. These actions were established during the Partnership Away Day on 16th January 2009.

Actions are structured under the four priorities identified in the Bromsgrove Strategic Assessment, as well as under the 5 Worcestershire-wide priorities that will have a county level strategic steer.

During the Away Day, a number of actions were also established which cross cut the various priorities, and some which can be included in action plans separate to the 4 main priorities. These actions will constitute the additional work of the partnership during 2009/10 and have also been outlined in the following section.

County Wide Action Plans

| | |
|--|-----------------------------|
| Priority: Dealing with crimes committed by re-offenders (including PPOs and other persistent offenders). | |
| Findings from Strategic Assessment A significant proportion of crimes in Worcestershire are known to be committed by the minority of offenders. Following large reduction of crime across the County (28.2% reduction since 2003/04) the most effective means to continue reducing crime (particularly acquisitive crime) is to target the prolific offenders, either through the PPO scheme or other re-offending programmes. | |
| Outcomes <ul style="list-style-type: none"> Positive progress against the LAA included NI 18, as well as against NI 16 (Serious acquisitive crime) and, to a lesser extent, the other crime related NIs. CDRP ownership/involvement in the management of PPOs, taking advantage of the multi-agency setting to ensure serial offenders receives appropriate interventions. | |
| Action | Agency / Officer |
| Bromsgrove CDRP representatives to regularly attend JAG and PPO Strategic Level groups | CDRP Analyst, Tasking Chair |



| | |
|---|------|
| Level of re-offending to be monitored through NI Performance Management Reports | CDRP |
|---|------|

| |
|---|
| <p>Priority: Alcohol related violent crime</p> |
| <p>Findings from Strategic Assessment Problems associated with alcohol abuse are not restricted to violence in Worcestershire. For example, alcohol fuelled vandalism and criminal damage features in each district in a variety of ways. However – the issue of alcohol related violence (either associated with the NTE and/or domestic abuse) may benefit from a more general Countywide approach, as the causal factors associated with alcohol related violence tend to be similar in each CDRP.</p> |
| <p>Outcomes</p> <ul style="list-style-type: none"> • Reduced number of recorded alcohol-related violent crime offences across Worcestershire • Positive progress against NI 39 – Alcohol related hospital admissions, and NI 15 – Serious Violent Crime. <p>(from SMAT Alcohol Needs Assessment)</p> <ul style="list-style-type: none"> • Increased awareness of sensible drinking and a change in the culture of drinking to get drunk • Improvement in the regulation and management of the Night Time Economy (NTE) to reduce alcohol related harm. • Tackle alcohol-related Domestic Abuse |
| <p>Bromsgrove contribution to alcohol related violent crime is covered in the above Priority 4: Alcohol-related crime action plan.</p> |



| | |
|--|--|
| Priority: Youth issues | |
| Findings from Strategic Assessment Youth related ASB has been identified across Worcestershire as a priority issue for community safety partnerships. Often – lack of activities and/or places to go is cited as being a causal factor, particularly among harder to reach groups or those who may more readily engage in ASB | |
| Outcomes <ul style="list-style-type: none"> • Fewer Young People at risk from alcohol • More Children and Young People participating in positive activities, particularly those living in targeted hotspot areas and/or from targeted groups. • More Children and Young People participating in decision making giving their views on the local area • More Children and Young People with a positive attitude towards diverse communities. | |
| Bromsgrove contribution to youth related violent crime is covered in the above Priority 1: Youth-related ASB plan. | |
| Also, a county-wide steer on provisions for young people in the District will be taken from the Children and Young Peoples plan, which includes a number of actions relative to the issues experienced in Bromsgrove, including: | |
| Children and Young Peoples Plan Action | Bromsgrove Specific Action |
| Joint programme with Trading Standards for targeting underage sales | Analyst provision of local data and related intelligence |
| Develop clear pathways for all Young People involved in alcohol related ASB or crime, focusing implementation in ASB hotspots including St Johns, Charford and Sidemoor. | Links to the Skills audit, referral process in Tasking |
| Develop an agreed range of recommended teaching resources on alcohol awareness for dissemination to school prior to alcohol awareness week, encourage take up. | CDRP link to these agreed resources and encourage take up, offer assistance with local delivery. |
| Implementation of national strategy to improve guidance to parents and Young People on safe drinking. | CDRP to pull down national campaigns and encourage local implementation. |
| Increase the number of vulnerable young people living in hotspot areas who are taking part in positive activities in their local area, particularly in holiday times, | |
| Improve the provision of information on positive activities available to Children, young people and families. | |

| | |
|--|--------------------|
| Priority: Public reassurance | |
| Findings from Strategic Assessment New performance framework places great emphasis on reassuring the public about community safety issues and improving perceptions of areas | |
| Outcomes <ul style="list-style-type: none"> • Positive performance against all perception based National Indicators • Improved number of residents who feel safe in their neighbourhood/District | |
| Action | Agency / Officer |
| Communications Action Plan to be monitored through Tasking (see communications section) | CDRP Tasking Chair |

| | |
|--|------------------|
| Priority : Monitoring performance | |
| Due to changes in performance frameworks, it is not so straight forward to monitor partnership performance. | |
| Outcomes <ul style="list-style-type: none"> • Positive progression against performance measures • Wide-ranging awareness of performance measures and what they mean to the partnership • Effective and efficient response by CDRPs when performance indicators go “off target”. | |
| Action | Agency / Officer |
| Performance to be regularly monitored through quarterly reports | CDRP Chair |
| Use the guidance produced by CDRP Analysts County-wide to create a protocol for performance monitoring and management of any emerging risk of going off target. | CDRP Analyst |
| Maintain a presence at the Safer Communities Board Performance Group as it develops. | CDRP Chair |



Bromsgrove Priorities

Priority 1: Youth Related ASB

Findings from Strategic Assessment (What is the problem we are addressing?)

- High number of recorded ASB incidents that are reported to be perpetrated by youths.
- Must address the perpetrators of true youth ASB *and* the perception issues associated linked to a lack of tolerance and understanding between age groups, promoting intergenerational community cohesion.

Outcome (what do we want to achieve?)

- Increased youth engagement in existing youth provision.
- Increased awareness amongst young people of existing provisions.
- Identification of gaps in current delivery provisions.
- Reduced numbers of reported ASB incidents linked to young people
- Improved and more positive public perception of young people in the district
- Progress towards NI 17 – Perceptions of ASB, and NI 21 – Dealing with local concerns about ASB and crime by local council and police.

Action

Lead Agency

Increase awareness amongst young people of existing provision through promoting the use of Plug and Play amongst young people, parents/guardians and providers.

WCC Youth Support

Identify and make provisions to fill gaps in the current delivery of youth services that directly contribute towards partnership priorities through the allocation of partnership resources.

CDRP Tasking Group

Increase the level of intervention to young people who are the most persistent and prolific offenders of ASB.

, Youth Offending Service

Encourage an improved and more positive public perception of young people in the district.

CDRP Communication Sub-Group

Implement CDRP responses to current emerging issues of youth related ASB within specific neighbourhoods and or times of year.

Various CDRP Tasking Partners



Priority 2: Criminal Damage and Environmental Crime

Findings from Strategic Assessment (What is the problem we are addressing?)

- High volume of criminal damage offences across the district
- Specifically damage to cars, damage caused by young people and linked to anti-social behaviour including graffiti,

Outcome (what do we want to achieve?)

- Reduction in the volume of Criminal Damage offences
- Reduction in reported incidents of graffiti
- Community that feel more confident about their neighbourhood and are proud of their area
- A well presented district with good progress towards the NI 195 target against street cleanliness.

| Action | Lead Agency |
|--|---------------------------|
| Support the delivery of a multi-agency approach in tackling Criminal Damage | BDC Community Safety Team |
| Reduce the opportunity by making it harder to commit criminal damage | BDC Community Safety Team |
| Reduce the incentives for committing criminal damage, to reduce the likelihood of offences | BDC Community Safety Team |
| Reduce offenders by, working with those who have offended or are likely to offend. | BDC Community Safety Team |



Priority 3: Alcohol Related ASB

Findings from Strategic Assessment (What is the problem we are addressing?)

- Rowdy behaviour in the town centre on weekend evenings.
- Young people gathering with alcohol across the District but specifically in parks and open spaces creating significant health issues and endangerment, as well as intimidating other residents.

Please note, the actions detailed in Priority 4: Alcohol-related Crime will also influence alcohol related ASB, and so actions can be thought of as cross-cutting the two priorities.

Outcome (what do we want to achieve?)

- Reduction in number of alcohol related ASB incidents
- Increased feeling of safety in the town centre area in the evening, measured through community surveys and especially the Place survey
- Progress towards NI 17 – Perceptions of ASB, and NI 21 – Dealing with local concerns about ASB and crime by local council and police.
- A reduction in youth and alcohol related ASB incidents especially through the summer in Sanders Park.

| Action | Lead Agencies |
|---|--|
| Improve the regulation of the Night Time Economy (NTE) to reduce alcohol related harm | POLICE, DISTRICT LICENSING, CDRP |
| Plan the development of a night time economy | LOCAL AUTHORITY |
| Raise awareness of safe and sensible alcohol consumption amongst young people | HEALTHY SCHOOLS PARTNERSHIP, PCT, SMAT, CHILDREN'S SERVICES |
| Provide alcohol related support and treatment to young people | SMAT, CHILDREN'S SERVICES, PCT, YOUTH OFFENDING SERVICE |
| Raise parents/carers awareness of the risks associated with young people's drinking | PCT, CHILDREN'S SERVICES |
| Tackle under age sales | TRADING STANDARDS, POLICE, DISTRICT LICENSING, CDRP, SMAT, PCT |



| | |
|--|--|
| Tackle underage drinking in public spaces | YOUTH OFFENDING SERVICE, POLICE, CHILDREN'S SERVICES, POLICE |
| Identify children and young people at risk of harm from alcohol misuse and referring them to relevant bodies | PCT, CHILDREN'S SERVICES, SMAT |
| Target parents whose drinking is causing risk to the wellbeing of children | SMAT, WCC |

| | |
|---|--|
| Priority 4: Alcohol Related Crime | |
| Findings from Strategic Assessment (What is the problem we are addressing?) <ul style="list-style-type: none"> Alcohol related violent and public order offences in the town centre on weekend evening. Domestic violence related to alcohol consumption. Criminal damage offences in the town centre and along the main routes to housing areas <p>Please note, the actions detailed in Priority 3: Alcohol-related ASB will also influence alcohol related crime, and so actions can be thought of as cross-cutting the two priorities.</p> | |
| Outcome (what do we want to achieve?) <ul style="list-style-type: none"> Reduced number of recorded alcohol-related violent crime offences across Worcestershire Positive progress against NI 39 – Alcohol related hospital admissions, and NI 15 – Serious Violent Crime. | |
| Action | Lead Agencies |
| Tackle Drink Driving | ROAD SAFETY PARTNERSHIP, SMAT, CDRP |
| Tackle alcohol related domestic abuse/violence | DA COORDINATOR, SMAT |
| Prevent accidental fires and fire related injuries | WCAT, H&W FIRE & RESCUE |
| Tackle sexual violence and harassment linked to alcohol use. | PCT, SMAT, CDRP |



Additional Work for the Partnership

| Area of Work | Action | Owner |
|---|--|---|
| <p>Skills Audit</p> <p>An action suggested at the January Partnership Away Day outlined the production of a skills audit to ultimately create an Agency directory for use by all partners, and potentially to be rolled out County-wide.</p> | <p>Create Agency Directory, though co-ordinated by the Community Safety Team, it would be up to individual agencies to provide relevant information, such as agency name, contact, outline of service area and basic remit</p> | <p>Community Safety Team</p> |
| | <p>A more detailed breakdown of the remit and capabilities of all Partners on the CDRP for use solely within the partnership.</p> | <p>CDRP Chair, CDRP Analyst</p> |
| | <p>Intelligence sources database: again, solely for use within the Partnership, compiling information on who are the experts in each service area – for example, if additional knowledge is needed on a certain subject area, who can we go to for additional information. This could be linked to geographical area, area of work, and could be linked to a discussion board.</p> | <p>Community Safety Team, CDRP Analyst</p> |
| <p>Community Cohesion</p> <p>Definition of neighbourhood areas, we currently have a number of cross-cutting boundaries diving up the district (wards, beat areas, neighbourhoods, perceived neighbourhoods). Defining areas of interest or neighbourhood areas is sometimes difficult.</p> | <p>Assess the possibility of defining neighbourhoods. Is it already being undertaken through the Place Survey of BDC bi-annual residents' survey? Could a question be included showing a map and asking the resident to draw on the areas they feel they belong to? Example: Northfield District Community Cohesion Strategy.</p> | <p>Bromsgrove Local Strategic Partnership</p> |



Full Partnership and Tasking Review

The Partnership is currently in the process of conducting a review of the Tasking Process, leading onto a review of the Full Partnership. Though the final report has yet to be released, a number of the resulting recommendations are already being actioned to improve processes and to ensure that the Partnership is working within the Hallmarks set by Central Government.

Some of these actions, which will be taking place throughout 2009/10, are outlined below.

Tasking Review

- Data Audit – including a thorough look at all the data available to the Partnership from various agencies, the quality of the data, and data sharing protocols on a large scale.
- Increased evaluation of the success Tasking Projects, especially in terms of value for money.
- Use of long, medium and short term action plans, and an increased focus on the outcomes (actions) of each meeting.
- Formalise the process for agenda and priority setting through the year using the CDRP year long action plans.
- Improve relationships with partner agencies, and ensure membership of the CDRP is appropriate and effective.
- Improve communications between partners between meetings – possibly through the use of a Partnership website.

Full Partnership

One recommended action regarding improving the efficiency of Full Partnership meetings is to timetable the issues to be discussed over the course of the year. There are a number of issues arising for which a partnership stance and decision on how to go forward is needed. These will be looked at based on formal reports for consideration at the Full Partnership Meetings over the next 2 years. Topics suggested so far include:

- Graffiti Walls
- Use of Fixed Penalty Notices
- Restorative Justice
- DPPOs (Alcohol Free Zones)
- Dispersal Strategies for the Night Time Economy
- Links to Planning and Licensing Committees and protocols
- CCTV



Risk Register

In developing this risk register, we have adopted the following matrix

| Likelihood | | Impact | |
|-------------|---|----------|---|
| High | 4 | Critical | 4 |
| Significant | 3 | Major | 3 |
| Medium | 2 | Marginal | 2 |
| Low | 1 | Low | 1 |

| Risk | Impact | Likelihood | Control | Risk Owner |
|---|--|---|---|---|
| <i>A Risk is any event likely to adversely affect the ability of the project to achieve the defined objectives.</i> | <i>A description of the likelihood of the risk eventuating</i> | <i>A description of the impact on the project if the risk eventuates.</i> | <i>A brief description of any actions that should be taken to prevent the risk from happening and in the event that the risk occurs, any actions that should be taken to minimise its impact.</i> | <i>Identify those responsible for managing the risk identified.</i> |
| Failure to achieve the current Local Area Agreement (2008-11) targets | Major (3) | Significant (3) | Regular monitoring and evaluation of performance through the partnership strategic group. | Bromsgrove Community Safety Partnership Group |
| | | | Feedback local performance to the Safer Communities Board Performance Group. | Chair of CDRP Tasking Group |
| | | | Ensure resources are used appropriately, proportionally and based on intelligence based evidence. | CDRP Tasking Group |
| Loss or reduction of external community safety funding streams | Critical (4) | Significant (3) | Ensure that a strong link is maintained with the Safer Communities Board to ensure that Bromsgrove CSP is well represented | Bromsgrove Community Safety Partnership Strategic Group |



| | | | | |
|--|--------------|------------|--|---|
| | | | Explore all funding opportunities for the mainstreaming of key posts | Community Safety Team |
| | | | Implement projects that are sustainable or develop an exit strategy for partnership projects | CDRP Tasking Group |
| Increase in public perceptions of crime and safety. | Major (3) | High (4) | Regular engagement with local communities to identify neighbourhood concerns. | All Partners |
| | | | Develop a coordinated communication and engagement plan/strategy to address public reassurance. This should include pro-active and reactive communications. | Communication and Community Engagement Sub - Group |
| Unexpected crime types/issues emerge that have not been accounted for within the Partnership Plan. | Marginal (2) | Medium (2) | Ensure new emerging issues are raised at tasking for consideration, and appropriate interventions put in place. | CDRP Tasking Group |
| Changes in key staff/project officers | Major (3) | Medium (2) | Ensure all progress on partnership activities/initiatives are documented and sufficient handovers take place. | Community Safety Team |
| Changes in legislation could lead to a change in focus for the partnership | Critical (4) | Low (1) | Ensure the strategic group are informed of any emerging changes in legislation that may impact upon the Community Safety agenda. Advice from relevant legal departments may be needed. | Community Safety Team Bromsgrove Community Safety Partnership Strategic Group. |
| Changes in government could lead to different | Major (3) | Low (1) | Ensure BCSP remain political aware of | Community Safety Team |

| | | | | |
|--|-----------|-----------------|---|---|
| priorities/focus for CDRPs/CSPs | | | local/national influences on Community Safety, and keep all members informed. | |
| A change of priorities/targets within partner agencies, and/or a reduction in resources/funding/staff may result in failure to assist in the delivery of the Partnership Plan. | Major (3) | Significant (3) | Ensure that the partnership Plan is monitored and resourced through the BCSP Strategic Group. | Bromsgrove Community Safety Partnership Strategic Group |
| | | | Re-prioritise actions within the partnership plan accordingly if necessary | Bromsgrove Community Safety Partnership Strategic Group |
| | | | Encourage 'buy in' to the partnership plan at a strategic level | Bromsgrove Community Safety Partnership Strategic Group |



Community Engagement Strategy

Putting our customers at the heart of all we do is crucial. Only if we do this can we provide an excellent service that will meet the needs of our customers. It is important that we develop ways and increase opportunities for our communities to engage with us, encouraging and empowering more people to grasp these opportunities and take an active part in assisting the Community Safety Partnership in setting priorities and tackling community safety issues within their own community.

There are many different terms and definitions which describe the levels of public participation from the traditional view of sharing information with people to helping people transform their lives and bring about change in their communities. The four levels of engagement are often identified as:

- **Informing:** Providing public information about what is going on
- **Consulting:** Asking for public feedback about services and policies
- **Involving and Collaborating:** Involving the public through out the process, understanding and taking on board considerations and concerns and collaborating with the community in every aspect of the decision-making process.
- **Empowerment:** helping people to develop the skills that will enable them to take control of their communities and services

This year our aim is; ‘To improve the range and effectiveness of how we inform and consult with our communities.’ For the third year of this plan, and the subsequent plan, our aim will be for: ‘Greater participation and empowerment by people within their community to work in collaboration with the Bromsgrove Community Safety Partnership to achieve our aim, to make Bromsgrove a safer place to live, work and visit.’

This year we will concentrate on strengthening our lines of communication with our communities. This will set the foundation for us to evolve our community engagement strategy for next year; developing opportunities to involve and collaborate with our community and ultimately explore ways to empower communities to make Bromsgrove a safe place to be.

Below is an outline of some key methods of engagement we intend to develop; a CDRP Community Engagement Sub Group will be established to monitor these actions and coordinate all communication on tasking and partnership matters:



| Informing Communities | | |
|--|---|--|
| Greater Involvement with PACT Meetings | <ul style="list-style-type: none"> Attendance from a Bromsgrove Community Safety Partnership representative at priority areas. Feedback to residents the success of work undertaken by the partnership in dealing with concerns raised through PACT. | Community Safety Team Senior Officers Bromsgrove Community Safety Partnership |
| Improved use of BCSP pages on Bromsgrove District Council Web Site | <ul style="list-style-type: none"> Regular updates to be provided including declaring emerging issues raised at Tasking, success stories and other relevant information | Community Safety Team BCSP Community Engagement Sub-Group |
| Utilising elected members as a link to their communities | <ul style="list-style-type: none"> Provide Community Safety updates on the fortnightly BDC members update publication. | Community Safety Team |
| Increase communications specific to young people. | <ul style="list-style-type: none"> Distribute information through Neighbourhood Wardens at drop-In sessions operated at Secondary schools during lunchtimes. Develop key messages for young people to be shown on Plasma screens within schools. Investigate the feasibility to invest in youth notice boards at key locations within the District. Disseminate information and resources for young people through the annual HIGH 5 event. | Neighbourhood Wardens Community Support Officers Community Safety Team CDRP Tasking Community Safety Team Bromsgrove Community Safety Partnership |
| Better use of local newspapers and publications | <ul style="list-style-type: none"> Develop a communication plan to coordinate community safety press releases amongst the BCSP. Establish a regular feature/column within a local newspaper to communicate community safety key messages and raise the profile of BCSP. | BCSP Community Engagement Sub Group CDRP Tasking Chair CDRP Analyst |
| Addressing the Fear of Crime | <ul style="list-style-type: none"> Design a Reassurance communication plan. Household leaflet drop with local | BCSP Community Engagement Sub Group BCSP Community Engagement Sub Group |

| | | |
|---|--|-------------------------------------|
| | reassurance information in areas with highest fear of crime levels. | Community Safety Team |
| Better coordination of partnership and tasking communications | <ul style="list-style-type: none"> • Creation of a CDRP Community Engagement Sub Group. • Creation of a long-term Communication Plan | BCSP Community Engagement Sub Group |

| Consulting Communities | | |
|--|---|--|
| Improved use of BCSP pages on Bromsgrove District Council Web Site | <ul style="list-style-type: none"> • Investigate the feasibility of including a topic discussion board on the public web site. • Publish the draft 2009/2010 Strategic Assessment for public comment for designing reviewing the Partnership Plan. | Community Safety Team CDRP Analyst |
| Improved Consultation with Young People | <ul style="list-style-type: none"> • Support and use WCC's Plug and Say once operational. • Investigate existing channels of communication with young people through partners to consult on community safety concerns and fear of crime. • Gather views and information through Neighbourhood Wardens at drop-In sessions operated at Secondary schools during lunchtimes, and Youth PACT. | WCC Youth Support Community Safety Team Community Safety Team Neighbourhood Wardens Local Policing Teams |
| Use of Secondary Data | <ul style="list-style-type: none"> • West Mercia Crime and Safety Survey • West Mercia Fear of Crime Survey • BDC Place Survey | CDRP Analyst |

As previously mentioned in the third year of the Partnership Plan we will build on the success of the actions outlined in the 'informing Communities' and 'Consulting Communities' by developing strategies to Involve and Collaborate with Communities and to Empower Communities. Some of the actions that these strategies may include are:



- To involve and collaborate with Neighbourhood Area Committee's to feed information into the tasking process and help priorities BCSP priorities and resources at a local level. This would be applicable to those areas which are priority areas for BCSP that also have an established Neighbourhood Area Committee.
- To involve and collaborate with Neighbourhood Watch Committees and Resident Associations.
- To involve and collaborate with residents through the creation of a CDRP Residents Panel.
- To involve and collaborate with young people through the creation of a CDRP Youth Sub Group.
- To empower members of the community by identifying and developing through training and support 'community safety advocates'.
- To empower members of the community by creating a system for community members to forward innovative ideas to tackle local community safety concerns and receive the necessary support to implement worthwhile ideas.

Community Engagement & Communication Sub Group

A CDRP Community Engagement & Communication Sub Group will be created to coordinate all aspects of communication and community engagement on behalf of the Partnership and Tasking Group. This Sub Group will have several responsibilities:

Partnership Plan: The group will monitor and implement the actions set out in the Partnership Plan with regards to Community Engagement; this includes investigating potential actions for the third year review of the Partnership Plan to increase community involvement and empowerment.

Communication Plan: The group will create a long term (12 month) communication plan to offer reassurance to communities. This will be coordinated in line with predicated trends for crime, ASB and disorder. The communication plan will also include reassurance messages to address fear of crime and raise the awareness of the Bromsgrove Community Safety Partnership within communities. The communication plan will then be monitored and a 6 month version will be updated each month. A monthly detailed communication plan will be updated each month directly from the 6 month plan. This sub group will monitor these plans and report to the CDRP Tasking group accordingly.

Emerging Issues: The Sub Group may be required to develop communications in direct response to emerging issues which cannot be foreseen and programmed into the communication plan before hand.

Special Events & Projects: It may be necessary to develop and deliver a special events communication plan for specific events and projects on behalf of the BCSP.



Internal Communications

At Bromsgrove Community Safety Partnership we recognise the importance of communication lines for effective partnership working; this is why this year we will be aiming to develop communication to partners which in turn may aid communication amongst partners. Some of the actions we will be exploring this year are set out below:

| Internal Communications | | |
|-----------------------------------|---|--|
| Access to Partnership Information | <ul style="list-style-type: none"> Copies of all relevant partnership and tasking documentation to be made available on the Community Safety internal portal on BDC web site. | Community Safety Team |
| Consultation with Partners | <ul style="list-style-type: none"> Discussion boards to be set up on Community Safety internal portal on BDC web site to forward views and opinions | Community Safety Team |
| Partnership Awareness | <ul style="list-style-type: none"> Access to Community Safety internal portal to be made available to a wide range on employees within each agency as possible. Bimonthly internal newsletter (electronic) to be distributed amongst partnership Audit to be carried out amongst partnership to measure awareness of the Community Safety Partnership and set a bench mark. Distribution of information on Bromsgrove Community Safety Partnership amongst internal communications and intranets. Creation of a Community Safety Partnership Directory | Community Safety Team Community Safety Team CDRP Analyst Community Safety Team Community Safety Team |
| Communication Lines | <ul style="list-style-type: none"> Creation of general Community Safety email address for wider internal use. | Community Safety Team |



Equalities Statement & Assessment

“Bromsgrove Community Safety Partnership is dedicated to equality and values diversity within the community. The Partnership will at all times strive to use communication and engagement methods which are inclusive of the whole community.”

During 2009/10 the Bromsgrove Community Safety Partnership will conduct an equality impact assessment; this will be published in the Community Safety Partnership Plan – 2010/11 update.

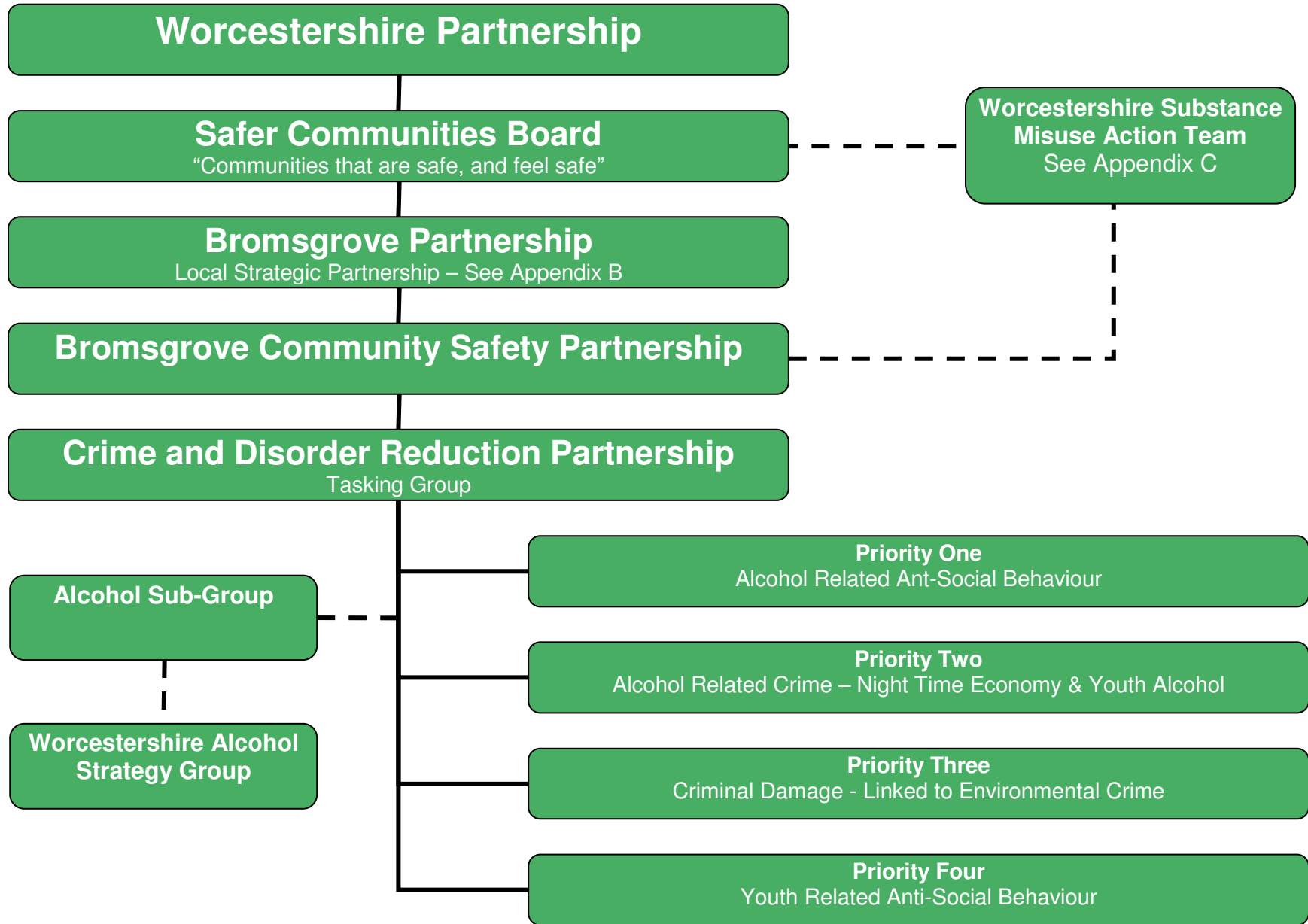
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For more information on the Bromsgrove Community Safety Partnership Plan and the work of the Bromsgrove Community Safety Partnership, please contact:

Bromsgrove Community Safety Partnership
c/o Community Safety Team
Bromsgrove District Council
The Council House
Burcot Lane
Bromsgrove B60 1AA
Telephone: 01527 88 1288
Email: c.santoriello-smith@bromsgrove.gov.uk

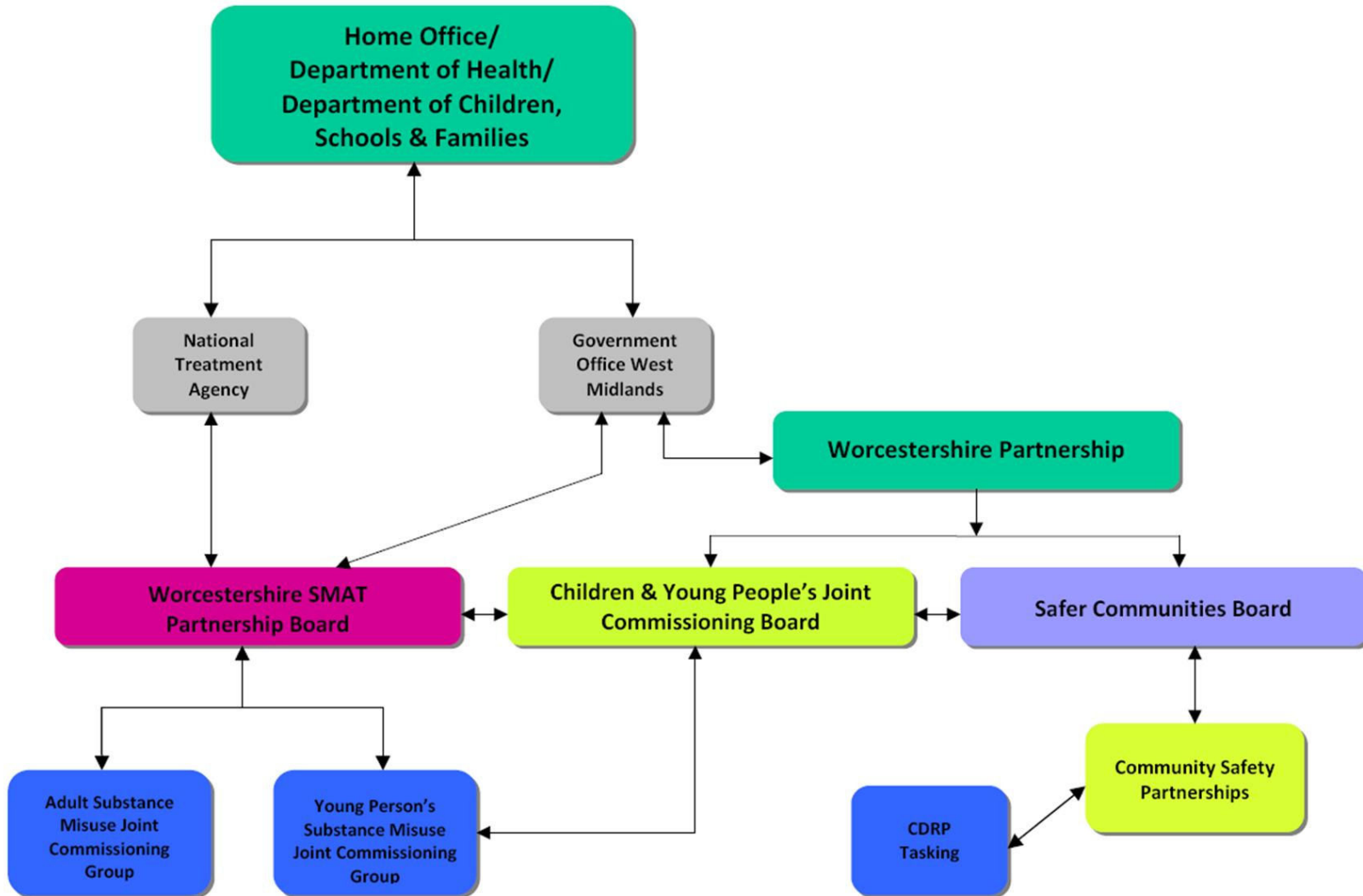


Appendix A: Bromsgrove Community Safety Partnership Structure



Appendix B: Worcestershire Drug and Alcohol Team (DAAT) Structure
 (Formerly known as Worcestershire Substance Misuse Action Team - SMAT)

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Appendix C: Community Safety Abbreviations (used in this document)

| | |
|------|--|
| BCSP | Bromsgrove Community Safety Partnership |
| CDRP | Crime and Disorder Reduction Partnership |
| ASB | Anti-Social Behaviour |
| SOA | Super Output Area |
| ONS | Office of National Statistics |
| IMD | Index of Multiple Deprivations |
| CCTV | Closed Circuit Television |
| WCC | Worcestershire County Council |
| BDC | Bromsgrove District Council |
| SMAT | Substance Misuse Action Team |
| PCT | Primary Care Trust |
| PACT | Partners and Communities Together (Meetings) |
| NAC | Neighbourhood Area Committees |



BROMSGROVE DISTRICT COUNCIL

PERFORMANCE MANAGEMENT BOARD

21ST SEPTEMBER 2009

COUNCIL PLAN 20010-2013 PART 1

| | |
|------------------------------|---|
| Responsible Portfolio Holder | Roger Hollingworth, Leader of the Council |
| Responsible Head of Service | Hugh Bennett, Assistant Chief Executive |
| Key Decision | |

1. SUMMARY

- 1.1 To re-confirm the Council's Vision and Council Objectives, increase the number of values from four to five, amend the number of priorities from four to six and consider the outline budget bids/key deliverables for delivering the required improvement on these priorities to meet our residents' expectations..
- 1.2 An Executive Summary is set out in Appendix 1 Section 1.

2. RECOMMENDATION

- 2.1 It is recommended that the Board considers:-
- i. the Vision and Council Objectives (**Appendix 1, 8.5**).
 - ii. the recommendation to introduce a fifth corporate value: value for money.
 - iii. the analysis of the Council's national, regional and local context (**Appendix 1 Sections 1 to 7**).
 - iv. the new set of priorities and the contextual information on which they are based (**Appendix 1 8.6**).
 - v. the outline key deliverables each priority and potential budget bids (**Appendix 1 Addendum 2**).

And makes recommendations to Cabinet as appropriate.

3. BACKGROUND

Council Plan 2010-2013

- 3.1 Cabinet and Full Council approved the Council's first Council Plan as part of the 2007/08 budget round. The Council Plan is effectively the business plan for the Council and a key document for Members. The 2010/2013 plan will not be published until March 2010; however, the Council needs to agree it priorities now, so that officers can make detailed plans to deliver these as part of the 2010/2011 budget round (September 2009 to February 2010).

- 3.2 Understanding our context and setting priorities is critical to achieving excellence in the new CAA framework. The Council received a score of 3 out of 4 in its second CPA (March 2009) for prioritisation. The Council was described as “performing well” in this area and to “have a sound strategic framework for planning its priorities”. This is a result of having clear processes for finding out what residents think about services and linking these to the business planning process. The Council has a considerable range of activities for finding out residents’ views. The biggest change since last time has been the introduction of the statutory Place Survey and the end of Best Value Performance Indicators (BVPIs) and their replacement with the new National Indicators (NIs). These are much more focused on outcomes rather than processes and have thrown up some interesting results for the Council, which are discussed in Appendix 1.

Strategic Planning Process

- 3.7 The cycle for developing the Council Plan starts in early July with the Cabinet/CMT away day, which considers the outturn performance from the previous year. The process then feeds into the formal reporting cycle of the Council in September:-

| Action | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
|--|-----|-----|-----|-----|-----|-----|-----|
| Agree priorities and consider outline budget position at Full Council (Council Plan Pt 1). | | | | | | | |
| Complete service plans and budget options | | | | | | | |
| Detailed Budget Options Considered by - CMT Groups Cabinet | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| Agree budget at Full Council | | | | | | | |
| Set Council Tax and agree Council Plan at Full Council | | | | | | | |
| Publish Council Plan and send out CT bills. | | | | | | | |

4. Financial Implications

- 4.1 See Appendix 1 Section 7.

5. Legal Implications

- 5.1 There are no legal implications to this report.

6. Corporate Objectives

- 6.1 The existing corporate objectives to remain basically unchanged, but with amended wording.

7. Risk Management

7.1 The Council Plan will be supported by the Council’s strategic risk register.

8. Other Sub Headings

8.1 All the following issues have been reflected in the definitions of the Council Objectives:-

| |
|--|
| Procurement Issues: None |
| Personnel Implications |
| Governance/Performance Management Considerations |
| Community Safety Considerations |
| Policy Considerations |
| Environmental Considerations |
| Equalities Implications |

9. Consultation

9.1 Please include the following table and indicate ‘Yes’ or ‘No’ as appropriate. Delete the words in italics.

| | |
|---|------------------------------|
| Portfolio Holder | Cabinet/CMT Away Day. |
| Chief Executive | At CMT. |
| Corporate Director (Services) | At CMT. |
| Assistant Chief Executive | At CMT. |
| Head of Service <i>(i.e. your own HoS)</i> | At CMT. |
| Head of Financial Services <i>(<u>must</u> approve Financial Implications before report submitted to Leader’s Group)</i> | At CMT. |
| Head of Legal, Equalities & Democratic Services <i>(for approval of any significant Legal Implications)</i> | At CMT. |
| Head of Organisational Development & HR <i>(for approval of any significant HR</i> | At CMT. |

| | |
|---|------------|
| <i>Implications)</i> | |
| Corporate Procurement Team <i>(for approval of any procurement implications)</i> | No. |

10. Appendices

Appendix 1 – Policy, Performance and Financial Position Statement
(August 2009).

Background Papers

Council Plan 2009/2012

Budget Book 2008/2009

Contact officer

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Bromsgrove District Council
Policy, Performance and Financial Position Statement
19 August 2009

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| . | Addendum A – Council Objective Definitions | |
| | Addendum B – Key Deliverables and Resourcing (incl. budget bids) | |

1. Executive Summary

- 1.1 The national picture has changed dramatically since last year's report due to the "credit crunch".
- 1.2 Local government can expect very poor grant settlements through the next parliament.
- 1.3 The exact size and scope of public expenditure reductions is as yet unknown, but the Council should be prudent and not commit itself to expenditure which cannot be easily stopped, should the need arise.
- 1.4 The Council is comparatively well placed to respond to this challenging agenda, as a result of the shared services agreement with Redditch Borough Council.
- 1.5 The Council is now "Fair" rated, which reflects the significant improvement in its performance. In terms of performance measures, the one problem area remains sickness absence.
- 1.6 The Council is also IIP accredited and has recently achieved Level 3 on the Local Government Equalities Standard.
- 1.7 Although the Council's performance for process measures, like benefits payments, missed bins etc. is much improved, delivering visible outcomes for the public, plus longer term outcomes and customer experience are areas that still require a lot of progress in order to deliver our customers' expectations and our vision of community leadership and service excellence.
- 1.8 This challenge, along with the shared services agenda, should not be underestimated.
- 1.9 The Place Survey supports this analysis, with residents' satisfaction with the Council dropping to only 34% (this is consistent with national trends, but is comparatively low).
- 1.10 The Place Survey identifies the need to communicate more, market our services more and involve residents' in decision-making more. This is an area where the Council needs to invest, as current capacity is limited.
- 1.11 The town centre regeneration remains the headline project which the Council needs to address. This has been made more difficult by the "credit crunch". Residents particularly want an improved retail offer, which reflects the relative affluence of the District.
- 1.12 Overall, the District is relatively affluent and many of the problems it faces reflect this: affordable housing, an ageing population, alcohol related

hospital admissions, childhood obesity, CO2 emissions and pockets of relative deprivation (at a sub-ward level).

- 1.13 The standout statistic is that the Council was responsible for 2.5m KGs of CO2 in 2008/2009. Our response to this is underdeveloped (although the Council is not unusual in this respect). The recent Climate Change Act (2008) has committed the UK to an 80% reduction in emissions by 2050. This is an enormous challenge.
- 1.14 The Council is responding to all of these issues either directly or through the Local Strategic Partnership. Particular areas of concern include: the capital funding (borrowing) required to fund the regeneration of the town centre, disabled facilities grant (as our older population expands) and funding for more energy efficient equipment; the outcome of the Regional Spatial Strategy and what this means for the future housing mix of the District and the growth and consequence of an ageing population on service provision.
- 1.15 As a result of these changes, Cabinet recommends the following priorities to Full Council:-
- Economic Development.
 - Town Centre.
 - Value for Money.
 - One Community.
 - Housing.
 - Climate Change.
- 1.16 These priorities will drive budget decisions in forthcoming years, including the immediate budget round for 2010/2011.
- 1.17 Addendum B to Appendix 1 attached, sets out the proposed key deliverables, resourcing issues and possible measures of success for each priority.
- 1.18 It is proposed to introduce a new value for the Council: Value for Money.
- 1.19 Members are asked to consider whether the “Building Pride” strap line is still appropriate now that we have achieved a “Fair” rating.
- 1.20 The Vision is still considered appropriate.

2. Bromsgrove District Overview

Geography

- 2.1 Bromsgrove District is in north Worcestershire, covering a large area of approximately 83.9 square miles. Whilst only 14 miles from the centre of Birmingham, the Lickey Hills country park provides an important dividing line between the urban West Midlands Conurbation and the rural landscape of north Worcestershire. Ninety percent of the District is greenbelt which creates difficulties for housing policy. Four radial routes pass through the District, each served by railway lines and major roads, including the M5 running north and south, the M42 running east and west, with further links to the M40 and M6.
- 2.2 Data suggests that 16,643 people travel into the District for work, with 26,112 (29%) of the population travelling out, a net commute out of 9,469.¹ Our main communities are detailed in the map (below). The District has no wards in the top 20% most deprived in England.²

Table 1 – Map of Bromsgrove District

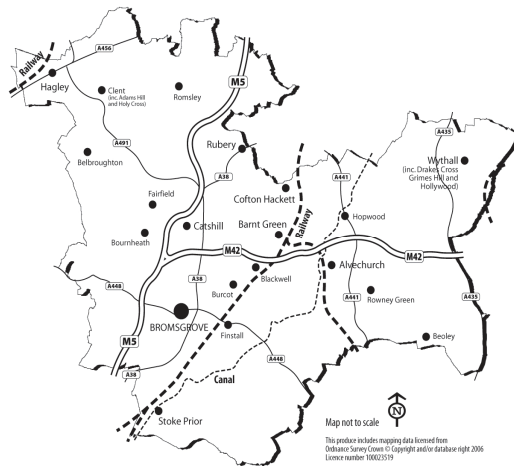
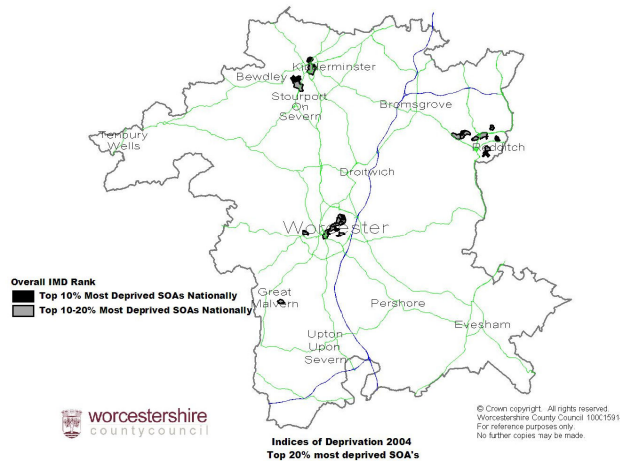


Table 2 – Map of County Deprivation



¹ ONS 2001 Census
² DCLG Indices of Mu

Population

- 2.3 The population of the District is 92,300³. The over 80s population is set to increase by 87.5% and the 70-79 population by 41.3%. This is one of the defining characteristics of the District. The Bromsgrove Profile, undertaken for the LSP states-⁴

“This increasing aging population may have a significant impact on policy and planning for the District, with specific regard to community safety, health and the strength of communities.”

Table 3 - Population projections by age, 2007 - 2026

| Age Group | Thousands | | | | | | | | % Change |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | 2007 | 2008 | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
| 0-9 | 9.9 | 9.9 | 9.8 | 9.9 | 9.9 | 9.5 | 8.6 | 8.4 | -15.2% |
| 10-19 | 11.9 | 11.9 | 11.6 | 11.1 | 10.8 | 9.8 | 9.8 | 9.3 | -21.8% |
| 20-29 | 8.3 | 8.0 | 8.1 | 8.2 | 8.3 | 8.6 | 8.0 | 7.4 | -10.8% |
| 30-39 | 11.8 | 11.2 | 10.7 | 10.2 | 9.9 | 8.3 | 8.1 | 8.6 | -27.1% |
| 40-49 | 14.6 | 14.9 | 14.9 | 14.9 | 14.8 | 13.0 | 10.5 | 9.0 | -38.4% |
| 50-59 | 12.8 | 12.5 | 12.4 | 12.4 | 12.7 | 13.5 | 14.0 | 12.3 | -3.9% |
| 60-69 | 10.8 | 11.1 | 11.4 | 11.5 | 11.7 | 11.6 | 11.4 | 12.3 | 13.9% |
| 70-79 | 7.5 | 7.7 | 7.8 | 8.0 | 8.0 | 9.3 | 10.6 | 10.6 | 41.3% |
| 80+ | 4.8 | 4.9 | 4.9 | 5.0 | 5.3 | 6.0 | 7.2 | 9.0 | 87.5% |
| Total | 92.3 | 92.1 | 91.7 | 91.4 | 91.1 | 89.6 | 88.2 | 87.1 | -5.6% |

Source: ONS projections - Research and Intelligence Unit Worcestershire County Council

- 2.4 There are 37,492 households in the District⁵. The current housing allocation is for approximately 100 houses per year. The recent housing market survey, commissioned by BDHT and the Council, suggests an estimated need of 7,350 properties across all tenures. To date the debate has tended to focus on affordable housing; however, the survey has also identified the need for housing for older people. The current review of the Regional Spatial Strategy is likely to require homes for 3,000-7,000 households to be built in the District in the next 25 years and it is also probable that the District will have to take some of Redditch Borough Council's housing allocation.
- 2.5 The black and minority ethnic population (BME) is 6.4%, which is low for the region and nationally. This percentage comprises 1% Irish, 2.6% Asian, 1.2% Mixed, 1.0% Black and 0.6% Chinese.⁶ There are no definitive data sources for the migrant worker population living in

³ ONS 2007 Mid-Year Population Estimates

⁴ ONS 2006 Subnational population projections

⁵ Worcestershire County Council RSS Household Forecasts Report 2008

⁶ ONS 2006 Resident Population Estimates by Ethnic Group

Bromsgrove, but indicative figures suggest this is in the region of 0.2%.⁷ The BME population appears to have doubled in recent years.

Economy

- 2.6 The economic picture of the District is comparatively positive despite the current economic downturn. The mean household income is £38,690, which is the highest in the county (the County average is £35,656).⁸ Whilst the average household income is high, it is less than £25,000 per annum in Charford, Sidemoor, Catshill and St Johns. There are three major areas of economic regeneration within the District: the Longbridge site, Bromsgrove town centre and Bromsgrove railway station. Unemployment, whilst comparatively low, has risen from 1.8% a year ago to 3.7% (March 2009), with the benefits claimant rate being over 10%. The area action plan for the Longbridge is in place, but stalled due to the changing economic conditions. Bromsgrove town centre needs a major overhaul to encourage local shopping and to be able to compete with neighbouring shopping centres. Bromsgrove station's funding is almost secured. The new station will have a significant impact on Bromsgrove town, due to the planned Cross City Line electrification being extended to Bromsgrove and as a result bringing the town more into Birmingham City's economic orbit. VAT registrations have risen slightly (pre "credit crunch" data) and are consistent with the national trend away from manufacturing, towards more service based industries

Sustainable Development

- 2.7 Last year, Full Council agreed to fund the joint appointment, with Redditch Borough Council, of a Climate Change officer. Since then, the Council has, for the first time, calculated the total carbon emissions it emits from its activities, which totals a staggering 2,500,000 KGs per annum. Each property in the District emits on average over 10 tonnes. It is critical that the Council starts to reduce these figures.

Education, Deprivation and Health

- 2.8 The percentage of the District's population qualified to NVQ Level 4 is significantly higher than average. GCSE results gained at local authority schools and colleges in Worcestershire in 2008 were amongst the highest in the country (64.4% achieved five or more GCSEs at A*-C).⁹ The District ranks 299th out of 354 councils on the national index of multiple deprivation 2007 (where 1 is the most deprived), making the District one of the least deprived nationally.¹⁰ It is also the only district in Worcestershire to have become less deprived since 2004.¹¹ Only 640

⁷ Worcester County Economic Assessment 2007-2008

⁸ PayCheck 2008

⁹ Worcestershire LEA Key Stage 4 results 2007/08

¹⁰ & 16 DCLG Indices of Multiple Deprivation 2007

¹¹ ibid

households are in receipt of benefits in the District, one of the lowest figures in Worcestershire.¹² As a result, identifying the vulnerable within our communities is more difficult than a district with geographic areas of deprivation.

- 2.9 Generally, the District's population is healthier than the regional average. Young people (18-24) have a high risk status being the most likely to smoke, binge drink and not take exercise. Potentially, we could be storing up problems in our young people. A Primary Care Trust (PCT) annual report noted that our children's health is good, but there is a need for more child and adolescent mental health services. The PCT retain a concern (shared by the Council's own Community Safety Team) that domestic violence remains "common place". The rate of teenage pregnancies in Bromsgrove in 2006 was 23.6 conceptions per 1,000 females, which is almost half that of the England average of 41.1.¹³

Crime and Fear of Crime

- 2.10 At the end of the 2007/08 year, crime had reduced by 32% in the District, surpassing the target of a 17.5% reduction from the 2003/04 baseline results.¹⁴ This was exceptional when compared to the national reduction of just 4%, and the county-wide figure of 24%. Reductions were seen in all British Crime Survey comparator crime types, with the largest decrease being seen in domestic burglary at 53% and the smallest in criminal damage which only reduced by 12% compared to the baseline year 2003/04.
- 2.11 Fear of crime, however, remains a problem in the District despite the reduction in actual crime in 2007/08. Residents are most fearful of house burglary, vandalism or damage to property and having their car broken in to, despite significant reductions in all of these crime types during 2007/08; however, residents most commonly identify issues like teenagers hanging around, rubbish and graffiti as their top concerns.¹⁵

¹² Worcester County Economic Assessment 2007-2008

¹³ DH 2008 Bromsgrove Health Profile

¹⁴ British Crime Survey 2008

¹⁵ West Mercia Crime and Safety Survey 2008

3. National Policy

- 3.1 Last year we reported that local government was undergoing the most significant statutory change since the Local Government Act (1999). A year on, this is still the case, but we are now in the implementation stage.

Local Government and Public Involvement in Health Act (2007)

- 3.2 The District Council became a failing council for many reasons, but one of them was undoubtedly a lack of awareness of the changes that were happening to local government at a national level. The Council must not repeat that mistake and must pay due regard to the changes in this Act. A Member briefing has been arranged on 24 September 2009, which will cover Comprehensive Area Assessment, which is the main legislative change.

- 3.3 The Act has introduced four key changes to the regulatory framework of local government. These are:-

- The replacement of Comprehensive Performance Assessment (CPA) with Comprehensive Area Assessment (CAA) from 01 April 2009. This shifts the regulatory emphasis from the Council's performance to the performance of all public bodies in an area, in this case Worcestershire. This makes working in partnership more critical than ever, in particular, both the District and County Local Strategic Partnerships. Members can clearly see the benefits of partnership working at a local level, in particular, the crime and disorder reduction partnership and PACT meetings.
- New, more focused, Local Area Agreements (LAAs). The County LSP is currently working towards delivering the 2008/2011 LAA and the Council and its local partners have a role to play in delivering the targets. Section 4 of this report considers these targets, progress and the Council's role in delivering them.
- The replacement of Best Value Performance Indicators with new National Indicators and a Place Survey. The new national indicators are much more outcome focused and perception focused, hence the Place Survey. The Council has incorporated many of the new NIs into its Council Plan 2009/2012 and is currently undertaking a fundamental review of the District's Sustainable Community Strategy, making use of the information provided by the new NIs and Place Survey. Further information on the Place Survey results can be found in Section 5 of this report. The Council has a good track of record of using survey data and using the results as part of the budget decision making process, so we are well placed to respond to the Place Survey, but it is worth reminding ourselves that the Place Survey is statutory, which gives the results an extra significance.

- Efficiency. Every Council is now subject to a net cashable efficiency target of 3% per annum. The Act is encouraging the delivery of this target through regional improvement and efficiency partnerships and through inviting councils to become two tier pathfinders or unitary authorities (and therefore remove some of the structural inefficiency in local government). The Council's main response to this is the shared services programme with Redditch Borough Council.
- 3.4 Although the Council will no longer be subject to a separate CPA, we will still be subject to an annual Organisational Assessment, made up of an assessment of our use of resources and managing performance. We are currently awaiting the results of these assessments.
- 3.5 There were a range of other issues set out in the Act, but these have been tackled later in the report, in order to provide some reasonable grouping of all the changes that are occurring. The extent of the changes should be a cause for concern for the Council. There are a tremendous number of initiatives coming out of Central Government. The Council simply cannot respond to all of them and needs to be able to consider these in the light of its own priorities and local issues and create synergies between national priorities and initiatives and our local priorities and initiatives.

Community Empowerment and Neighbourhoods

- 3.6 The new Local Government and Involvement in Health Act also includes a general "duty to involve" residents (compared to the previous duty to consult residents). This was significantly expanded upon in the White Paper: Communities in Control, which is now progressing its way through the House of Commons as the Local Democracy, Economic Development and Construction Bill. Key elements include:-
- A duty to promote democracy. Councils will be expected to do more to in terms of encouraging young people, giving practical support to councillors and information to residents. The Council is reasonably well placed to respond to this duty, with its annual children and young people's event "U Decide", linked to the County's youth forum, PACT meetings and Local Neighbourhood Partnerships. The Council expects to invest in this area through the next budget round, in particular, money to children and young people to vote on and the further expansion of Local Neighbourhood Partnerships.
 - The power of petitions is being strengthened with each local authority being required to have a "petition scheme"; and

- The power of scrutiny is being updated so that each local authority has a dedicated “scrutiny officer”, whose role is to promote and support the scrutiny function in each local authority.

Crime Strategy

- 3.7 Last year we reported that the Government would be producing a green paper on policing. This has now been published and the Policing and Crime Bill is on the Government’s legislative programme. There is no direct impact on the Council from this Bill; however, the Bill will encourage neighbourhood policing. The Council is well placed to respond to this agenda with a very effective Community Safety Partnership (overall crime rate down by 32% in the District 2005-2008) and a high level of commitment from Members and senior officers to Partners and Communities Together meetings.

Economic Development

- 3.8 The “Review of sub-national economic development and regeneration” set out proposals to given local authorities (upper tier) new powers to drive and incentivise local prosperity. This has now found its way into the Local Democracy, Economic Development and Construction Bill, which includes a requirement for upper tier councils to undertake an economic assessment of their area. Last year we reported that the County Council is actively involved in these changes and this strategic economic development is not a function of district councils; however, whilst the County Council is now beginning to bring its considerable resource and expertise to bear on the town centre, Longbridge and the railway station, the economic development of the town centre (and the northern districts in general) may need a further boost. The Council has clearly benefited from the joint County/District appointment of a project manager for the town centre. A similar appointment with a focus on economic growth, in particular, bringing in larger businesses to the town centre and District as a whole may be appropriate. This is likely to be addressed through the forthcoming single management team for both Bromsgrove District Council and Redditch Borough Council, as the SERCO report proposed a Head of Regeneration. If this post is created through the shared services model, a priority will be the development of a North Worcestershire Economic Development Strategy, to help the area combat the impact of the recession which, while we may soon be technically out of recession, is likely to be with us for sometime and to position the three northern towns, in relation to Birmingham and Worcester. Funding is likely to be required in the short term to work up a draft strategy and a bid may be put forward through the forthcoming budget cycle.

Housing

- 3.9 The LSP Board and the Council have clearly identified that an appropriate housing mix is fundamental to achieving a balanced community. The

priority of the Council has always been Housing, rather than just affordable housing, but the debate has tended to focus on affordable housing i.e. housing for younger people. The recent interim review of the Council's Housing Strategy has clearly identified the need for housing that is appropriate for our older residents as well. The Core Strategy, which is effectively the District's floor plan, cannot respond to these issues until the examination in public of the proposed Regional Spatial Strategy 2 is completed (expected first draft October 2009). The Council is challenging its RSS2 allocation, because while the Government is demanding a significant increase in housing numbers within the County, very few of these are set to be in the District, with the growth areas being Redditch and Worcester City. The situation is now further confused by Central Government pressure for even higher housing targets (the Government's draft legislative programme states that its vision is for 3,000,000 new homes by 2020, which will include up to 10 new Eco-towns). The release of surplus public sector land for housing is expected to provide an additional 20,000 homes, which is relevant to our future plans for the town centre.

Community Cohesion and Equalities

- 3.10 The equalities agenda has provided the Council with a number of important forums for listening and understanding the issues of some of our less vocal and, in some cases, more vulnerable communities. Age and disability (often together) are the two most significant aspects of the equalities agenda to Bromsgrove District. The Government has been pushing the equalities agenda in local government for some time, largely through the Local Government Equalities Standard and has recently launched its Equalities Bill, which will introduce a single equality duty on public bodies, increase transparency and improve enforcement of this agenda. It is perhaps unfortunate that terms like "enforcement" are being used around this agenda; generally as this agenda has a compliance feel to it, when understanding all our customers' is consistent with good business practice and our Customer First value.
- 3.11 The Council is comparatively well placed to respond to the equalities agenda. The Council has recently achieved Level 3 of the Local Government Equality Standard and there is now a general acceptance within the Council of the value of the Disabled Users Group and Equalities and Diversity Forum. The Council can also begin to point to projects like the new town centre toilets, Diwali celebrations and the community transport scheme, as examples of us listening and responding to our community's aspirations
- 3.12 We have previously noted that the older population is set to increase dramatically over the next 25 years and we also noted last year that the Audit Commission's "Don't Stop Me Now" report which highlighted that councils are not sufficiently age proofing their work or future plans. The Commission recommend a closer consideration of demographic profiles,

more innovation and forward thinking as key areas for improvement. The Council is now undertaking a scrutiny task group on older people (which was one of the Audit Commission's recommendations). The Council needs to improve its understanding in this area, not just focusing on some of the current issues e.g. car parking, but a more fundamental consideration of the needs of an ageing population.

Children

- 3.13 Last year we noted the creation of the new Department for Children, Schools and Families (DCSF) which was expected to provide a further boost to the "Every Child Matters" agenda. We also noted that the new department will also be responsible for the Government's Respect set of policies, previously with the Home Office, which suggested a move away from focusing on the young from a criminal perspective to a more supportive one; as Anne Longfield, Chief Executive of 4Children commented "the Government puts a lot of money into young children, but all we have offered teenagers so far is ASBOs". The Leader and Executive Director Partnerships and Projects share a particular concern that we are demonising our young people and not supporting them with enough facilities and support (both Local Neighbourhood Partnerships have been active in this area as well). Children and young people are a key aspect of the one community priority. The need for facilities should be set alongside the fact that there must be more for children to do today and in previous generations, but feedback from residents through the Customer Panel and the more recent Place Survey, suggest that we are less keen now for children to play in unsupervised settings. Good parenting remains the key issue, rather than lack of things to do.
- 3.14 The "baby P" tragedy has heightened even further concerns over child safety and safeguarding. There are 531 looked after children in Worcestershire (45 of whom have a home address in our District). These figures given an indication of the continued need to focus on this agenda.
- 3.15 The Government's legislative programme includes a new Education and Skills Bill, which is intended to strengthen the capacity of Children's Trusts to deliver the "Every Child Matters" outcomes and a proposed new National Apprenticeship Service. The Council may wish to consider how it can play its part in improving skills and reducing youth employment through apprenticeship and graduate schemes.

Transport

- 3.16 The Council continues to manage the concessions for over 60s on bus travel and Cabinet agreed recommendations from the scrutiny review of public transport are being delivered primarily by the County Council and the District Council, where appropriate. The community transport scheme is about to go live and the bus station in the town centre has been given a face lift. At a national level, the main change of the last 12 months has

been the fiscal expansion of capital schemes to bolster the economy during the recession. As a result, Worcestershire County Council has been successful in securing £5,000,000 worth of funding through Regional Funding Advice to Central Government. The County Council is now in detailed negotiations with Network Rail to finalise the cost of the scheme and total funding package.

Third Sector

- 3.17 Last year we reported that as part of the new NIs, the Government has introduced two new performance indicators for the voluntary sector. NI6 seeks to measure the level of participation by residents in regular volunteering and NI7 seeks to measure whether there is a suitable “environment for a thriving third sector”. NI7 is a composite measure made up of an entire national third sector survey, the results of which can be viewed at a County level. As part of putting together this report, the survey has been downloaded and referred to the Executive Director Partnerships and Projects for inclusion on a future COMPACT meeting agenda.
- 3.18 The Council has undertaken a number of initiatives with the voluntary sector over the last year, in particular, active support for National Volunteer week and the establishment of a community transport scheme with the WRVS.

Single Status

- 3.19 Single Status is in this section, as the Council was obliged to deliver it as part of the national Single Status/Equal Pay/National Pay and Reward Strategy. We have now successfully delivered Single Status and are currently working on the appeals stage, post implementation. Members will be aware of the impact on staff morale of Single Status, but it is to staffs’ credit that the Council has continued to perform and improve.

Climate Change

- 3.20 Last year the Council agreed to make Climate Change a priority and invest in a joint Climate Change Officer post with Redditch Borough Council. The main development since last year’s report is the Climate Change Act (2008), which commits the UK to reduce CO2 emissions by 80% by 2050 (from 1990 levels). All of us, organisations and individuals, will need to play our part in delivering this very stretching target. The Council is emitting over 2,500,000 KGs of CO2 per annum as a result of its activities. The joint Climate Change Officer has recommended that we initially commit ourselves to a 6% reduction over three years, which is lower than the 9% reduction, required over the same time frame, for domestic emissions, which is a Local Area Agreement target.

Customer Service

- 3.21 The Audit Commission continues to view customer service as an issue of access i.e. ensuring all sections of our communities can access our services. This is a legitimate aspect of customer service, but ignores more basic considerations of customer care. If the Council is to truly deliver its value of Customer First and deliver excellent customer service, this will involve improved access channels, but also a significant improvement in the level of customer service and care provided by the Council. The Council now has all of the infrastructure in place i.e. the customer service centre, spatial project etc., but needs to develop a customer focused culture across all of our services (a recommendation from the most recent CPA report). This will involve all teams improving how they listen to customers, how they market services to customers, reducing avoidable contacts (a form of waste), how they communicate to customers and how they feedback to customers. Cabinet agreed a new Customer Access Strategy in June 2009, which includes a range of activities, including: Customer First Part 3 workshops, two lean systems pilots, the development of team Customer First action plans, a new more user friendly Internet platform, plain English training for staff and subject to successful budget bids, marketing software, an Older People's Services Directory and a similar publication for children and young people.

4. Regional/Local Policy

Worcestershire Local Area Agreement

- 4.1 The key strategic document which makes the link between national, regional and local policy is the Local Area Agreement (LAA). Through the Local Government and Involvement in Health Act (2007), the Government has placed even more emphasis on LAAs, particularly, as the inspection regime for local government will now be on an area basis through CAA. As a result the County LSP has had to negotiate a new LAA, which contains thirteen priorities for the County for the next three years (2008/2009 to 2010/2011). A LAA is a form of contract between Central Government and the County LSP with a focus on outcome targets. The County LAA flows out of the evidence based County Sustainable Community Strategy. The District Council responded to the consultation on this Strategy. The following paragraphs provide a brief commentary on each of the LAA blocks in relation to Bromsgrove District.

Block A: Communities that are Safe and Feel Safe

| Ref. | Indicator | 10/11 Target | District 08/09 Outturn | Comments |
|--------|--|--------------|------------------------|---|
| NI2 | % of people who feel they belong to their neighbourhood. | 63.0% | 61.40% | High figure good |
| NI 17 | Perceptions of anti-social behaviour | 11.4% | 12.3% | Low figure good |
| NI18 | Adult re-offending rates. | -7.77% | No data | No figure available. |
| NI21 | Dealing with concerns about ASB | 32.5% | 27.8% | High figure is good. |
| NI195a | Improved street cleanliness. | 8 | 2% | Low figure is good. |
| NI39 | Alcohol related admissions per 1000 population. | 1,652 | 1,229 | Red flag from Audit Commission, but substantially below target. |
| LI 4 | Assault with injury. | 7.12 | 4.739 | Well below county average. |

- 4.2 The District has a strong Crime and Disorder Partnership which is contributing strongly to this outcome. The overall crime rate in the District has fallen by 32% between 2005 and 2008 (target 17.5%). Despite actual improvements in reducing crime, we are not achieving the perception measure targets, as set out in the LAA; consequently, this must be an area of focus going forward.

Block B: A Better Environment for Today and Tomorrow

| Ref. | Indicator | 10/11 Target | District 08/09 Outturn | Comments |
|-------|--|----------------------|------------------------|--|
| NI186 | Per capita CO2 emissions in LA area. | -9% | 6.3 | 6.1 tonnes produced in 2005/06, 6.3 tonnes in 2006/07. Therefore performance is not improving. |
| NI188 | Adapting to climate change. | Level 2 for District | 0 | |
| NI193 | Municipal waste land filled. | 48% | 57.72% | |
| LI 1a | All vulnerable areas identified, integrated flood risk mgmt plans developed. | 100% | No data | No data available |
| LI 1b | Improved Flood Warning System in place at Parish level | | No data | No data available |

- 4.3 These figures represent a considerable challenge to the Council. We have appointed a Climate Change Officer, but have a long way to go before we can start to make a serious dent in these figures. The 9% reduction in household emission over three years is very ambitious (but necessary), while the recent Climate Change Act (2008) has committed the UK to an 80% reduction by 2050.

Block C: Economic Success that is Shared By All

| Ref. | Indicator | 10/11 Target | District 08/09 Outturn | Comments |
|-------|--|-----------------------|------------------------|---|
| NI117 | 16-18 year olds NEET. | 4.4% | 2.6% (May 08 data) | 6.68% in Charford is the highest. Lowest is 2.13% in Stoke Prior. |
| NI152 | Working age people on benefit. | 8.4% | 11.1% | Gap between unemployment rate (3.7%) and this figure represents "worklessness). |
| NI163 | Working age population qualified to Level 2. | 79% | 75.8% | District figure is above the County average. |
| NI166 | Average earnings of employees. | 94.3% | No data | Bromsgrove's average earnings figure is £406. Wyre Forest is the lowest at £399 and Malvern's the highest at £477 |
| NI171 | Business registration rate. | 115.5% of WM Reg. Av. | | No data will be available until Winter 2009. |

- 4.4 These figures are interesting, as they paint a different picture from the high household income figures and comparatively low unemployment. The difference between the unemployment rate and NI152 represents “worklessness”, which appears to be in the region of 7%; whilst the average earnings figure indicates there is a marked difference between those who live and work in the District and those who commute out to work. The LSP Board is beginning to put more emphasis on economic development and the Council is likely to do the same with a possible North Worcestershire Economic Strategy.

Block D: Improving Health and Well Being

| Ref. | Indicator | 10/11 Target | District 08/09 Outturn | Comments |
|--------|---|--------------|------------------------|--|
| NI8 | Adult participation in sport. | 25.7% | 25.6% | 23.9% figure also supplied by County, which is different. |
| NI56 | Obesity among primary school children. | 15.5% | 15.3% (2007/08) | Linthurst, Alvechurch, Hollywood, Cofton Hackett, parts of St Johns, Slideslow, Waseley and Whitford all have over 20% of children overweight. |
| NI112 | Under 18 conception rate. | 26.1 | No data | None of the 23 Bromsgrove wards feature in the top 12 wards identified by the County Council. |
| NI121 | Mortality rate from circulatory disease in under 75s. | 62.03 | 62.5 | 2005-2007 figure. % declining. |
| NI123 | Smoking prevalence per 100,000 population. | 682 | 721.5 | 2007/2008 figure. Smoking prevalence is increasing and is above the County average of 705. |
| NI133 | Timeliness of social care packages (4 weeks). | 92% | 85% | County figure. |
| NI142 | % of vulnerable people who are supported to maintain independent living | 98.02% | 97.52% | County figure. |
| NI 146 | Adults with learning disabilities in employment | | No data | |
| NI150 | Adults receiving secondary mental health services in employment. | 566 | No data | |

- 4.5 The key contribution that the Council can make to this block is improving people’s lifestyles through supporting community sports organisations and through direct leisure provision e.g. the Dolphin Centre. The District’s population is relatively affluent and therefore relatively healthy. Through

previous budget rounds, the Council has invested in this area e.g. additional sports development officers and the refurbishment of the Dolphin Centre. As a result, the District has high levels of participation in sports and has almost achieved the 2010/11 LAA target. Similarly, the District has already met its target for alcohol related admissions to hospital; however, this indicator has been “red flagged” by the Audit Commission, as there has been an 89% increase in admissions between 2002/2003 and 2007/2008.

Block E: Meeting the Needs of Children and Young People

| Ref. | Indicator | 10/11 Target | District 08/09 Outturn | Comments |
|-------|--|--------------|------------------------|--|
| NI 54 | Services for disabled children | | No data | |
| NI110 | Young people's participation in positive activities. | 83.3% | 72.2% | Worcestershire baseline. No District figure. |
| LI 2 | Children who have experienced bullying. | 33% | 35% | County figure. |

- 4.6 The Council can only make a limited contribution to these indicators, as they are primarily delivered by the County's Childrens Services Department. That said, “The Trunk” will have a focus on health and positive activities for young people. Our Sports Development Team and the Dolphin Centre can contribute to reducing obesity in our children (Band D). The Council is also committed to increasing its engagement with young people through events like “U Decide”.

Block F: Stronger Communities

| Ref. | Indicator | 10/11 Target | District 08/09 Outturn | Comments |
|-------|---|--------------|------------------------|--|
| NI116 | Proportion of children in poverty. | 12.0% | 13.9% | County figure, but two super output areas in District in top 30%. One in Sidemoor, one in Charford. |
| NI154 | Net additional homes provided | 1,830 | 542 | Both figures are County figures. Bromsgrove's figure was 135. This District figure is the lowest for all 6 districts.. |
| NI155 | Number of affordable homes delivered (gross) | 450 | 145 | The 450 is a County figure and the 145 a District figure. |
| NI169 | Non principal roads where maintenance should be considered. | 8.4% | 11.02% | 2007/2008 figure. |
| NI175 | Access to services and facilities by public transport. | 94% | 83.2% | Proxy indicator required as indicator definition complicated.. |
| NI187 | Tackling fuel poverty. | SAP | 8.42% | This is the % with low |

| | | | | |
|------|--|-----------------------|---------|--------------------------------------|
| | | below 35- 7.68% | | efficiency, where a low % is better. |
| LI 3 | Successful new claims generated for pension credit, attendance allowance and disability living allowance | 2,700 | No data | |

- 4.7 This block tends to be a catchall for targets that do not fit in the other blocks. The maintenance of roads is a key concern for residents, but is relatively low level in the scheme of things. Transport was a key issue for many residents, particularly older residents and public transport usage. Undoubtedly the key indicator in this block is the affordable housing target. The Council is exceeding its target of 80 units a year; however, this is not sufficient to meet the identified housing need.

District Community Strategy and Partner Feedback

- 4.8 The Council has a statutory responsibility to produce its own Sustainable Community Strategy, which provides a long term vision and strategy for the District, bringing together the public sector organisations operating in the District, the voluntary sector and private sector. The District's Community Strategy is currently undergoing its three year fundamental review.
- 4.9 Last year, the Council invited LSP partners to part of its Cabinet/CMT away day. This year, a separate away day was held for the LSP Board. The Board considered contextual information on the District and (subject to Full Council approval) has set itself the following draft priorities:-

Our Vision: “We will make Bromsgrove District a better place to work, live and visit by driving forward change.”

| Objectives (Total of 6) | Communities that are safe and feel safe | A better environment for today and tomorrow | Economic success that is shared by all | Improving health and wellbeing | Meeting the needs of children and young people | Stronger communities |
|---|---|--|---|---|---|--|
| Priorities (Total of 13) | <ol style="list-style-type: none"> Marketing and Communication Intergenerational Activities | <ol style="list-style-type: none"> Reducing CO₂ emissions Adaptation | <ol style="list-style-type: none"> Town Centre Economic Development Strategy | <ol style="list-style-type: none"> Mental Health Lifestyle Choices | <ol style="list-style-type: none"> Being Healthy Marketing existing services | <ol style="list-style-type: none"> Stronger Communities Balanced Communities Older People |
| Key Deliverables (under each Priority) (Total of 34) | <p><u>Marketing and Communication</u></p> <ol style="list-style-type: none"> Changing perception of crime Tolerance Promoting area as a nice/safe place to live <p><u>Intergenerational activities</u></p> <ol style="list-style-type: none"> History Sharing skills and experiences | <p><u>Reducing CO₂ emissions</u></p> <ol style="list-style-type: none"> Domestic Business Transport <p><u>Adaptation</u></p> <ol style="list-style-type: none"> Flooding Planning Policy | <p><u>Town Centre</u></p> <ol style="list-style-type: none"> Promotion Improve retail offer Improve public buildings Improve High Street appearance <p><u>Economic Development Strategy</u></p> <ol style="list-style-type: none"> Develop railway station New businesses Strengthening regional links | <p><u>Mental Health</u></p> <ol style="list-style-type: none"> Improve Services Improving perception and confidence building <p><u>Lifestyle Choices</u></p> <ol style="list-style-type: none"> Alcohol Maintaining low levels of smoking Diet and physical activity | <p><u>Being Healthy</u></p> <ol style="list-style-type: none"> Participation in positive activities Healthy lifestyles <p><u>Marketing existing services</u></p> <ol style="list-style-type: none"> Positive attitudes Engagement | <p><u>Stronger Communities</u></p> <ol style="list-style-type: none"> The Trunk Catshill (?) Local Neighbourhood Partnerships <p><u>Balanced Communities</u></p> <ol style="list-style-type: none"> Appropriate housing mix Appropriate employment mix <p><u>Older People</u></p> <ol style="list-style-type: none"> Age Well Housing Access to services |

- 4.10 The key changes, compared to last year, are: an increased focus on managing perception (in order to respond to the Place Survey), a tighter focus on climate change (CO2 emissions and adaptations), the need for a North Worcestershire Economic Development Strategy and a wider focus on housing to work towards a “balanced community” through appropriate housing provision. The LSP Board, also recognised that it needs to put some resource behind the Older Person’s Theme Group.

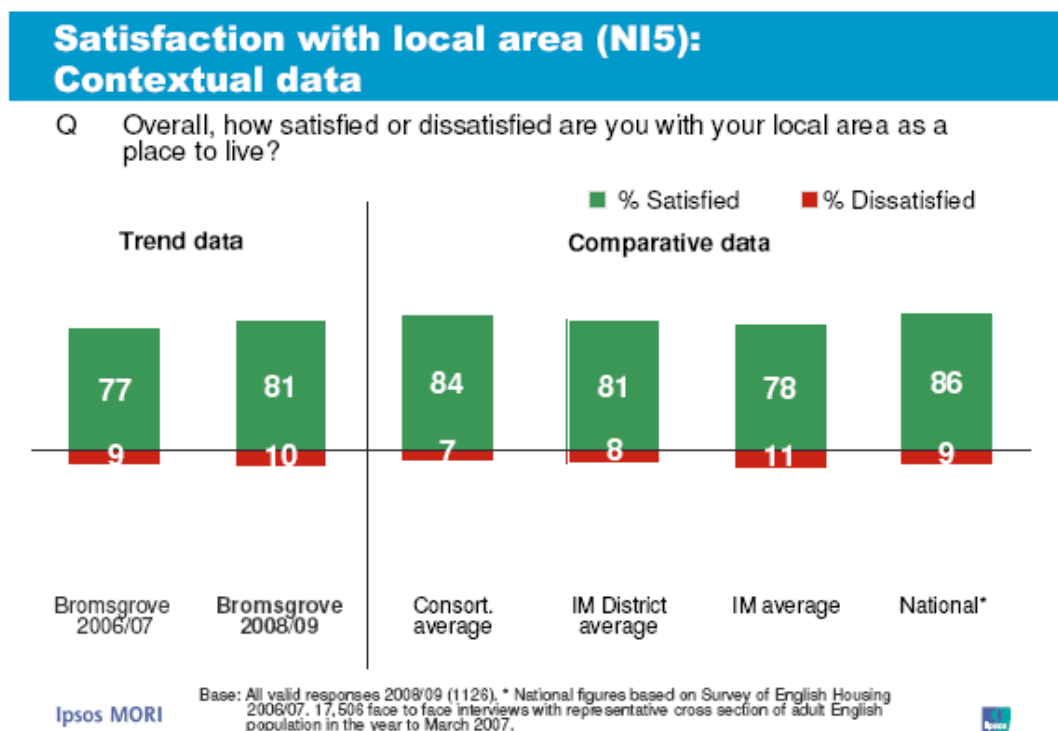
5. Community Engagement

- 5.1 In previous years we have reported the findings of the quality of life survey and customer satisfaction survey. The Government has now introduced a statutory bi-annual Place Survey, which effectively replaces the surveys we were undertaking.

Local Area

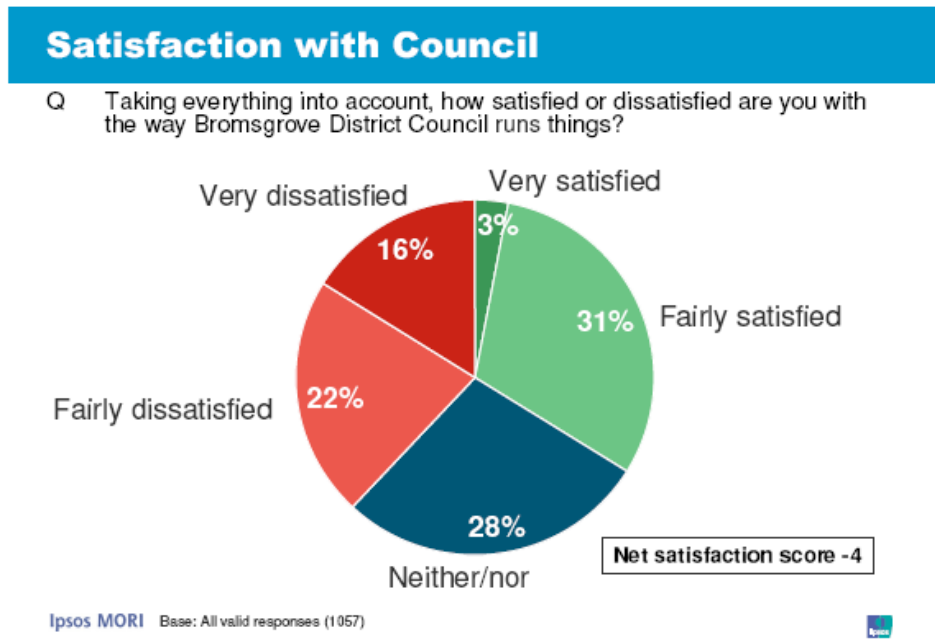
- 5.2 Overall, four fifths (81%) of our residents are satisfied with the District as a place to live:-

Table 4 – Satisfaction with Local Area



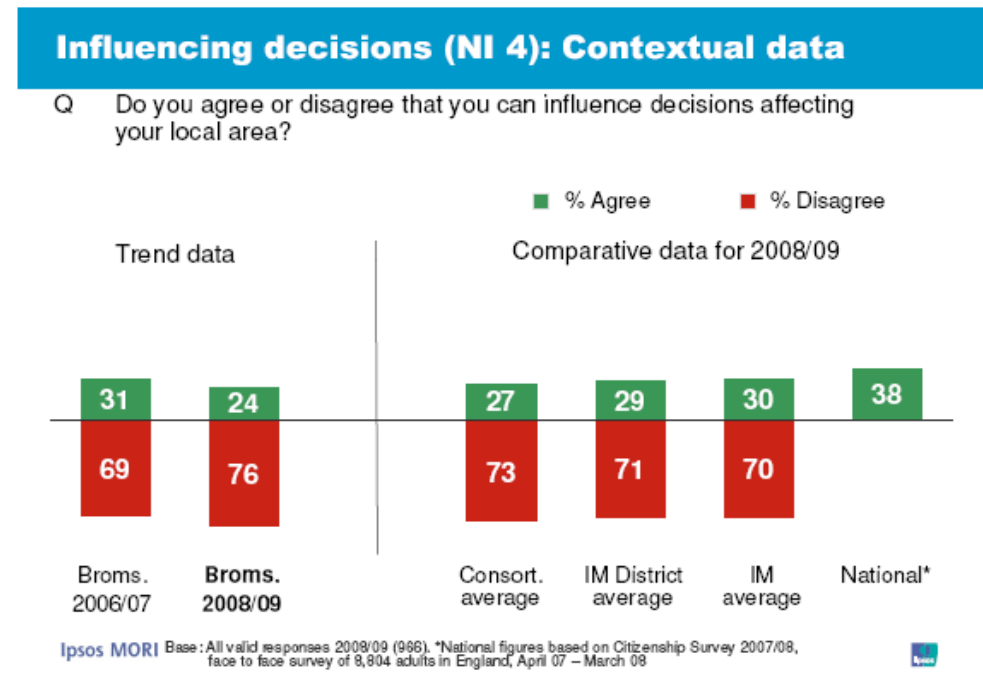
- 5.3 Dissatisfaction is highest amongst 18-34 year olds and lowest amongst 35-44 year olds. Only 11% of over 65s are either fairly or very dissatisfied with the District. Bromsgrove is spot on the district average. Similarly, 91% of residents are satisfied with their home as a place to live (the district average is 90%). 91% of residents feel safe in the day and 82% of residents get on with people from different backgrounds.
- 5.4 These are generally very positive statistics; however, only 34% of residents are satisfied with the Council, down from 51% and compared to the County average of 46%:-

Table 5 – Satisfaction with Council



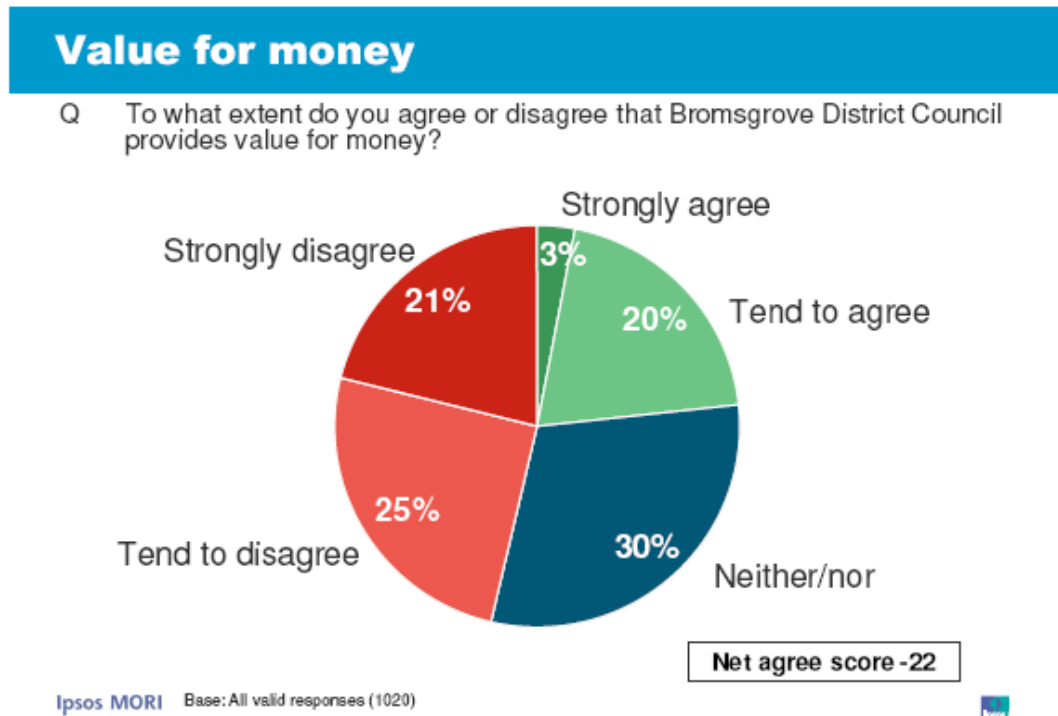
5.5 Similarly, only 24% of residents feel able to influence decisions of the Council (the district average is 29%).

Table 6 – Influencing Decisions



- 5.6 Only 23% believe the Council delivers value for money, compared to a district average of 36%:-

Table 7 – Perception of Value for Money



- 5.7 These figures should not come as a great surprise. The CPA inspection identified that it would take some time for the Council’s reputation to catch up with the improvements it has actually made. The Ipsos Mori report states:-

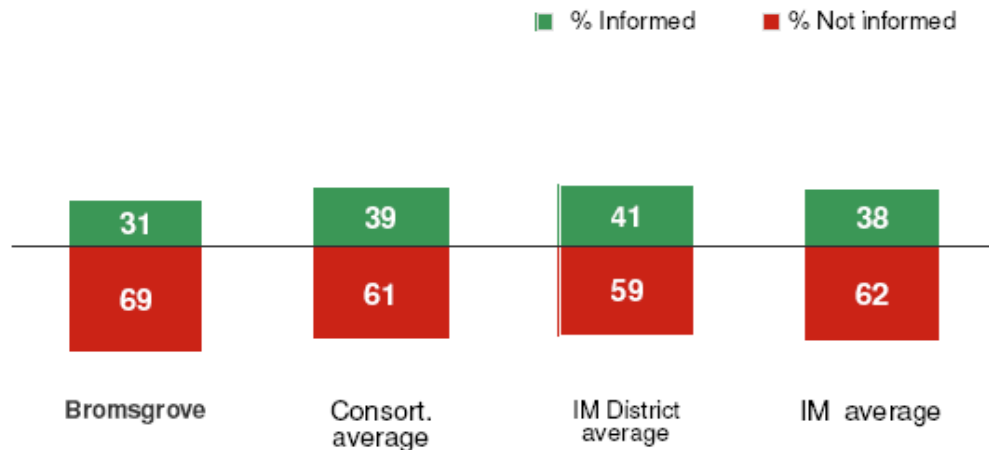
“a clear way in which Bromsgrove District Council might greatly improve satisfaction levels is by keeping people more informed of the services that the Council provides – something which people feel it currently does poorly in comparison to wider Worcestershire. It is possible that residents who are unaware of these services may be underrating the extent to which the Council provides value for money”.

- 5.8 Last year’s budget jury certainly backed this assertion. There was a clear change in the jury’s perception of the Council as they attended the sessions and understood more about the Council and the pressures politicians have in meeting competing demands. Last year’s jury voted for money to be put behind more marketing activities.
- 5.9 The Place Survey contains the following two graphs which support Ipsos Mori’s assertion:-

Table 8 – Being Kept Informed

Being kept informed: Comparative data

Q Overall, how well informed do you feel about local public services?

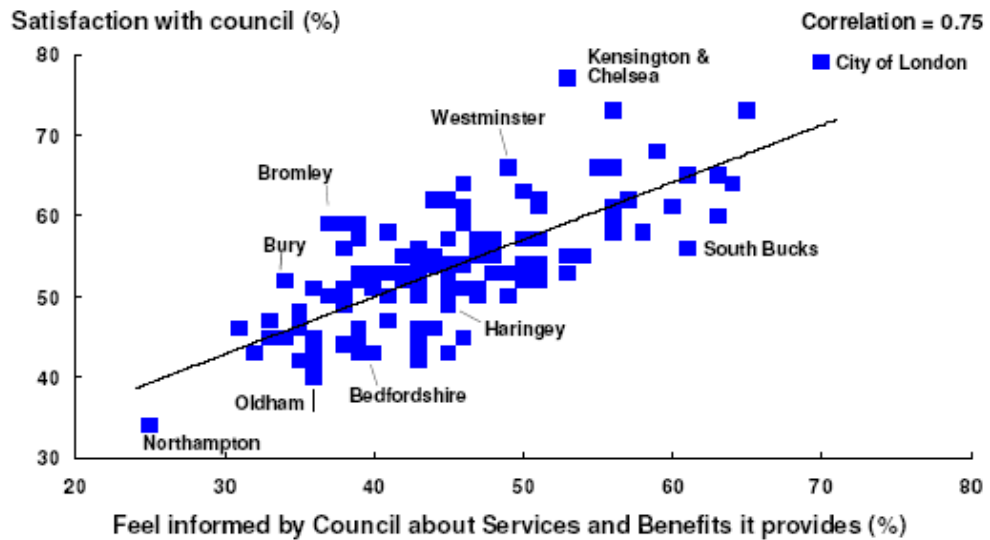


Ipsos MORI Base: All valid responses (1045)



Table 9 – Correlation Between Being Informed and Satisfaction

Satisfaction and Feeling Informed



Base: BVPI 2006 (130 Single, Upper Tier and District Ipsos MORI client authorities)

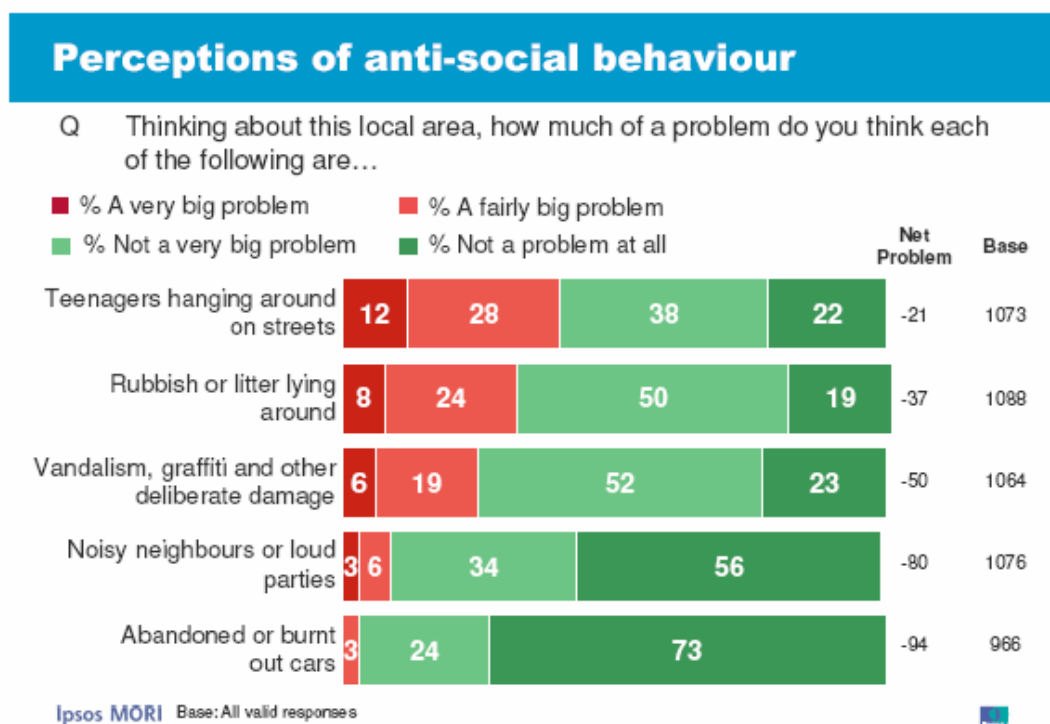
Source: Ipsos MORI

- 5.10 This correlation and regression analysis demonstrates a very strong link between being kept informed and satisfaction, with a positive correlation of 0.75 (the maximum being +1 or -1).
- 5.11 There is a school of thought that spending money on marketing the Council's services and is a waste and should instead be spent on delivering more services; however, marketing our services is consistent with increasing customer access to services, increased income and a more informed and engaged electorate.

Community Safety

- 5.12 The Council has a very strong working relationship with the Police, through the Crime and Disorder Reduction Partnership. The Partnership has achieved a significant reduction in crime over the last three years (-32%), which is perhaps reflected in residents key concern regarding anti-social behaviour, being teenagers hanging around, which in itself it not an offence.

Table 10 – Perceptions of Anti-Social Behaviour



- 5.13 Further analysis in the Place Survey shows nearly all the types of anti-social behaviour being perceived as less of a problem by residents, with the exception of people being drunk or rowdy in public, which has increased by 2% points.

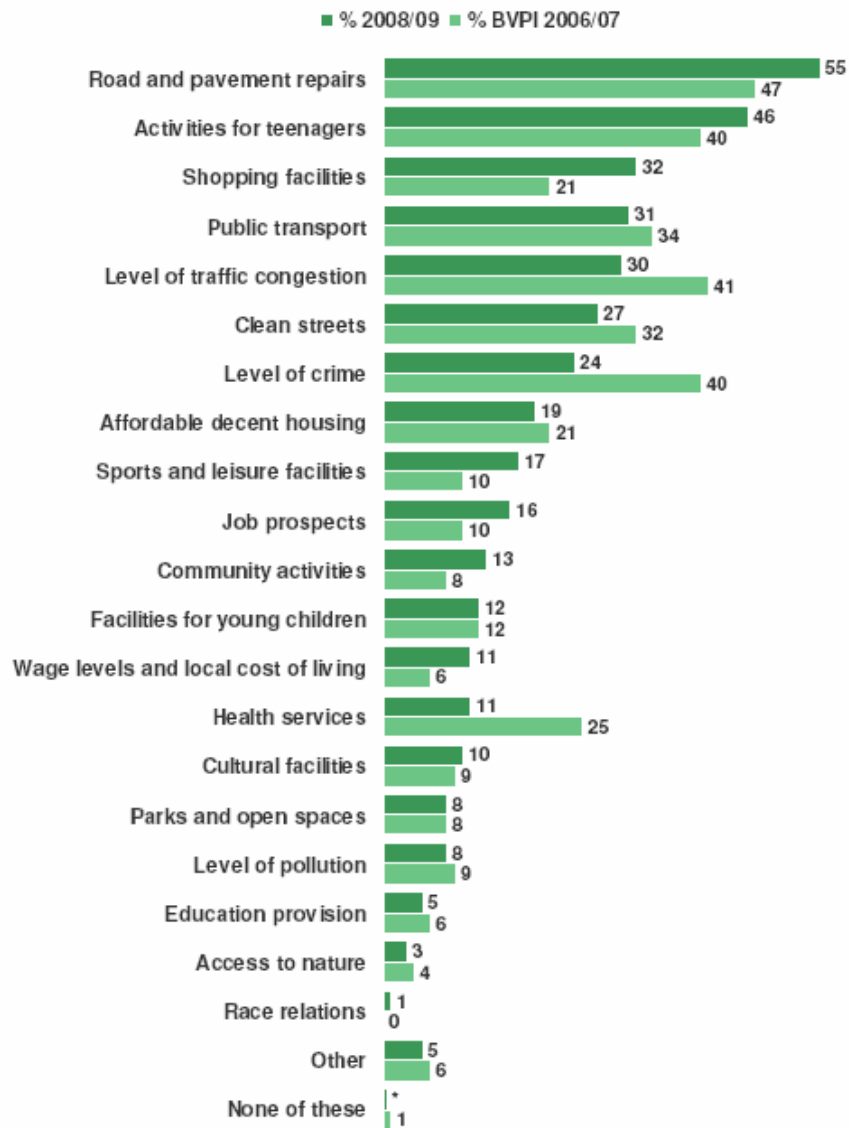
Improving the District

- 5.14 The improvement in reducing crime is reflected in the graph overleaf, which compares our residents' changing priorities over time. Crime as a priority has fallen from 40% to 24%, which is a very large fall. The top three issues would come as no surprise to Members or officers. There is little the District Council can do to change the first one and while the maintenance of non-principal roads is a LAA target, reflecting customer feedback, this is an area that is likely to be cut first, once the serious public spending cuts start to feed into local government in the 2011/12 budget round.
- 5.15 Activities for teenagers has come out from previous customer panel surveys. There is surely more for teenagers to do now than any previous generation? The high percentage probably reflects the anti-social behaviour aspect that older people do not like teenagers hanging around, regardless of whether they are breaking the law. Teenagers hang around for safety and to be unsupervised, so we will need to think carefully about how to respond to this issue. We also need to remember that we have invested in both capital schemes, diversionary activities and sports development officers in recent years and our "offer" to teenagers is already good, so consideration needs to be given to marketing more strongly the "offer" that we make. Both shopping and transport are being addressed through the town centre regeneration.

Table 11 – Residents’ Top Priorities for Improvement

Priorities for improvement and changes over time

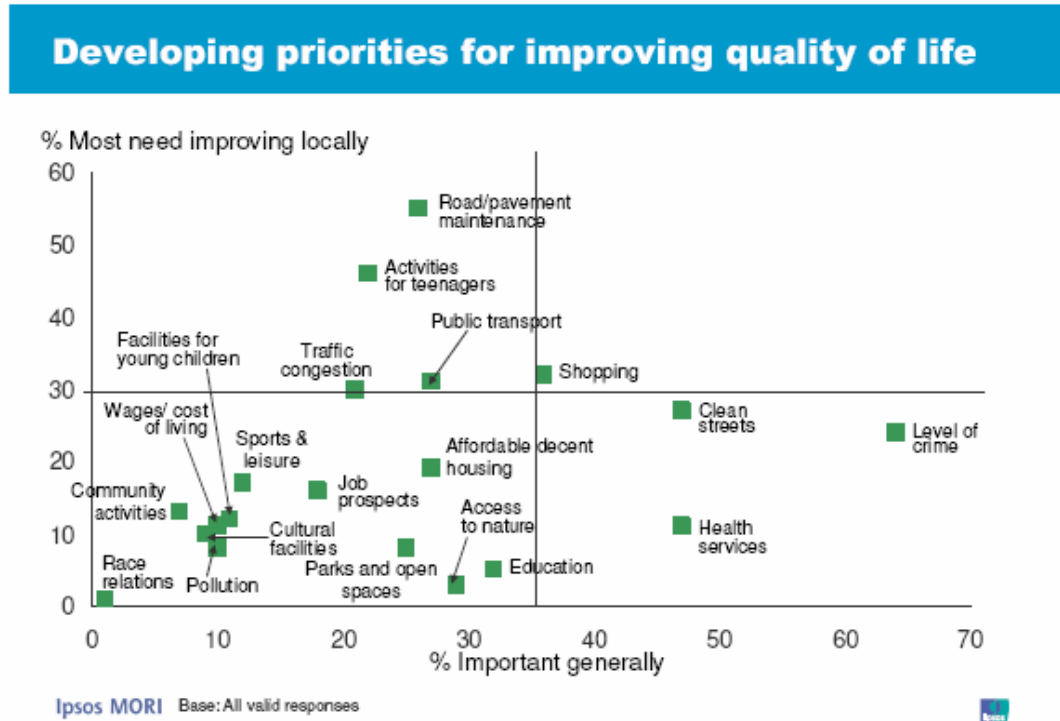
Q Thinking about this local area, which of the things below, if any, do you think most need improving?



Ipsos MORI Base: All valid responses 2008/09 (1014)



Table 12 – Importance and Most In Need of Improvement



5.16 It is interesting to note that shopping is the only area that is deemed by the public to be of high importance and in high need for improvement.

Budget Jury

5.17 Unfortunately, this year’s budget jury had to be suspended due to the Shared Services agenda. The Cabinet/CMT away day expressed a continued commitment to the jury and its potential expansion in future years, once the process is refined. Feedback from last year’s jurors indicates, as per the Place Survey feedback, that there is a strong link between satisfaction with the Council and how informed people are.

Staff Feedback

5.18 Staff were extensively consulted last year about the Council’s priorities. It was not felt appropriate to re-run the same exercise so quickly again and consult again this year, plus the proximity of the Shared Services agenda also made such an exercise seem inappropriate.

5.19 Last year, staff identified three priorities:-

- A thriving market town;
- Sense of community and well being; and
- Street scene and environment.

5.20 Staff went on to look at the key deliverables for each proposed priority and suggested the following:-

1. A thriving market town;

- Parking.
- Transport.
- Visitors experience/attractions.
- Tourism.
- Unique shopping experience.
- Entertainment

2. Sense of community and well being; and

- Entertainment and leisure
- Healthier communities
- Housing

- Events
- Safer communities

3. Street scene and environment.

- Gateway approaches.
- Recycling.
- Waste Management.
- Clean streets.
- Sustainability.
- Climate change.

Equalities and Diversity Conference

5.21 The Council now holds an annual Equality and Diversity Conference. This year's conference is not due to be held until the 26 September, but last year's feedback has been included, as it is reasonable to assume that the areas identified by those attending the conference will be similar. The feedback from last year is as follows:-

Housing

- Affordable housing for all sections of the population, including those with special needs;

- A concern about younger people moving away due to the lack of affordable housing; and
- The need for more properties which are shared ownership.

Town Centre

- A general view that the “physical appearance of the town centre is very poor”, but that Bromsgrove is basically a nice town;
- The Conference, like residents in general, clearly want a better retail offer and improved town centre layout, particularly, access between ASDA/shopmobility and the rest of the town;
- Access to the town centre was a key issues, in particular, improved public transport, a better bus interchange and a high dependency unit (toilets);
- Proper kerbing that is suitable for shopmobility scooters has also been highlighted as an issue to correct in any future changes to the highways.

Transport

- Storage facilities for personal mobile vehicles whilst users use public transport.
- Community transport provision.
- Removing charges for blue badge holders.
- Extension of the shopmobility hours.

Customer Service

- The Hub was considered a “great service”.
- Increased marketing and awareness of this service were considered key.
- The existence of the customer feedback system was not widely understood.

Sense of Community

- More group events.

Clean Streets and Recycling

- Street cleaners following on from refuse collection was identified as an improvement (the same issue has come out of the customer panel);
- Regular attention to litter hotspots.
- The desire for co-mingled recycling collections.

6. Performance Position

- 6.1 2008/2009 was the Council's most successful year for some time. The Council achieved an overall CPA rating of "Fair", based on its 2007/2008 outturn. Analysis of 2008/2009's performance is more difficult, as 2008/2009 is a transition year from the old BVPIs to the new NIs, so no historic data is available and we are awaiting comparative data.
- 6.2 72% of performance indicators achieved their target. There were 10 red or amber indicators. A performance summary and a table setting out the red or amber indicators is set out overleaf.
- 6.3 Looking at the red or amber indicators, the target for recycling/composting was only just missed and overall performance is comparatively high. Sports centre usage was down due to the refurbishment of the Dolphin Centre (now complete). The bonfire night reflected the decision to charge and poor weather the previous year. The crime indicators have been addressed and whilst the PACT target was missed, the Council is unusual in fielding senior officers to these meetings. Planning's performance dipped due to long term sickness and turnover caused by Single Status. The latter has been addressed, the former remains a problem. This leads us on to sickness absence, which remains the one intractable indicator. A corporate working group has been established with the aim of reducing the Council's sickness levels.

Summary of performance

Performance against targets

The following table provides information on how performance indicators are performing against targets set by the Council, where the data is available.

| Performance against target | 2007/08 | 2008/09 |
|--|---------|---------|
| Performing at or above target | 77% | 72% |
| Performing below target but within 10% of target | 16% | 20% |
| Performing below target by more than 10%. | 7% | 8% |

Note that due to the significant changes in the PI reporting set, as described above, there are a number of PI's which were new in 2008/09 and thus did not have a target. Therefore overall comparisons of performance with previous years should be treated with caution.








Performance Trends

The following table and graph provides information on how performance indicators are performing against previous year's performance, where comparable data is available.

| Performance Trends | 2007/08 | 2008/09 |
|-----------------------|---------|---------|
| Performance Improving | 72% | 54% |
| Performance steady | 11% | 8% |
| Performance declining | 17% | 38% |

Note that due to the significant changes in the PI reporting set, as described above, there are a number of PI's which were new in 2008/09 for which there were no previous years figures. Therefore overall comparisons of performance with previous years should be treated with caution.

Table 13 – 2008/2009 Outturn Red/Amber Indicators

| Ref | Description | 2007/08 Actual | 2008/09 | | Trend |
|--------|---|-------------------|---------|---------|---|
| | | | Target | Actual | |
| NI 192 | Percentage of household waste re-used, recycled and composted | n/a | 45.00 | 43.25 | n/a |
| | Number of usages of Sports centres | 592,133 | 672,420 | 627,404 |  |
| | Number of people attending the annual bonfire | n/a | 11,339 | 2,757 | n/a |
| | The number of domestic burglaries | 355 | 359 | 438 |  |
| | The number of robberies | 67 | 56 | 61 |  |
| | % of PACT meetings attended by SMT members | n/a | 85 | 80 | n/a |
| | The average number of working days lost due to sickness | 9.35 | 8.75 | 10.66 |  |
| NI 157 | The percentage of major planning applications determined within 13 weeks. | 95.35 | 75.00 | 68.80 |  |
| NI 157 | The percentage of minor planning applications determined within 8 weeks. | 92.42 | 80.00 | 76.50 |  |
| NI 157 | The percentage of other planning applications determined within 8 weeks. | 93.11 | 90.00 | 89.50 |  |

Audit Commission – CPA Report (March 2009)

6.4 The Council was re-rated as Fair in March 2009; the report identified the following areas for improvement:-

1 The Council should strengthen its customer focus so that its actions meet the needs of its community:

- A culture of customer focus should be fully established at all levels within the council.
- Strategies, contracts, project specifications and business plans and accompanying action plans need to have clearly identified outcomes that the public would recognise, to deliver the outcomes intended.

2 To ensure the Council maintains its improvement journey and to make the best use of resources and ensure a focus on priorities, the Council should:

- Develop further its workforce planning by undertaking a skills audit to identify and address any gaps;
- Undertake routine evaluation of all projects, initiatives and partnerships to ensure that the Council's resources make the most impact and deliver the best value for money; and
- Strengthen the scrutiny function to ensure robust and constructive challenge of performance, plans and decisions, including their direct and indirect consequences, so that priorities are delivered fully and not unintentionally undermined.

3 Improve external communication by:

- Regularly checking that the community understands the Council's messages and information. This will help the public know what services are offered by the Council and allow the Council to highlight what it has achieved.
- Providing clear and regular information updates on progress, especially for longer term projects such as the town centre.

6.5 The Government Monitoring Board was satisfied that the Council is responding to each of these recommendations appropriately; hence, why it is recommending an end to voluntary engagement.

7. Resources

Finance

- 7.1 Economic commentators are predicting large cuts in public spending after next year's general election. To give an indication of the scale of the problem, the Government's annual borrowing requirement prior to the recession was £38billion, which many political commentators considered high. The most recent monthly figure was £13billion, which suggests an annual figure considerably in excess of £100billion. Public sector debt was historically low in the 1990s, so whilst the current figures are high, they are not unprecedented: public sector debt after both world wars was very high; however, this meant years of fiscal austerity.
- 7.2 In considering the pressures on public finances, future reviews of the Medium Term Financial plan 2010/11-2012/13 will review the impact of the financial pressures to ensure the priorities of the Council can be delivered within the limited resources whilst demonstrating Value for Money to our residents.

People

- 7.3 Staff remain our most valuable resource and it is critical that we continue to support them through what will be a difficult number of years, as we implement the shared services model with Redditch. Cabinet/CMT identified two main strands to this continuing commitment.
- Continuing to invest in training to ensure we have modern, commercially aware managers. Over the last few years, we have invested in training, to bring our managers and staff up to speed on what many organisations would consider the basics e.g. PDRs. We now need to invest in skills that will give our managers a competitive advantage in the public sector, for example, lean systems, programme management, marketing, customer experience, income generation etc.
 - We also need to continue to pay attention to recognition of performance, loyalty and making Bromsgrove a good place to work.
- 7.3 In addition to our existing staff, Cabinet/CMT identified a need to increase support for youth employment e.g. graduate programmes, apprenticeships etc. and to access external funding streams where we can.

8. Strategic Direction

Vision

8.1 The Council's Vision is:-

“Working together to build a district people are proud to live and work in through community leadership and excellent services”

8.2 This Vision is still considered appropriate.

Values

8.3 Given the up and coming shared services agenda and current economic climate, Cabinet wish to add a fifth value, Value for Money.

Strap Line

8.4 The Council's current strap line is “Building Pride” which reflected the Council's position three years ago i.e. that it was difficult to have pride in an organisation that was one of the worst performing councils in England. The achievement of the CPA “Fair” rating and our drive towards shared services and excellence suggests we should now change this strap line. It would be a gradual change i.e. as equipment is replaced, so that no additional costs are incurred. Various proposals were discussed on the Cabinet/CMT away day. Cabinet are asked to consider this area further.

Objectives

8.5 The current objectives are Regeneration, Improvement, Sense of Community and Well Being and Environment. The definitions of each objective are in Addendum A. The objectives titles have been changed very slightly with Sense of Community and Well Being becoming One Community and Well Being.

Priorities

8.6 The following 6 priorities have been identified for the year ahead:-

Table 14 – Proposed Corporate Priorities

| Council Objective | Current Priority | Revised Priority | Comment | Report Ref. |
|------------------------------|-------------------------|---|--|--------------------|
| Regeneration | Town Centre | Town Centre | No change. | 5.16 |
| | Housing | Economic Development Moved to different objective. | Both Cabinet and the LSP Board have identified the need to have a stronger focus on economic development in the north of the County. The town centre will continue to be key aspect of this agenda. | 3.8, 4.4 |
| Improvement | | Value for Money | Reflects the proposed new Value and increased focus on Shared Services. Value for Money also includes customer satisfaction. | 5.6, 7.1 |
| One Community and Well Being | Sense of Community | One Community | A slight change of wording, with children and young people and crime and fear of crime remaining key to delivering this priority. A new aspect is the inclusion of older people (see overleaf). Community influence has been removed, but is considered to underpin the Council's activities, through the Customer First and Equalities values. The Place Survey demonstrates a clear link between involving people and satisfaction with the Council. | 2.3, 3.13 and 4.2 |

| | | | | |
|-------------|----------------------------------|----------------|---|-----------|
| | | Housing | No change, but underneath the headline priority a wider focus around a balanced mix of housing to enable a balanced community. This will include affordable housing, but also housing for older people. Moved from Council Objective Regeneration | 3.9 |
| Environment | Clean Streets and Climate Change | Climate Change | The Council has made significant improvements to street cleansing, but climate change remains the biggest challenge the Council faces. | 3.20, 4.3 |

Key Deliverables

- 8.7 The budget bids and performance measures for each proposed priority will need to be “worked up” through the business planning process, budget process and production of the Council Plan 2009/2012 (March 2009 Cabinet). The outline key deliverables/budget bids for each priority are:-

Our Values: Leadership, Partnerships, Customer First, Equalities and Value for Money

Our Vision: “Working together to build a District where people are proud to live and work, through community leadership and excellent services.”

| Objectives <i>(Total of 4)</i> | Regeneration (CO1) | Improvement (CO2) | One Community and Well Being (CO3) | Environment (CO4) |
|--|---|--|--|---|
| Priorities (CPs) <i>(Total of 10)</i> | <ol style="list-style-type: none"> 1. Economic Development 2. Town Centre | <ol style="list-style-type: none"> 3. Value for Money | <ol style="list-style-type: none"> 4. One Community 5. Housing | <ol style="list-style-type: none"> 6. Climate Change |
| Key Deliverables (under each Priority) <i>(Total of 34)</i> | <p><u>Economic Development</u></p> <ol style="list-style-type: none"> 1. Economic Development Strategy 2. Employment <p><u>Town Centre</u></p> <ol style="list-style-type: none"> 1. High Street 2. Market Hall 3. Train Station | <p><u>Value for Money</u></p> <ol style="list-style-type: none"> 1. Shared Services 2. Efficiencies (incl. Lean Systems) 3. Marketing/Income generation | <p><u>One Community</u></p> <ol style="list-style-type: none"> 1. Children and young people (including intergenerational activities, community events and diversionary activities). 2. Older People – access to services (including directory, ageing well and community transport). 3. Crime and fear of crime. <p><u>Housing</u></p> <ol style="list-style-type: none"> 1. Balanced Housing Mix 2. Disabled Facilities Grants | <p><u>Climate Change</u></p> <ol style="list-style-type: none"> 1. CO2 emissions. 2. Adaptations. |

Addendum A

Council Objective Definitions

Council Objective 1 - Regeneration

This Council Objective can be defined as:-

- Improving the physical fabric of the District, in particular, the town centre and Longbridge site.
- Improving the living environment of the vulnerable, in particular, eliminating fuel poverty, reducing the gap in serious accidental injury, and the indoor living environment in so far as it affects respiratory health (cold, damp, indoor pollution).
- Ensuring quality and choice in the local housing market across all tenures with the availability of sufficient decent, affordable and sustainable housing to meet the needs of all of the District's residents including those with special housing needs.
- Ensuring a strong, prosperous and competitive local economy which creates wealth in order to support the level of investment required to close the gap of inequality; contributes to the region's economy and enable people to improve their quality of life.
- Securing public and private investment in the above factors in order to lever in sufficient investment to tackle these issues.
- Reducing inequalities wherever these exist within our District.
- Improving household incomes through increasing economic activity by promoting enterprise and entrepreneurship and the take up of employment opportunities through improved access to jobs, employment growth (both public and private) and improving people's skills (both young people's and adults). Where people are genuinely unable to work ensuring that people take up the full benefits to which they are entitled.

Council Objective 2 - Improvement

This Council Objective can be defined as:-

- Providing an excellent customer experience including choice where possible.
- Maintaining a clear focus on our customers' priorities.

- Making the best use of new technologies to improve services whilst reducing costs.
- Driving out efficiency savings (3% cashable per annum) and making the best use of our assets in order to further invest in our priorities.
- Using systems theory and other management tools to help deliver these efficiency savings and working with the Regional Improvement and Efficiency Partnership.
- Making appropriate use of management systems e.g. risk management, performance management and project management.
- Ensuring we recruit the right staff and retain and develop their skills.
- Achieving public confidence in our prudent financial management, service delivery and corporate governance through positive external audit and inspection feedback.
- Maintaining a level of council tax from which the public feel we make good use of the money we spend and reflects the quality of services they receive.
- Ensuring we seek out, listen, respect and represent the views of our diverse customers and communities.
- Communicating consistently to our customers and communities.
- Actively involve our customers and communities in the design and delivery of our policies, strategies, plans and services.
- Joining up and integrating services both within the Council and with our partners making the best use of new technologies.
- Tailoring the mix of customer service, community leadership and democratic engagement to fit the particular circumstances of each community.
- Ensuring people are able to access services whatever their circumstances.

Council Objective 3 - Sense of Community and Well Being

This Council Objective can be defined as:-

- Ensuring the District's residents have a good cultural "offer" which encourages a sense of community.
- Ensuring the District's residents have a good sports and physical activity "offer" which encourages a sense of community and healthy lifestyles.

- Providing effective community leadership.
- Promoting active citizen engagement in the democratic process.
- Ensuring the value and contribution of the diverse communities in our District is recognised and celebrated.
- Improving the social capital of our communities and developing sustainable and cohesive communities.
- Enabling people to enjoy a high quality independent life in their own homes and communities for as long as possible and when this is no longer possible ensuring more intensive care is available.
- Ensuring the Council fully embraces the “Every Child Matters” Agenda: that our children and young people are: healthy, stay safe, enjoy and achieve, make a positive contribution, achieve economic well being and can access services.
- Reducing crime and the fear of crime within our communities.
- Ensuring access to lifelong learning opportunities for learning and creativity to help everyone achieve their potential for quality of life and prosperity.
- Improving people’s lifestyle choices, including diet, smoking and physical activity.

Council Objective 4 - Environment

This Council Objective can be defined as:-

- Ensuring the District offers a quality living environment for everyone, with access to good facilities including clean and attractive open spaces.
- Sustaining this quality living environment for future generations.
- Waste collection, recycling and disposal that supports a reduction in landfill.
- Ensuring high levels of environmental cleanliness.
- Maintaining and fostering the District’s biodiversity.
- Reducing carbon emissions, both as a Council and a District.
- Adapting to climate change, in particular, flood mitigation measures, flood risk identification and mitigation and improved drainage.

- Developing a modern transport infrastructure and services which encourage modal shift from car to public transport, walking or cycling.
- Maintaining our rural communities.
- Balancing our green belt whilst responding to the economic development needs of the District.

Addendum B

Key Deliverables – Resources and Outcomes

| | |
|---|--|
| Key Deliverable: Economic Development Strategy | |
| Resource | Outcomes |
| Need to develop District Economic Development Strategy. | Attract new and more diverse businesses. |
| Market Bromsgrove District (BUDGET). | Improve wages for those who live and work in the District. |
| Understand baseline. | |
| Align to City/Region (investigate). | |
| Funding co-ordinator (BUDGET). | |
| Improve skill levels. | |
| Key Deliverable: Employment | |
| Resource | Outcomes |
| Put LSP Economic Theme Group on firm footing. Focus on people accessing services. | Unemployment rate. |
| The Trunk. | Worklessness rate. |
| | Disability unemployment levels. |
| Key Deliverable: Town Centre High Street | |
| Resource | Outcomes |
| Need to find money to resurface High Street and High Street furniture. | Improved physical appearance. |
| | Increased footfall. |
| | % who believe town centre improving. |
| | % satisfied with town centre. |
| | Improved accessibility (footfall at bus |

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| | station, community transport and shopmobility usage, car park usage). |
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| Key Deliverable: Town Centre Market Hall | |
| Resource | Outcomes |
| Town centre partnership and also a property developer. | Improved physical appearance. |
| New business located on site or other usage determined. | Increased footfall. |
| | % who believe town centre improving. |
| | % satisfied with town centre. |

| | |
|--|--|
| Key Deliverable: Train Station | |
| Resource | Outcomes |
| Funding package secured. | Increased footfall at station. |
| Planning approval. | % who believe town centre improving. |
| District Council support for project team. | % satisfied with town centre. |
| | % using public transport in District. |
| | Transport improvements i.e. new train station, hopper service, expanded community transport provision. |

| | |
|--|--------------------------------------|
| Key Deliverable: Marketing Council and District | |
| Resource | Outcomes |
| Marketing budget, particularly, for town centre. | Improved rating. |
| Using alternative formats for communication/e-mails/buses. | Improved perception on Place Survey. |
| Budget for improved distribution of Together Bromsgrove (BUDGET) | Improved sense of belonging. |
| | Increased service take up. |

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|---|---|
| Key Deliverable: Improvement Events (rapid learning)# | |
| Resource Knowledge of approach. Cllr Del Booth has expertise in this area. | Outcomes Improvements delivered as a result of rapid learning events. |

| | |
|---|--|
| Key Deliverable: National Indicators | |
| Resource Existing Corporate Communications, Policy and Performance Team. Annual review through Annual Report, LSP Away Day and Cabinet/CMT Away Day. | Outcomes Appropriate rate of improvement for excellent council status. Needs of District tackled. |

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|---|---|
| Key Deliverable: Shared Services | |
| Resource Funding (up front) for transformation. Capacity (including interim support through change. Included in SERCO report). ICT. Training. | Outcomes Survival as an organisation. Improved services. Significant savings. |

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| Key Deliverable: Efficiencies including Lean Systems | |
| Resource Training/skills. Funding (up front). | Outcomes Improvement in performance. Improvement access. |

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| Permanent improvement manager (BUDGET or funded through Shared Services). | Savings realised. Improved services. Change culture. |
|---|--|

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|--|---|
| Key Deliverable: Income Generation | |
| Resource | Outcomes |
| Funding co-ordinator (see Econ. Development Strategy KD). Marketing budget required (BUDGET). Sponsorship. Training for lean systems. | More external funding. More with less. Lower council tax. Better services. |

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|---|--|
| Key Deliverable: Inter-generational activities | |
| Resource | Outcomes |
| <p>Would require a new Officer and delivery budget as this work would be out side any current work loads and the capacity of the current structure.</p> <p>In effect we are looking at creating a community co-ordinators role to link up the work of the Sports dev, Sports centres, HIMP and Com Safety Teams, spot gaps and opportunities (inc funding) and create sessions to full fill this need.</p> <p>This person would also need to be able to up skill local groups and volunteers in order to assist them to continue with delivery once the initial work had been completed to ensure sustainable projects.</p> | <p>Participation in Sport (NI8, NI110).</p> <p>Place survey satisfaction ratings</p> <p>Lower Fear of and perception of Crime results from West Mercia Survey.</p> <p>Other national indicators (NI1, 6, 17, 21, 22, 23, 24 & 25).</p> |

| | |
|--|---|
| Key Deliverable: Activities/facilities for young people (cost of access) | |
| Resource | Outcomes |
| <p>Funding for magazine and website aimed specifically at young people. This may not be required as the county, Sport England and other agencies have this in place. What is required is capacity to map and plot current provision load it into the current systems and enhance opportunities to promote current work.</p> <p>Young people provision in parks and open spaces such a MUGA's, skate and risky play as per PPG17. This could then be supported by existing work programmes and the proposed intergenerational officer's post.</p> | <p>% who remember receiving a copy.</p> <p>% who found it useful.</p> <p>Increased numbers at activities.</p> <p>Increased satisfaction ratings.</p> <p>Increased opportunity to access information from a single source/point of contact.</p> <p>Ni110 & 199</p> |

| | |
|---|--|
| Key Deliverable: Safeguarding | |
| Resource | Outcomes |
| <p>Full operating and reporting procedures produced, reviewed, implemented and monitored.</p> <p>Resource required would need to be established but would inc production of policies, consultation with WORCS safeguarding board & training of staff.</p> | <p>Children and young people are kept safe within our District, particularly, when using Council facilities.</p> |

| | |
|--|--|
| Key Deliverable: Reduce Fear of Crime | |
| Resource | Outcomes |
| <p>Promotional activity (existing budget)</p> <p>Continued commitment to PACT?</p> <p>Increased crime prevention information and access to information relating to the performance of the CSP.</p> | <p>Reducing fear of crime (Place Survey).</p> <p>Increasing acceptance (Place Survey).</p> <p>Area a nice place to live Place Survey).</p> |

| | |
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| Key Deliverable: Enforcement | |
| Resource Last years budget bid was rejected. Do Members want officers to submit another bid? | Outcomes Reduced fear of crime. Improved public perception. |

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|--|--|
| Key Deliverable: Diversionary Activities | |
| Resource No additional resources are required as they are funded via the CSP funding process; however should LAA funding be reduced again we may need to look at this matter with other partners to make up any lose that may be enforced. | Outcomes Reduce crime and fear of crime. |

| | |
|---|---|
| Key Deliverable: Older People – Access to Services | |
| Resource Budget for production and distribution of older person’s directory (BUDGET). | Outcomes % who remember receiving a copy. % who found it useful. Older people get the support they need to continue to live independently (Place Survey). |

| | |
|---|--|
| Key Deliverable: Ageing Well | |
| Resource Budget for more activities (BUDGET). Promotion of (BUDGET). | Outcomes Older people get the support they need to continue to live independently (Place Survey). Increase participation levels through |

| | |
|--|------------------|
| | increased offer. |
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| Key Deliverable: Community Transport/Shopmobility | |
| Resource | Outcomes |
| Increased provision (subject to initial service being a success) (BUDGET). Budget already available for second bus, but would need increased revenue funding. | Usage numbers. User satisfaction. |

| | |
|---|--|
| Key Deliverable: Budget Jury (including Internet) | |
| Resource | Outcomes |
| More officer time. Advertising costs. Small budget for road shows. Refine process in 2010 and consider much larger exercise in 2011. | Increase % who feel they can influence decisions. Survey satisfaction of residents at beginning and end of process. Hits on Internet. Numbers attending jury. Better understanding of Council role. VFM Place Survey. |

| | |
|---|---|
| Key Deliverable: Community Forums (including LNPs) | |
| Resource | Outcomes |
| Improved corporate management of engagement programme. Advertise how much we do? "Listening Times" 3k required (BUDGET). Continue with U Decide. Continued funding for LNPs. | Increase % of people who think they can influence (Place Survey). Increased awareness of PACT. As above. Increased numbers, including harder to reach. Public satisfaction with town centre. |

| | |
|---|---|
| <p>Set aside some land in town centre (one where we have time to do), for public to determine what they want to with it (future capital budget bid).</p> <p>Building in town centre for young people (future capital budget bid).</p> <p>Staff time to deliver.</p> | <p>Numbers involved. Direct feedback.</p> <p>As above. Youth satisfaction. Young people have somewhere to “hang out”.</p> <p>Representative workforce.</p> <p>Generally, increased buy in to difficult decisions.</p> |
|---|---|

| Key Deliverable: Community Events | |
|---|---|
| <p>Resource</p> <p>Increased budget for community events (BUDGET – 15k suggested).</p> <p>Easter Egg Hunt (town centre).</p> <p>Grand Prix (location?).</p> <p>Xmas event for children (linked with festival and lights).</p> <p>Band contest.</p> | <p>Outcomes</p> <p>Sense of belong (Place Survey)</p> <p>People getting along well (Place Survey)</p> <p>Improved scores for specific events e.g. bandstand, street theatre etc.</p> <p>Increased numbers.</p> <p>Above applies for all of District.</p> |

| Key Deliverable: Balanced Housing Mix | |
|---|---|
| <p>Resource</p> <p>Housing Strategy.</p> <p>Core Strategy (RSS). Available sites.</p> <p>Downsizing strategy and funding?</p> <p>Care homes.</p> | <p>Outcomes</p> <p>Improved housing offer i.e. more of and mix.</p> <p>As a result, more balanced communities.</p> <p>Housing for young to stay in District.</p> <p>Older people remaining independent for longer.</p> |

| Key Deliverable: DFGs | |
|--|---|
| Resource | Outcomes |
| <p>Lean systems review.</p> <p>Capital budget to meet increasing need.</p> <p>Loss of grant funding to Worcestershire pooled budget for Care and Repair Service.</p> | <p>Reduced waiting times.</p> <p>Satisfaction with adaptations.</p> |

| Key Deliverable: CO2 Emissions | |
|---|---|
| Resource | Outcomes |
| <p>Baseline measurement.</p> <p>Improved public transport.</p> <p>Air quality zone.</p> <p>Energy/usage monitoring.</p> <p>Working patterns.</p> <p>Vehicles (Need an action plan, with associated costs to deliver the reductions) (BUDGET).</p> | <p>Reduced CO2 emissions measured by NI 185.</p> <p>Possible target of 9% over three years.</p> |

| Key Deliverable: Adapting to Climate Change | |
|--|---|
| Resource | Outcomes |
| <p>Influence partners e.g. County Council, Severn Trent.</p> <p>Provide information.</p> <p>Drainage engineer??? (BUDGET)</p> <p>Do we need to increase our capability to respond to flooding problems??? (BUDGET)</p> | <p>Reduced flooding in District.</p> <p>Number of complaints.</p> <p>Number of known problem areas.</p> |

BROMSGROVE DISTRICT COUNCIL

PERFORMANCE MANAGEMENT BOARD

21 SEPTEMBER 2009

PLACE SURVEY RESULTS

| | |
|------------------------------|--|
| Responsible Portfolio Holder | Mike Webb, Portfolio Holder for Community and Customer Engagement and Community Safety |
| Responsible Head of Service | Hugh Bennett, Assistant Chief Executive |
| Non Key Decision | |

1. SUMMARY

- 1.1 To report to Performance Management Board on the Council's results from the biennial statutory Place Survey.

2. RECOMMENDATIONS

- 2.1 That the Board considers the Place Survey findings and makes detailed recommendations to Cabinet about actions which should be taken in order to improve the public perception at the next survey, which will take place towards the end of 2010.

3. BACKGROUND

- 3.1 The Local Government White Paper – *Strong and Prosperous Communities* emphasised a new focus on improving outcomes for local people and places – rather than on processes, institutions and inputs. Central to this is the importance of capturing local peoples' views, experiences and perceptions, so that the solutions for an area can reflect local views and preferences. The Place Survey is a way of achieving this. The Place Survey supplies the data by which a number of national indicators will be measured. The national indicators will measure how well Governments' priorities, as set out in the Comprehensive Spending Review, are being delivered by local government and local government partnerships over the next three years.
- 3.2 This report presents the findings from the 2008/09 Place Survey conducted by Ipsos MORI on behalf of Bromsgrove District Council, their report is included at Appendix 1 (Appendix 1 includes a summary of key findings at the beginning of the Appendix). The survey was conducted via a postal self-completion approach, as prescribed by the Audit Commission and the Department of Communities and Local Government. Fieldwork was carried out from 29 September to 19 December 2008. A total of 1,147 responses were achieved and data has been weighted to ensure results are reflective of the wider population in the District, and to account for non-response bias.

- 3.3 As can be seen in the summary of key findings (page 4 of the appendix) and in the table of comparator scores at page 22, Bromsgrove's results are highly mixed. Some issues such as reducing aspects of crime and anti-social behaviour, and general satisfaction with the area have shown substantial improvements since the last BVPI survey in 2006/07; also Bromsgrove outperforms Worcestershire overall in several areas, such as health and community cohesion; however there has been a general decline in satisfaction overall with the council and the services provided, often putting current satisfaction ratings below the average for all Districts surveyed by Ipsos MORI.
- 3.4 The report concludes that a clear way in which Bromsgrove District Council might greatly improve satisfaction levels is by keeping people more informed of the services that the council provides – something which people feel it currently does poorly in comparison to wider Worcestershire.
- 3.5 Other key messages that the report identifies are that a significant majority of people who think the Council provides value for money are satisfied with the Council overall. Similarly a significant majority of people who feel informed, and those who feel able to influence decisions, are satisfied with the Council. Discussions with other district councils in the county show that the same correlation applies across the county.

4. FINANCIAL IMPLICATIONS

- 4.1 There are no financial implications

5. LEGAL IMPLICATIONS

- 5.1 There are no legal implications.

6. COUNCIL OBJECTIVES

- 6.1 The Place Survey covers all four of the Council's objectives.

7. RISK MANAGEMENT

- 7.1 The main risk associated with the details included in this report is:

- Failure to improve public perception of the Council

- 7.2 This risk is being managed as follows:

- Detailed review of the findings of the Place Survey, leading to actions in Council Plan and Business Plans to improve services/perception of services

8 CUSTOMER IMPLICATIONS

- 8.1 The need to address customer perception through improved outcomes and communication.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 There are no implications for the Council's Equalities and Diversity Policies.

10. VALUE FOR MONEY IMPLICATIONS

10.1 ■ There are no VFM implications

11. OTHER IMPLICATIONS

| |
|---|
| Procurement Issues None |
| Personnel Issues None |
| Governance/Performance Management – Production of the performance report supports the aim of improving performance & performance management |
| Community Safety including Section 17 of Crime & Disorder Act 1988 None |
| Policy None |
| Environmental None |

12. OTHERS CONSULTED ON THE REPORT

Please include the following table and indicate 'Yes' or 'No' as appropriate. Delete the words in italics.

| | |
|---|-------------------------|
| Portfolio Holder | Yes(At Cabinet awayday) |
| Chief Executive | Yes (at CMT) |
| Executive Director (Partnerships & Projects) | Yes (at CMT) |
| Executive Director (Services) | Yes (at CMT) |
| Assistant Chief Executive | Yes |
| Head of Service | Yes |
| Head of Financial Services | Yes (at CMT) |
| Head of Legal, Equalities & Democratic Services | Yes (at CMT) |
| Head of Organisational Development & HR | Yes (at CMT) |
| Corporate Procurement Team | Yes (at CMT) |

13. WARDS AFFECTED

All Wards.

14. APPENDICES

Appendix 1 Place Survey Report

15. BACKGROUND PAPERS

CLG report which summarising the headline findings for England and Government Office regions, available on their website at <http://www.communities.gov.uk/publications/corporate/statistics/placesurvey2008>

Contact officer

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Tel: (01527) 881602

Assessing Bromsgrove's performance

Results of the Place Survey 2008/09 for Bromsgrove District Council and partners

June 2009



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Summary of key findings

Summary of key findings

This report presents the findings from the 2008/09 Place Survey conducted by Ipsos MORI on behalf of Bromsgrove District Council.

The survey was conducted via a postal self-completion approach, as prescribed by the Audit Commission and the Department of Communities and Local Government. Fieldwork was carried out from 29 September to 19 December 2008. A total of 1,147 responses were achieved and data has been weighted to ensure results are reflective of the wider population in the District, and to account for non-response bias.

Bromsgrove's 2008/09 Place Survey results are highly mixed. For certain issues, such as reducing aspects of crime and anti-social behaviour, and general satisfaction with the area, the District has shown substantial improvements since previous BVPI surveys. In addition, it outperforms Worcestershire overall in several areas, such as health and community cohesion. However, there has been a general decline in satisfaction with the council and with the services it offers, often putting current satisfaction ratings lower than the average for all Districts surveyed by Ipsos MORI.

A clear way in which Bromsgrove District Council might greatly improve satisfaction levels is by keeping people more informed of the services that the council provides – something which people feel it currently does poorly in comparison to wider Worcestershire. It is possible that residents who are unaware of these services may be underrating the extent to which the council provides value for money.

Perceptions of the local area

Four fifths of residents (81.2%) are satisfied with their local area (NI 5), while just 10% are dissatisfied. This score is slightly below the Worcestershire average (84%) but identical to the Ipsos MORI District average (81%). Similarly, residents' satisfaction with their homes is high (97%).

Looking at specifically at older people in Bromsgrove, 79.1% are satisfied with both their home and local area (NI 138).

Generally speaking, the level of crime (64%), health services (47%) and clean streets (47%) are Bromsgrove residents' top factors in making somewhere a good place to live, though residents do not particularly feel these are priorities for improvement locally. In fact, shopping is only thing to be both the top five of both things are that are

important generally (36%) and things that need to be improved (32%). Moreover, perceptions of shopping facilities are strongly associated with satisfaction with the area.

Shopping facilities have in addition become a much bigger priority locally since 2006/07 (up 11 percentage point), as have improving activities for teenagers (up eight percentage points) and road and pavement repairs (up six percentage points). Conversely, the level of crime is less of a priority – particularly positive considering its overall importance in making somewhere a good place to live.

Community safety

As previously, perceptions of crime and safety are an important factor in making an area a good place to live or not. In Bromsgrove, the majority (91%) of residents feel safe when outside in their local area during the day, but just under three fifths (56%) feel safe after dark.

Around one in ten residents (12.3%) perceive there to be a high level of anti-social behaviour in Bromsgrove (NI 17), with teenagers hanging around on streets being the most commonly cited problem (40%). This may link in with improved activities for teenagers being increasingly seen as a local priority.

Just under a quarter (23.5%) see drunken behaviour (NI 41) as a big problem and around one in five (19.2%) see drugs (NI 42) as a big problem. Perceptions of drug-related problems in particular have fallen considerably since 2006/07 (by 14 percentage points), with Bromsgrove outperforming Worcestershire overall on this national indicator (19% versus 24%).

Despite improvements, just three in ten (29.3%) think local public services seek people's views on crime and anti-social behaviour (NI 27), though this is better than the Worcestershire average (25%). A similar proportion (27.8%) thinks public services are successfully dealing with these issues (NI 21).

Community cohesion

Compared to wider Worcestershire and the Ipsos MORI District averages, Bromsgrove tends to perform well on the various aspects of community cohesion. Eight in ten residents (81.6%) believe that people from different backgrounds get on well together (NI 1), compared to a county average of 77%. Six in ten (61.4%) feel a strong sense of belonging to their neighbourhood (NI 2), much in line with Worcestershire overall (62%).

One in four (25.6%) residents think people not treating each other with respect and consideration (NI 23) is a big problem in Bromsgrove, which is again close to the county overall (27%).

Just over three in ten (33.5%) think that parents take enough responsibility for their children's behaviour (NI 22). Once more, Bromsgrove is close to the Worcestershire average (32%). However, 47% disagree that parents take enough responsibility, with almost one fifth (18%) definitely disagreeing.

Helping out and getting involved

Compared to the Ipsos MORI District averages, people in Bromsgrove are generally less involved in civic and community activities. Bromsgrove's overall civic participation score is 15.8% (NI 3), compared to a District average of 20%. This is, however, high compared to Worcestershire overall (12%).

By contrast, regular volunteering by Bromsgrove residents (NI 6) is more in line with the District average (23.6% versus 24.1%).

Local decision-making

Generally, residents in Bromsgrove do not feel able to influence decisions about their local area (NI 4) – just 27.5% of residents agree that they can do this, compared to 27% for Worcestershire overall. This proportion has declined by seven percentage points since 2006/07.

A quarter of residents (27%) do want greater involvement in local decision-making, which is a seven percentage point increase on 2006/07. A further two thirds (65%) would want more involvement on certain issues. This suggests that there is considerable scope to increase engagement of local residents, particularly on the issues that residents prioritise locally.

Information provision

Whether residents in Bromsgrove feel informed or not appears to impact on their attitudes to various aspects of the local area and local public services, such as their perceptions of crime and safety, of value for money from the council and their satisfaction with the council.

It is therefore important to note that a minority (31%) feel well informed about public services, while seven in ten (69%) do not feel well informed. Moreover, Bromsgrove

residents feel less informed than the average Worcestershire resident (39%) and compared to the Ipsos MORI District average (41%).

Though the majority are aware of operational information, such as how and where to vote (89%) and how council tax is spent (65%), far fewer feel informed about aspects of performance or engagement. In addition, awareness of civil protection arrangements (NI 37) is low (10.4% informed) – especially compared to Worcestershire overall (19%) and the Ipsos MORI District average (17%).

Health

Health is an area where Bromsgrove performs well overall. 82.0% of residents report being in good or very good health (NI 119) compared to 77% for the county overall and a 75% Ipsos MORI District average. Moreover, among those who do not have a long-standing disability, 95% say their health is good overall. Just 3% of all residents say their health is bad overall.

Local public services

While the majority believes that local public services, at least to some extent, treat all people fairly (66%), are working to make the area safer (62%) and to improve the local environment (61%), only a minority of residents believe that public services relate to them directly – promoting their interests (37%) and acting on their concerns (34%). On the latter issue, residents in Bromsgrove are more critical than the average Worcestershire resident (34% vs. 42%).

Looking at types of public service, satisfaction is highest for GPs (84%) and lowest for the Police (45%).

Around seven in ten (70.8%) say they are treated with respect and consideration by public services all or most of the time (NI 140). This is a lower score than Worcestershire overall and compared to the Ipsos MORI District average (both 74%).

Council services

A greater proportion of residents are dissatisfied with Bromsgrove District Council than are satisfied (38% versus 34%), while a further 28% are neutral. Council satisfaction ratings for have fallen since 2003/04 (48% to 34%). However, it is important to stress that, based on the Place Survey results of local authorities that Ipsos MORI has worked with, satisfaction ratings of Councils have fallen quite markedly in the majority of cases,

so Bromsgrove is by no means unique in this regard. Nonetheless, it does fare worse than the county average and Ipsos MORI District average (both 46%).

A major influence on satisfaction with the council is feeling it provides value for money. While 24% of people agree that Bromsgrove District Council provides value for money, 46% disagree with this, with one in five (21%) strongly disagreeing. Here once more, Bromsgrove performs poorly compared to Worcestershire overall (35%) and the Ipsos MORI District average (36%).

Looking at support for older people, 25.1% say that older people get the support they need to continue living at home (NI 139), which is somewhat lower than the Worcestershire average (29%). Among those aged 65 and over, this proportion rises to 37%.

Turning lastly to council services, satisfaction with various cultural, recreational and environmental services has generally fallen since 2006/07, with most now performing below the Worcestershire average. The steepest decline is with sports and leisure facilities (19 percentage points down).

Overview

Introduction

This report sets out findings from the 2008/09 Place Survey conducted for Bromsgrove District Council and its partners by the independent research agency Ipsos MORI.

The Place Survey is the new biennial statutory survey which all lower and upper tier local authorities in England are required to carry out. Together with the tenant satisfaction (STATUS) survey, it replaces the series of Best Value Performance Indicator (BVPI) user satisfaction surveys, which have been carried out since 2000¹.

The findings from the Place Survey are important because they help the Council and its local partners (including the police, fire and health services, and the voluntary and community sector) understand how they are performing in relation to each of the new citizen perspective indicators² prioritised by the government, and how residents' views have changed over time in relation to key local public service and quality of life issues.

This report sets out a summary of the key findings from the Place Survey, along with more detailed analysis which looks at how satisfaction and perceptions with quality of life in the local area have changed over time, and how they differ between different demographic groups in the District. It also draws on comparator data, where available, to understand how well the Borough is performing relative to other local areas.

In addition, the report provides technical details relating to the conduct of the survey, a consideration of response rates and the respondent (sample) profile.

Topline findings are attached as a 'marked up questionnaire' in the appendices, setting out the overall findings against each survey question. Full data tables are provided under separate cover. These tables provide a detailed analysis of the findings by a range of socio-demographic, and other relevant variables.

¹ The BVPI surveys were carried out in 2000/01, 2003/04 and 2006/07.

² The Place Survey collects 18 of the 198 national indicators prioritised by government. These indicators are common to all areas. Government requires local authorities and their partners to monitor all indicators in order to measure progress made in meeting key quality of life priorities.

Background and context

Since the publication of the 2006 Local Government White Paper, *Strong and Prosperous Communities*³, there has been a new focus in the way local public sector agencies work and report performance. Improving outcomes for local people and places is now at the heart of local service provision, with a move away from the previous emphasis on processes, institutions and inputs.

The Place Survey plays an important role in trying to measure these improved outcomes. It replaces the BVPI surveys⁴, which focused much more on Council-specific issues and services. The Place Survey captures local people's views, experiences and perceptions, about the local area, rather than the Council specifically, so solutions for the District can reflect local opinions and preferences. It is also vital to track people's changing perceptions over time (by comparing results to previous waves of the BVPI General User Satisfaction Survey, which asked a number of the same questions), as a way of determining whether interventions made in an area result in the right outcomes for local people, for example, whether people feel happier and safer.

Importantly, results from the Place Survey will be used to measure 18 of the 'citizen perspective' indicators, which the government has charged local government and its partners to monitor and deliver on. These indicators are drawn from the government's new National Indicator Set⁵, which will measure how well the government's priorities, as set out in the Comprehensive Spending Review 2007, are being delivered at the local level over the next three years. They form an important part of the new, streamlined local performance framework (the Comprehensive Area Assessment) which will come into effect in April 2009. It is intended that the survey will be carried out every two years.

Importantly, the Place Survey was carried out using a prescribed postal self-completion methodology – as were the BVPI surveys – to allow for robust comparison of data between local areas in England, and against previous BVPI survey data where

³ Strong and Prosperous Communities – The Local Government White Paper, October 2006, CLG

⁴ The Place Survey and tenant satisfaction 'STATUS' survey were conducted in 2008/09 and replace the suite of BVPI surveys undertaken in previous years.

⁵ Further information about the 198 indicators which form the National Indicator Set can be found at: <http://www.communities.gov.uk/documents/localgovernment/pdf/543055.pdf>. Details of the 18 citizen perspective indicators collected via the Place Survey can be found in the 2008/ 09 Communities and Local Government (CLG) Manual

relevant. Details of the approach are summarised in the next chapter, and detailed in Appendix 1.

Interpreting the data

It should be remembered that a sample of residents, and not all residents living in Bromsgrove participated in the survey. Therefore, all results are subject to sampling tolerances, which means that not all differences are statistically significant. Crudely speaking, overall results are accurate to +/- 3 to 4 percentage points at the 95% confidence level, but this assumes a perfect random sample has been achieved (in practice, margins of error may be slightly larger). Further information on this, and a full guide to statistical reliability, is provided in Appendix 2.

In accordance with the Communities and Local Government (CLG) Place Survey guidance, the base for each question is “valid responses” or all those providing an answer. Those stating “don’t know” or who do not complete the question are excluded from some – but not all – of the calculations. The base size does, therefore, vary from question to question, depending on the extent of non response, and whether there was a requirement to remove don’t know responses. Where don’t knows *are* included in the base size this is illustrated on the charts.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout the report, an asterisk (*) denotes any value less than half a per cent, but greater than zero.

Throughout the questionnaire, local residents were asked to think about their local area when responding to questions. The local area is defined as the area within 15 to 20 minutes walking distance from the respondents’ home.

In order for Bromsgrove District Council and partners to understand how levels of satisfaction and perceptions about quality of life have changed in the District over time, data from the previous two waves of the BVPI General Survey⁶ have been included for comparative purposes (only where it is valid to compare). A similar methodology was followed for the Place Survey as for the BVPI General User Satisfaction Survey, making comparisons between them relatively robust⁷.

⁶ It should be noted that Ipsos MORI did not conduct the 2003/04 or 2006/07 BVPI surveys for Bromsgrove District Council.

⁷ A small cautionary note should be added when comparing data – due to the possible impact on people’s responses to questions because of the change in questionnaire design and question ordering for the 2008/09 Place Survey, and the timing of fieldwork.

The latest available national benchmarking data⁸ have also been included in this report to help to set the findings in context and – in the absence of a national dataset for all the Place Surveys conducted in 2008/09 - support the local authority and its partners in judging how well it compares to other areas/ nationally. Such comparative data is for illustrative purposes only, and must be treated with caution due to the different data collection methodologies used (all used a face-to-face methodology rather than postal self-completion approach), and the different question wording in some instances (where this is the case it is explicitly stated in the main body of the report).

Where appropriate, an Ipsos MORI Place Survey average has been included for comparative purposes. This is effectively an average score for all those areas where Ipsos MORI conducted a Place Survey. Ipsos MORI surveyed 124 areas, which included a broad mix of district, unitary and metropolitan boroughs, so the IM average should provide a reasonably reflective picture of what is happening nationally. However, it is important to note that it does not represent the 'official' national average.

Because Ipsos MORI carried out the Place Survey across all the district authorities in the County, a County or Consortium average figure has been provided in the charts. This allows Bromsgrove District Council to see how well it is performing against its neighbours. An overall district average is also provided, which gives an average score for all the 49 districts surveyed by Ipsos MORI.

Where net figures are discussed this is expressed in plus (+) or minus (-) and this either refers to the difference between opinions in the 2008 Place Survey and previous BVPI surveys, or the two most favourable ratings minus the two least favourable ratings.

⁸ National benchmarking data has been drawn from latest available figures from the following surveys:

- Survey of English Housing 2006/07. 17,506 face-to-face interviews with representative cross section of adult English population in the year to March 2007.
- Citizenship Survey 2007/08. Face-to-face survey of 8,804 adults in England, April 07 – March 08.
- British Crime Survey 2007/08. A continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008.
- Health Survey for England 2006. 14,157 face-to-face interviews in England conducted throughout the calendar year January to December 2006.

Acknowledgements

Ipsos MORI would like to thank the 1,147 residents in Bromsgrove who took part in the survey. We would also like to thank John Outhwaite, Hugh Bennett and Jenny McNicol from Bromsgrove District Council, and Claire Bloss and Chris Baker from Worcestershire County Council for their help in getting the questionnaire into field and for their input throughout the survey process.

Publication of data

As Bromsgrove District Council has engaged Ipsos MORI to undertake an objective programme of research, it is important to protect the organisation's interests by ensuring that it is accurately reflected in any press release or publication of the findings. As part of our standard terms and conditions, the publication of the findings of this report is therefore subject to the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

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April 2009*

*Checked &
Approved:*

MAIN REPORT:

*Gary Welch
Adam Palenicek
Jayesh Navin Shah*

Methodology for data collection

The methodology for the Place Survey was prescribed by CLG. In summary, the methodology was as follows:

- A postal self-completion methodology.
- The sampling frame used was the small-user Postcode Address File (PAF).
- Ipsos MORI selected a random sample of 2,500 addresses from the PAF file supplied by the Audit Commission in order to meet the 1,100 responses required.
- A prescribed questionnaire was used, comprising of a mix of questions previously asked on the BVPI General User Survey (to allow for performance tracking against previous waves of the BVPI surveys), new questions (to enable measurement of the 18 citizen perspective National indicators), plus a series of demographic questions.
- All questionnaires were distributed – and returned - through the UK Royal Mail postal system.
- Fieldwork for the survey took place between 29 September and 19 December 2008.

In order to promote a good response rate, a number of steps were taken:

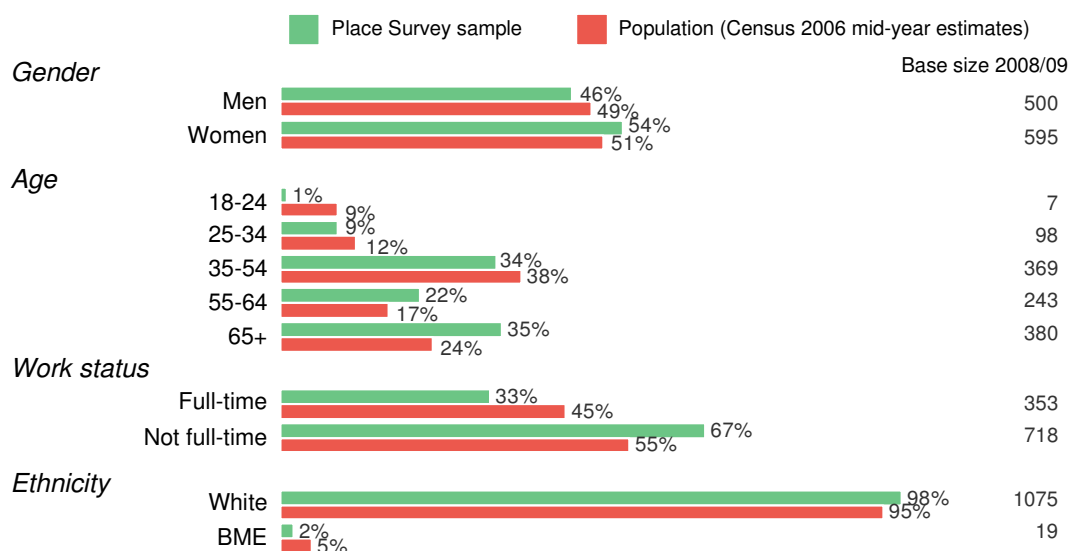
- The questionnaire was branded with the logos of Bromsgrove District Council, “Building Pride” and Ipsos MORI, and contained a covering letter from Kevin Dicks (Acting Joint Chief Executive, Bromsgrove District Council) and Trish Haines (Chief Executive, Worcestershire County Council).
- Details of an Ipsos MORI helpdesk were provided.
- Participants were able to request a translated version of the questionnaire in an alternative language, or were given the opportunity to undertake the survey over the telephone with an Ipsos MORI translator.
- In line with the guidance, two reminder mailings of the questionnaire were sent out to those residents who had yet to respond to the survey.

Comparing results of the Place Survey sample (unweighted) to updated Census estimates indicates that women, those aged 55 and over, those not in full-time work and White residents are disproportionately more likely to respond to the survey, as the following chart illustrates⁹, and as we would typically find in a self-completion survey of this nature. The use of the Audit Commission Place Survey weighting procedure has adjusted for this non-response bias, so the overall sample profile is representative of the population of the local area.

⁹ Gender and age figures based on ONS 2006 Mid-Year Population Projections. More precisely, they are obtained by interpolating mid-way between the mid-2008 and mid-2009 Projections in order to derive estimates for the end of 2008. Ethnicity based on ONS 2006 Mid-Year Population Projections.

Methodology: Sample Profile

Sample Profile for Bromsgrove: Key demographics



Ipsos MORI Base: All valid responses. Source: Age, gender and ethnicity from 2006 Mid Year estimates. Work status from 2001 Census.



A maximum +/- 3 percentage points at the 95 per cent confidence level is required to calculate the national indicators collected in the Place Survey. With this in mind, CLG and the Audit Commission required each local area to achieve a minimum sample size of 1,100 completed Place Survey questionnaires.

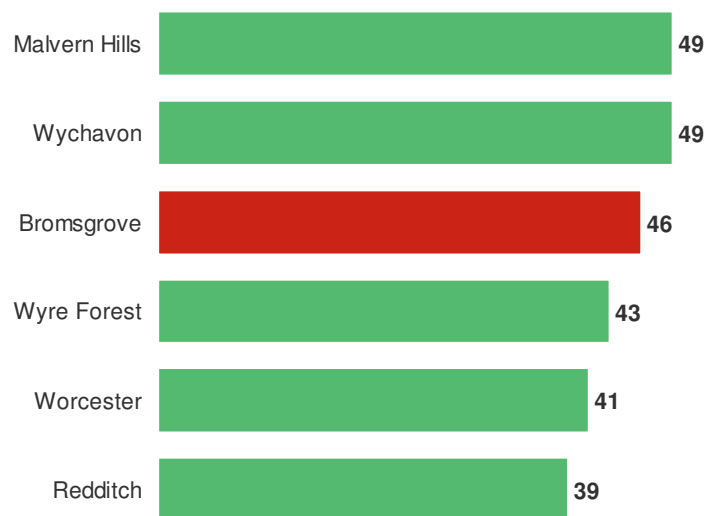
The total number of returns collected for the survey was 1,147. This achieved sample size is based on the total number of respondents to the survey as a whole, and not the number of respondents to individual questions.

This represents an unadjusted response rate of 46%.

Response rates across Worcestershire ranged from a high of 49% to a low of 39%. An adjusted response rate of 46% in Bromsgrove is close to the Worcestershire average (45%).

Methodology: Response Rate

Response Rate across Worcestershire County Council (%)



Ipsos MORI



A full detailed approach to the methodology is attached in Appendix 1. Further guidance on statistical reliability is provided in Appendix 2.

Key trends

Progress against national indicators

Despite this being the first year of the Place Survey, a number of trends can be identified over time because a number of questions from the old BVPI surveys were incorporated into the Place Survey questionnaire. The following table identifies progress made against five of the new national indicators collected through the Place Survey 2008/09 – drawing, where available, on comparator data from (up to) two previous waves of the BVPI General User Satisfaction Survey.

Please note that this comparator data should be treated with a small degree of caution, as set out in the introductory chapter, because of the possible impact the change in question ordering and structure of the Place Survey questionnaire had on people's responses.

As we can see, there has been sustained improvement in the anti-social behaviour indicators in particular since 2003/04 – perceptions of drunken behaviour are down 13 percentage points, while perceptions of drug use are down 26 percentage points. Since 2006/07, residents' satisfaction with the area has also increased by four percentage points. Less positively, in the same time people feel their influence over decisions has declined (by seven percentage points).

| National indicator | Definition | BVPI 2003/04 (%) | BVPI 2006/07 (%) | Place 2008/09 (%) |
|---------------------------|--|------------------|------------------|-------------------|
| NI1 | % of people who believe people from different backgrounds get on well together in their local area | n/a | 82 | 81.6 |
| NI4 | % of people who feel they can influence decisions in their locality | n/a | 31 | 24.0 |
| NI5 | Overall/ general satisfaction with the local area | n/a | 77 | 81.2 |
| NI41 | Perceptions of drunk or rowdy behaviour as a problem | 36 | 21 | 23.5 |
| NI42 | Perceptions of drug use or drug dealing as a problem | 45 | 33 | 19.2 |
| <i>Source: Ipsos MORI</i> | | | | |

Non national indicator trends

For many local authorities, the Place Survey remains an important tool through which to collect perceptions data and monitor performance around some of its key universal services, such as waste collection and recycling. The new place based approach to local area working means that the government no longer requires local authorities to formally measure or report its performance in these areas, but the collection of this data at the local level still remains a priority for many.

The following table illustrates local authority performance over time in some of these key service areas – and against the old BVPIs that local government was monitored against under the previous performance assessment framework.

As we can see, satisfaction with the council overall has fallen to lower than 2003/04 levels (34% vs. 48%). As discussed further in the report, this is not unique to Bromsgrove but part of a national trend. However, with the exception of theatres/concert halls, satisfaction with a variety of individual cultural, recreational and environmental services has also declined since 2003/04.

| BVPI | Definition | BVPI 2003/04 (%) | BVPI 2006/07 (%) | Place 2008/09 (%) |
|---------------------------|-----------------------------------|------------------------|------------------------|-------------------------|
| BV3 | Overall satisfaction with council | 48 | 51 | 34 |
| BV89 | Satisfaction with cleanliness | 61 | 62 | 57 |
| BV90A | Waste collection | 83 | 76 | 71 |
| BV119A | Sports/leisure facilities | 45 | 53 | 34 |
| BV119C | Museums/galleries | 25 | 27 | 21 |
| BV119D | Theatres/concert halls | - | 33 | 39 |
| BV119E | Parks and open spaces | 71 | 76 | 73 |
| <i>Source: Ipsos MORI</i> | | | | |

Please note: some of the question wording differs between the Place Survey 2008/09 and previous waves of the BVPI survey/ BVPI definitions. This is commented upon further in the main body of the report.

Comparing Bromsgrove to wider Worcestershire

The following chart provides an overview of Bromsgrove District Council's performance against the 18 citizen perspective indicators, compared to Worcestershire overall. The NI score for the authority is listed in the orange circles down the middle. The deviation from the Worcestershire mean is displayed as a + or – figure.

For example we can see that for NI 119 (self-reported health and well being), Bromsgrove District Council's score is 82.0%, which is 5.1 percentage points above the county average. It is above the average and so to the right of the chart. It is desirable to be above the average on this measure and so the figure is presented in green.

Conversely for NI 5 (general satisfaction with the area), Bromsgrove District Council's score is 81.2%, which is 2.3 percentage points below the county average (and so on the left of the chart). However, it is not desirable to be below the average on this measure and so the figure is presented in red.

Non-statistically significant differences are presented in grey.

NIs: comparator scores

| | | | NI Score | |
|-------|--|------|----------|------|
| NI1 | % people who believe people from different backgrounds get on well together in local area | | 81.6 | +4.6 |
| NI2 | % of people who feel they belong to their neighbourhood | -0.4 | 61.4 | |
| NI3 | Civic participation in local area | | 15.8 | +1.5 |
| NI4 | % of people who feel they can influence decisions in locality | -3.4 | 24.0 | |
| NI5 | Overall/ general satisfaction with local area | -2.3 | 81.2 | |
| NI6 | Participation in regular volunteering | -1.9 | 23.6 | |
| NI17 | Perceptions of anti-social behaviour | -2.1 | 12.3 | |
| NI21 | Dealing with local concerns about anti-social behaviour/crime issues by local council/police | | 27.8 | +1.6 |
| NI22 | Perceptions of parents taking responsibility for behaviour of their children in area | | 33.5 | +1.1 |
| NI23 | Perceptions that people in area do not treat one another with respect/ consideration | -1.1 | 25.6 | |
| NI27 | Understanding of local concerns about anti-social behaviour/crime issues by local council/police | | 29.3 | +4.2 |
| NI37 | Awareness of civil protection arrangements in local area | -8.4 | 10.4 | |
| NI41 | Perceptions of drunk or rowdy behaviour as problem | | 23.5 | |
| NI42 | Perceptions of drug use or drug dealing as problem | -4.4 | 19.2 | |
| NI119 | Self-reported measure of people's overall health/ wellbeing | | 82.0 | +5.1 |
| NI138 | Satisfaction with people over 65 with both home/ neighbourhood | -6.6 | 79.1 | |
| NI139 | Extent to which older people receive support needed to live independently | -4.3 | 25.1 | |
| NI140 | Fair treatment by local services | -2.9 | 70.8 | |

Ipsos MORI The NI score for the authority is listed in the orange circles. The deviation from the consortium mean is displayed as a + or - figure. I.e. if you have -2.5 score in the left hand bar, this means your score is 2.5 percentage points below the consortium average.



1. About the local area

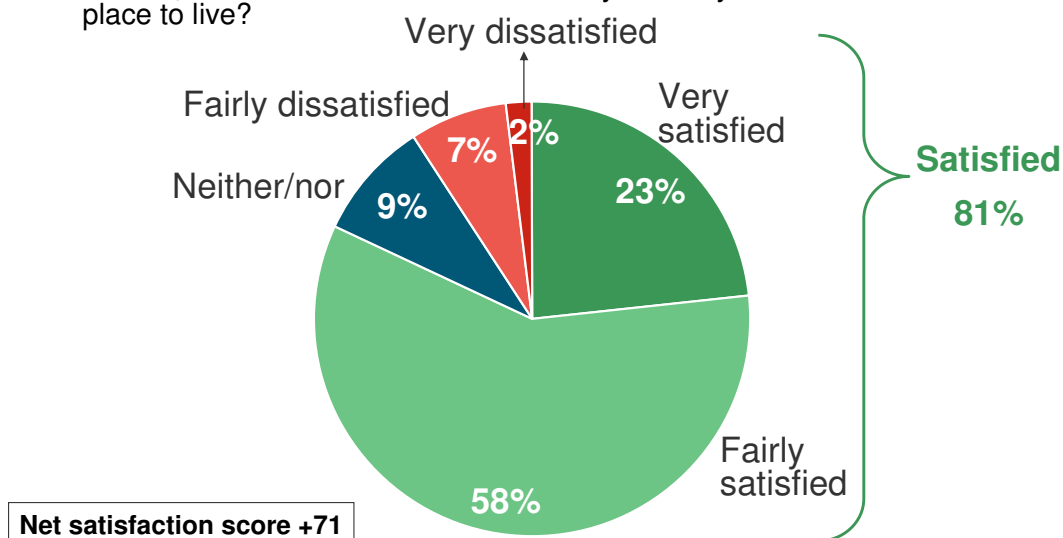
General satisfaction with local area

With the new 'place based' focus on public service delivery, resident satisfaction with the local area is one of the key national indicators the government is seeking to measure (NI 5). Residents were asked about their satisfaction with the local area – i.e. the area within a 15 to 20 minutes walk from their home.

Overall, four fifths (81.2%) of residents are satisfied with their local area as place to live (NI 5), with 23% very satisfied and 58% fairly satisfied. One in ten (10%) are dissatisfied.

General satisfaction with local area (NI 5)

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Ipsos MORI Base: All valid responses (1126)

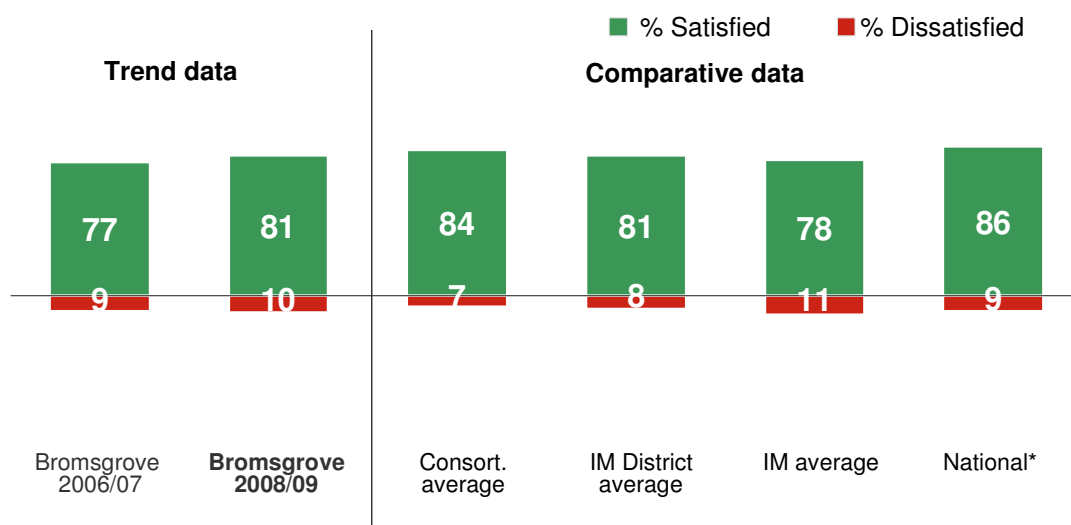


Satisfaction with local area in Bromsgrove has increased by four percentage points to 81% since 2006/07. This score is in line with the average for district councils but is five percentage points below the national average (86%¹⁰).

¹⁰ The national comparator is taken from a face-to-face rather than postal, self-completion survey meaning comparisons are indicative only.

Satisfaction with local area (NI5): Contextual data

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Ipsos MORI

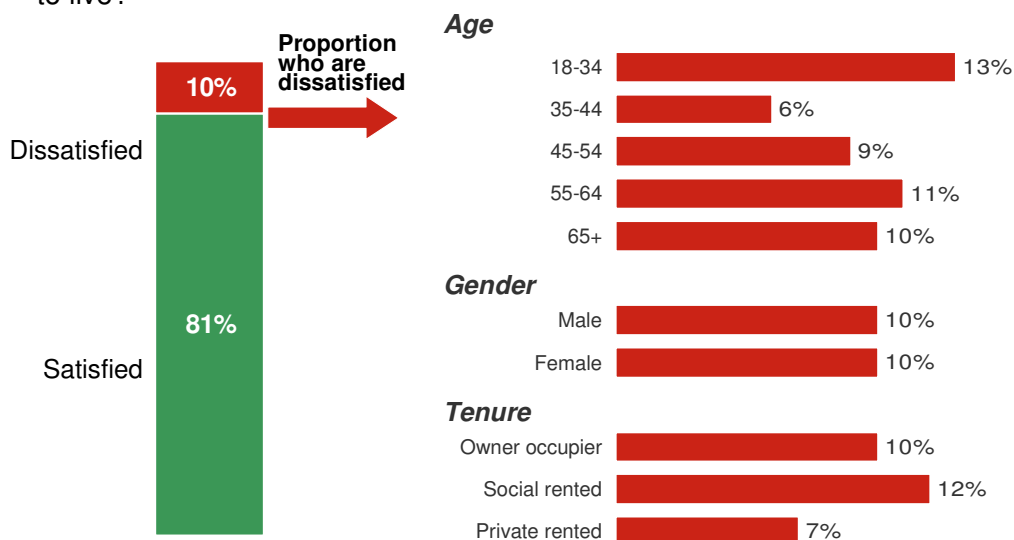
Base: All valid responses 2008/09 (1126). * National figures based on Survey of English Housing 2006/07. 17,506 face to face interviews with representative cross section of adult English population in the year to March 2007.



When considering the levels of satisfaction among different demographic groups, some significant differences become apparent. Satisfaction with local area is significantly higher than average among 35-44 years olds (87%), but none of the other age groups stand out either in terms of satisfaction or dissatisfaction. Dissatisfaction is significantly higher among those with a disability (15%, compared to 10% overall).

Dissatisfaction with local area: Subgroup analysis

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Ipsos MORI Base: All dissatisfied (104)



Previous surveys conducted by Ipsos MORI have shown strong relationships between satisfaction and how well residents feel informed and this is once again the case with satisfaction with local area significantly higher among those who feel informed about local services (91%). The highest levels of satisfaction are among those who are satisfied with the council (96%), those who agree they are able to influence decisions which the local area (96%), and those who agree that the Council provides value for money.

Dissatisfaction is significantly higher among those who disagree that people from different backgrounds get on well (31%), those who feel unsafe after dark (26%), and those who disagree that local services deal with ASB and crime successfully (21%).

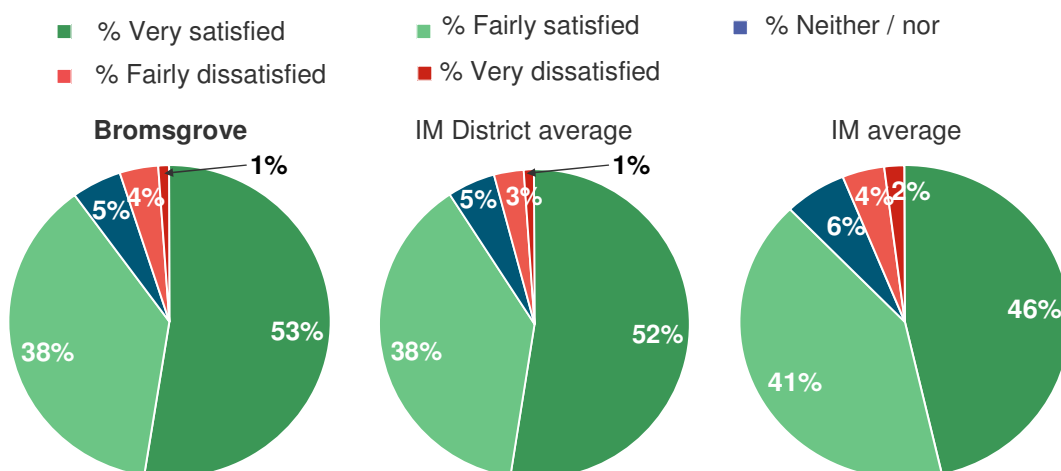
Satisfaction with home

Residents were also asked about satisfaction with their home as a place to live.

The great majority (91%) of residents are satisfied overall with their home as a place to live, with 53% very satisfied and 38% fairly satisfied. This is in line with the Ipsos MORI average for districts and four points higher than the Ipsos MORI overall average.

Satisfaction with home as place to live

Q How satisfied or dissatisfied are you with your home as a place to live?



Ipsos MORI Base: All valid responses in Bromsgrove (1132)

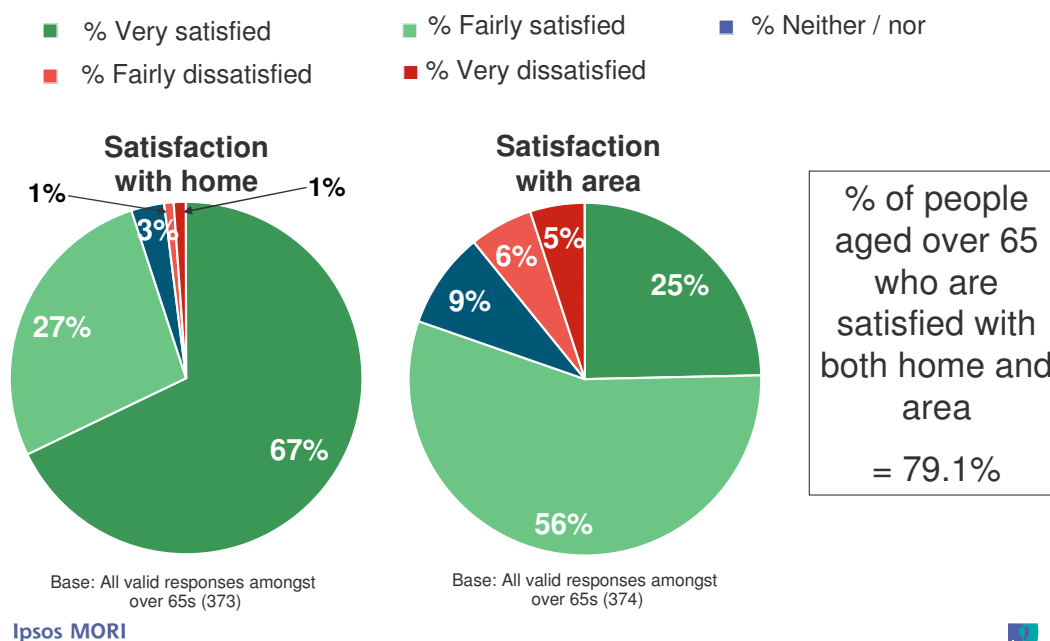


Feelings of dissatisfaction with your home as a place to live (4% overall) are significantly higher among those aged 18-34 (9%). Dissatisfaction is greatest among attitudinal groups such as those dissatisfied with the area (24%), those who disagree that people from different backgrounds get on well (12%), and those who feel safe after dark (9%).

An important priority for government is to understand how older people (aged over 65) live, and the quality of their environment. NI 138 provides an overall assessment of this, by combining the satisfaction scores of residents aged over 65 with the local area and with their home. The following chart sets out how the over 65s in Bromsgrove view these issues, and provides an overall NI score of 79.1%. This falls below the Worcestershire average (85.7%).

Older residents tend to be more positive than average about their home as a place to live (95% satisfied, compared to 91% overall), while their satisfaction with the area is identical to the average (81%).

Satisfaction of people over 65 with both home and neighbourhood (NI 138)



Priorities for the local area

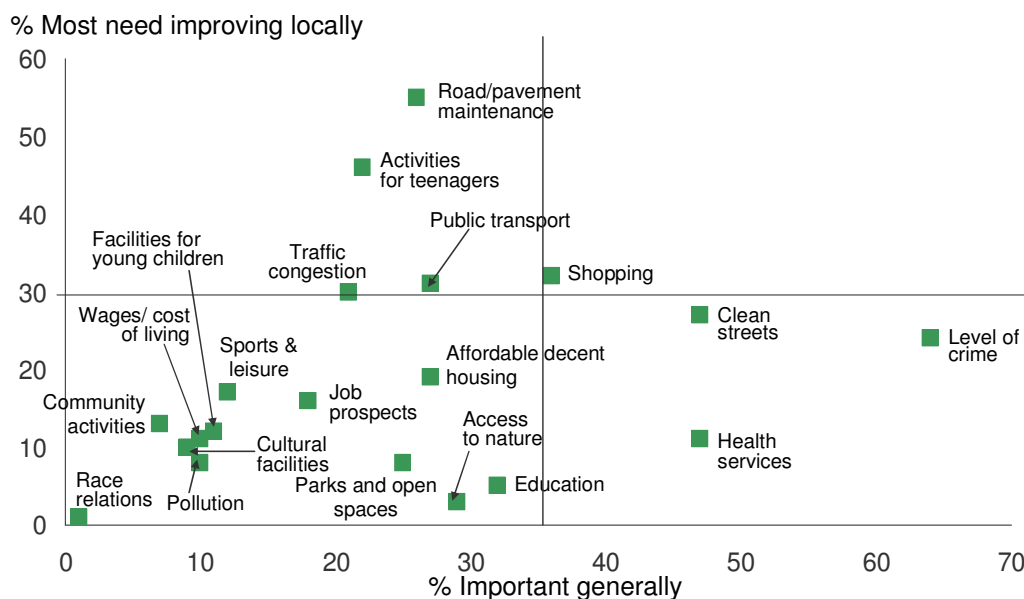
By looking at the following chart, we can compare what residents see as important to making somewhere a good place to live, and what they think needs improving most in their local area.

Generally speaking, level of crime (64%), health services (47%) and clean streets (47%) are the things that Bromsgrove residents think are the most important in making somewhere a good place to live. None of these, however, are in the top five things most likely to be mentioned by residents as need to be improved.

Road/pavement maintenance (55%) is the thing that residents think is most in need of improvement locally, particularly those aged 65+ (70%) and those with a disability (61%). This is followed by activities for teenagers (46%), which is a particular concern of those aged 45-54 (55%).

Shopping is only factor to be in both the top five of things are that are important generally (36%) and things that need to be improved (32%). Most likely to identify shopping as a priority are those dissatisfied with local area (54%), those who disagree that the Council provides value for money (40%), those dissatisfied the Council (39%), and those who do not feel local public services act on the concerns of residents (37%).

Developing priorities for improving quality of life



Looking at the following chart, we can see how priorities for improvement have changed since 2006/07.

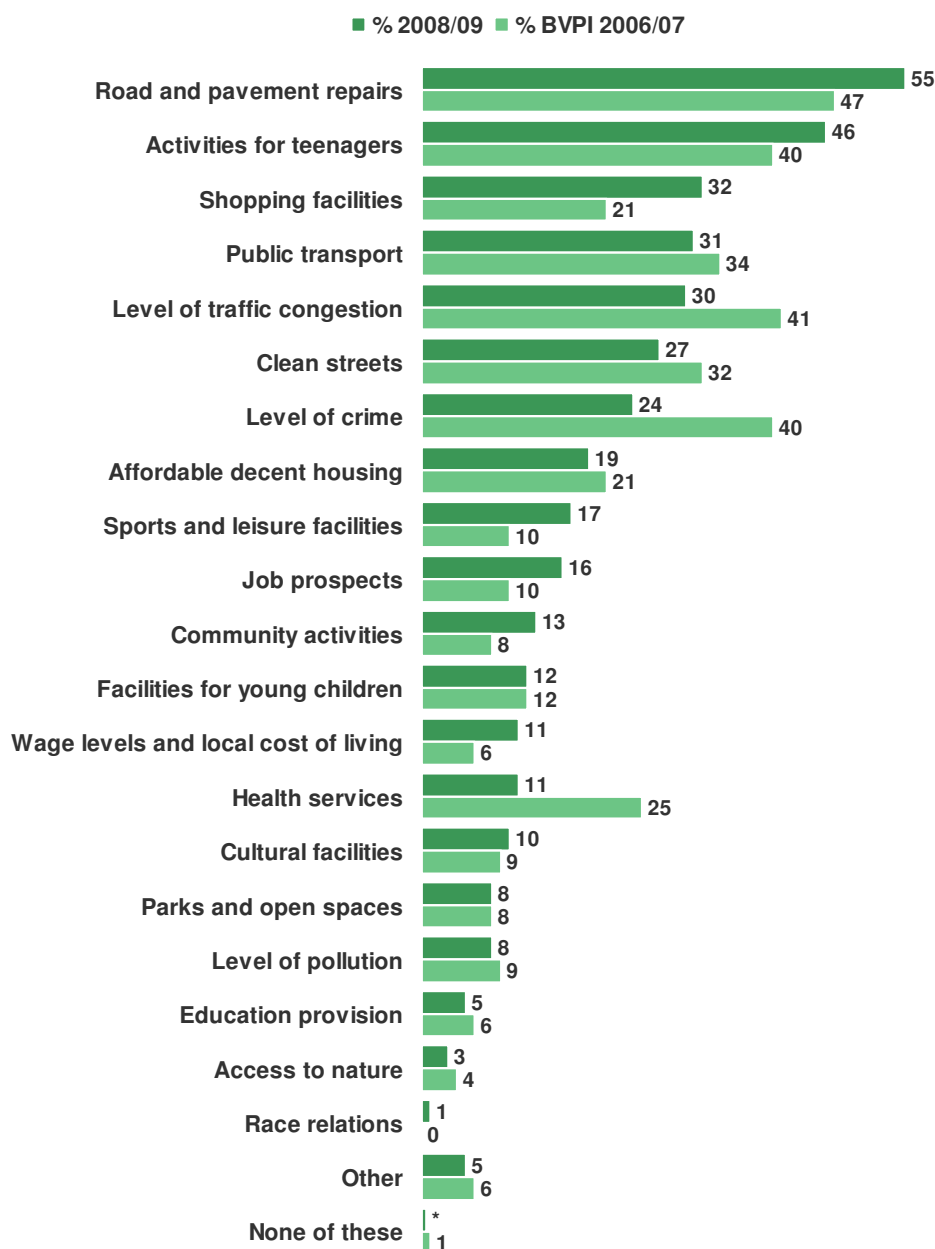
Road/pavement repairs and activities for teenagers have risen as local priorities by eight and six percentage points respectively since the 2006/07 BVPI survey.

Shopping facilities have become a much bigger priority locally since 2006/07, up 11 percentage points, while the biggest fallers have been crime (down 16 percentage points to 24%), health services (down 14 percentage points to 11%) and traffic congestion (down 11 percentage points to 30%).

The fall in concern about the level of crime is obviously very positive, particularly as it is the factor most likely to be seen as important in making somewhere a good place to live (although this importance has fallen by nine percentage points since 2006/07).

Priorities for improvement and changes over time

Q Thinking about this local area, which of the things below, if any, do you think most need improving?



Ipsos MORI Base: All valid responses 2008/09 (1014)



2. Community safety

The new Place Survey seeks to build on the perceptions data collected through previous BVPI surveys, and ask a range of new questions which focus on the degree to which the police and other local public services work together to seek people's views about crime and anti-social behaviour, and are successfully dealing with the issues by working together.

Safety in the local area

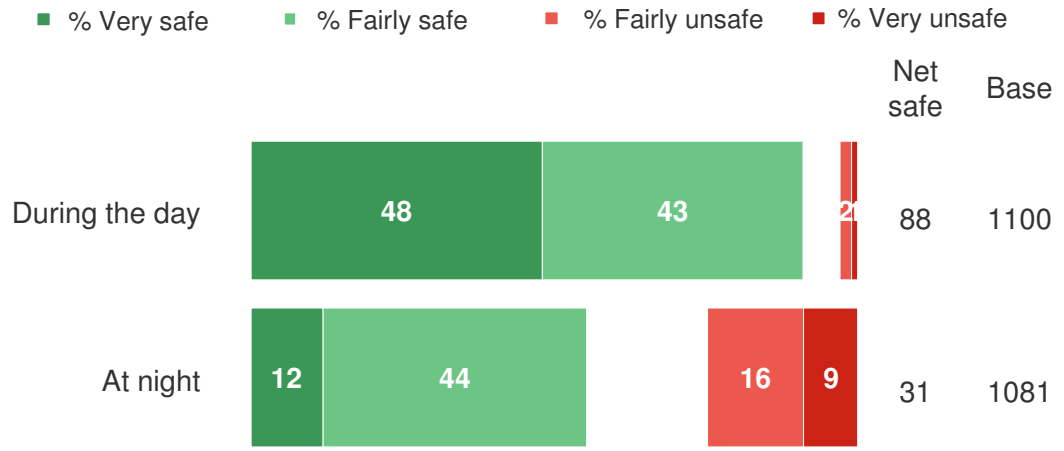
The majority (91%) of residents feel safe when outside in their local area during the day, with just 3% feeling unsafe. By contrast, just under three fifths (56%) feel safe after dark, with a quarter (25%) feeling unsafe.

Some demographic groups are significantly more likely to feel unsafe after dark, particularly social renters (41%), those with a disability (31%), those aged over 65+ (30%) and women (30%). However, none of these groups are significantly more likely to think that the level of crime is most in need of improving.

Those dissatisfied with their local area are also by far the most likely to feel unsafe after dark (64%), followed by those who disagree that people from different backgrounds get on well (43% unsafe). Conversely, the residents most likely to feel safe at night are those who think local services are dealing successfully with ASB and crime (71% safe), those satisfied with the local council (71% safe) and those who feel informed about local services (70% safe).

Safety in the local area

Q How safe or unsafe do you feel when outside in your local area...

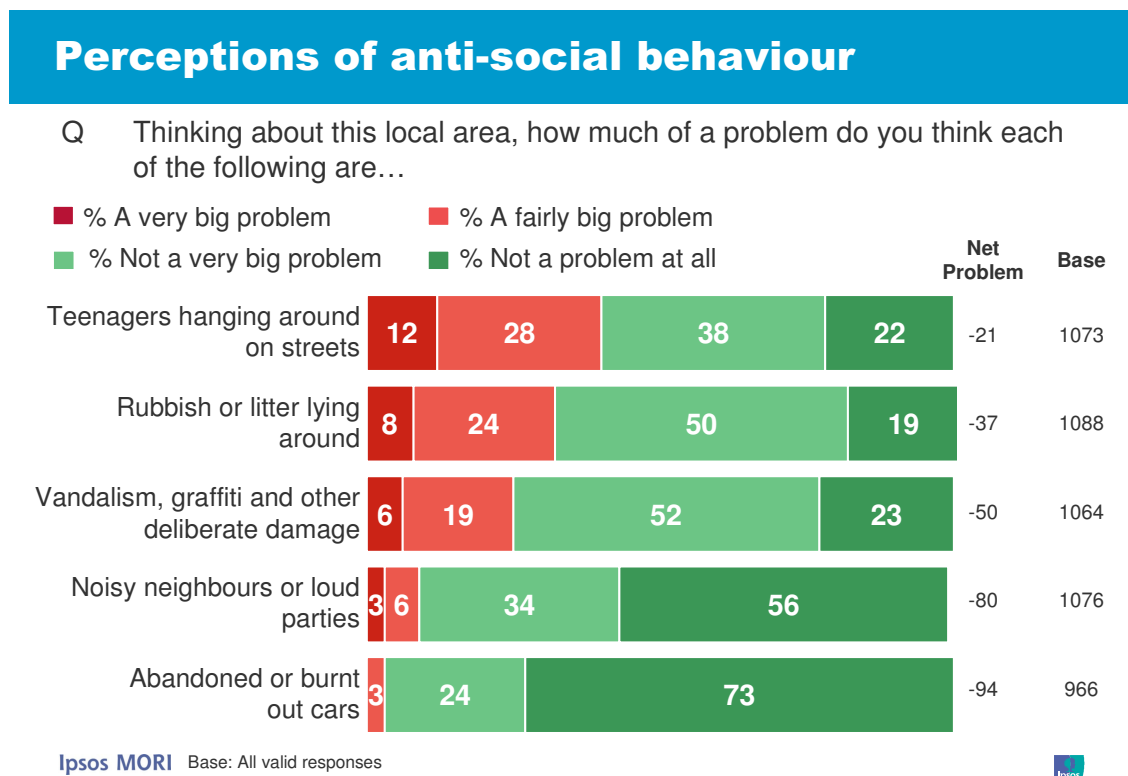


Ipsos MORI Base: All valid responses



Perceptions on anti-social behaviour

Teenagers hanging around on streets (40%) is the aspect of anti-social behaviour most likely to be seen as a problem, with 12% of residents seeing it as a very big problem. This is followed by rubbish and litter lying around (32%), and vandalism, graffiti and other deliberate damage (25%).



NI 41 covers the proportion of residents who think that people being drunk or rowdy in public places is very big or fairly big problem, which in this case is 23.5%.

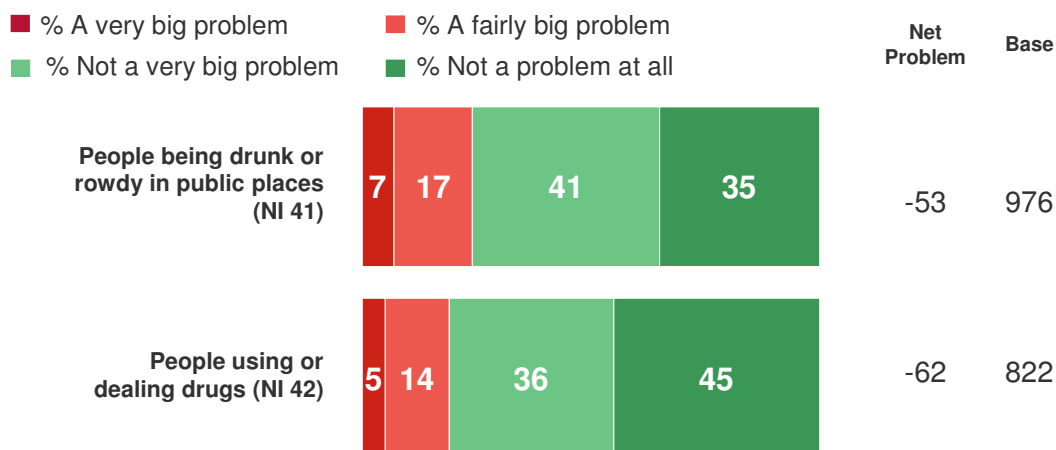
Similarly, NI 42 covers the proportion of residents who think drug use and drug dealing are a very big or fairly big problem and in Bromsgrove this is 19.2%.

NI 17 measures residents' overall perceptions of anti-social behaviour in local area and is calculated by allocating scores to the responses for each of seven anti-social behaviours, whereby: 0 = Not a problem at all, 1 = Not a very big problem, 2 = Fairly big problem, 3 = Very big problem. A total score for each respondent is calculated based on the responses to the seven questions. The maximum possible score is 21. High perception of ASB is a score of 11 or above. The indicator is the percentage of respondents whose score was 11 or above out of the total answering the question.

With this in mind, we can say that 12.3% of residents perceive there to be a high level of anti-social behaviour in Bromsgrove (NI 17).

Perceptions of anti-social behaviour: NI 17, 41 and 42

Q Thinking about this local area, how much of a problem do you think each of the following are...



Overall percentage with high level of perceived anti-social behaviour (NI 17) = 12.3%

Ipsos MORI Base: All valid responses

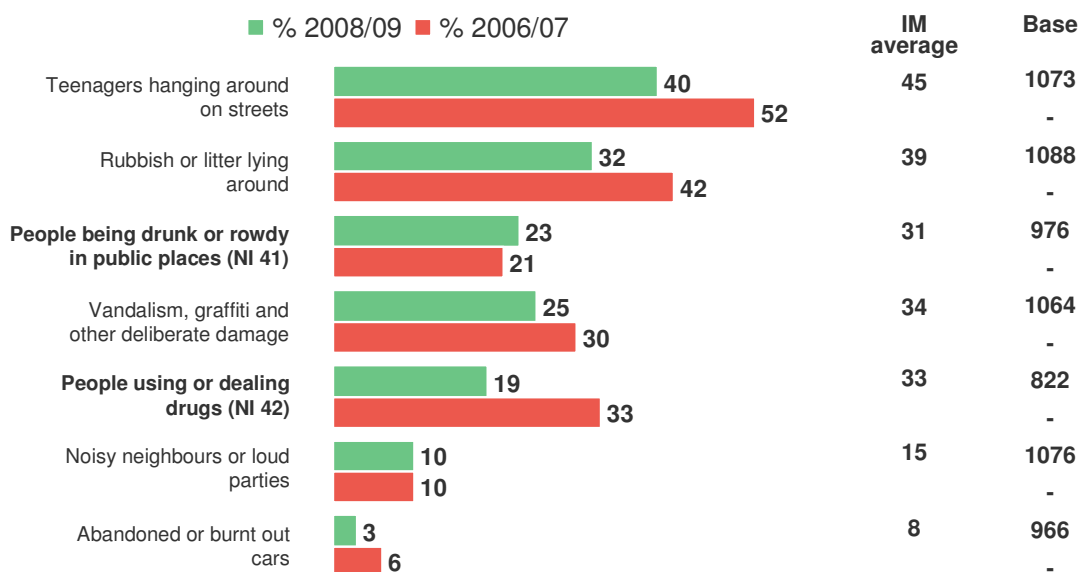


Four of the seven aspects of anti-social behaviour have seen falls in the proportion of residents seeing them as problems since the 2006/07 BVPI survey. Most notably lower are perceptions of people using or dealing drugs (down 14 percentage points), teenagers hanging around the streets (down 12 percentage points), and rubbish and litter lying around (down ten percentage points).

All of the measures are 5 percentage points or more below the Ipsos MORI average, with people using or dealing drugs performing particularly well (14 percentage points below average).

Perceptions of anti-social behaviour: Comparative data

% who think the following are a very/ fairly big problem



Ipsos MORI Base: All valid responses 2008/09



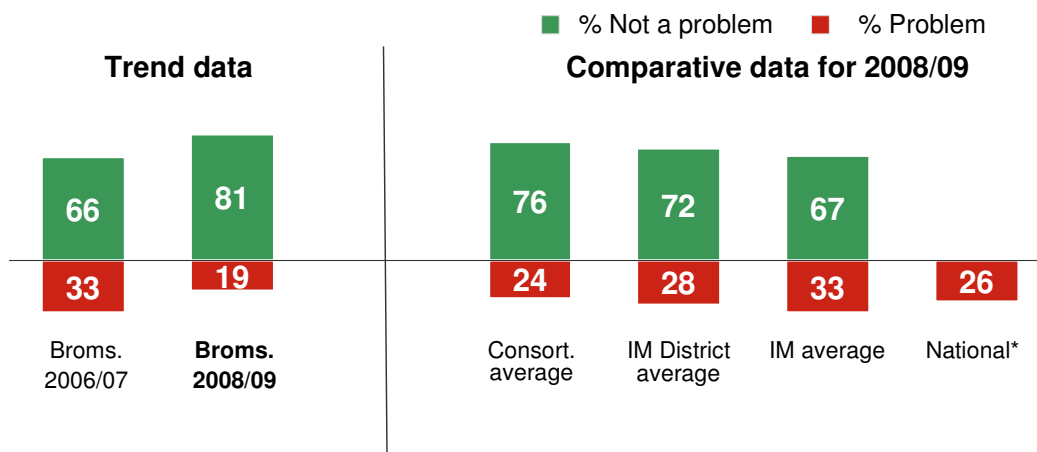
Concern with people using or dealing drugs (NI 42) has fallen considerably since the 2006/07 BVPI survey (by 14 percentage points to 19%), and is five points or more lower than comparative data, including the Worcestershire average (24%) and national average (26%¹¹).

¹¹ The national comparator is taken from a face-to-face rather than postal, self-completion survey meaning comparisons are indicative only. Results are available for 'a problem' only.

People using or dealing drugs (NI 42): Contextual data

Q Thinking about this local area, how much of a problem do you think each of the following are...

People using or dealing drugs



Ipsos MORI

Base: All valid responses 2008/09 (822). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Figures only available for 'problem'.

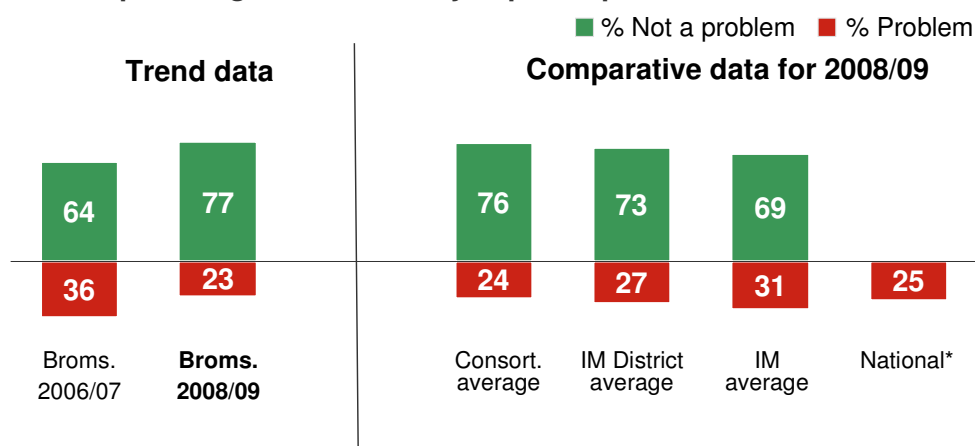


Concerns about drunken or rowdy behaviour (NI 41) have also fallen by 13 percentage points since 2006/07, with Bromsgrove outperforming the average for Districts surveyed by Ipsos MORI (27%).

People being drunk or rowdy in public places (NI 41): Contextual data

Q Thinking about this local area, how much of a problem do you think each of the following are...

People being drunk or rowdy in public places



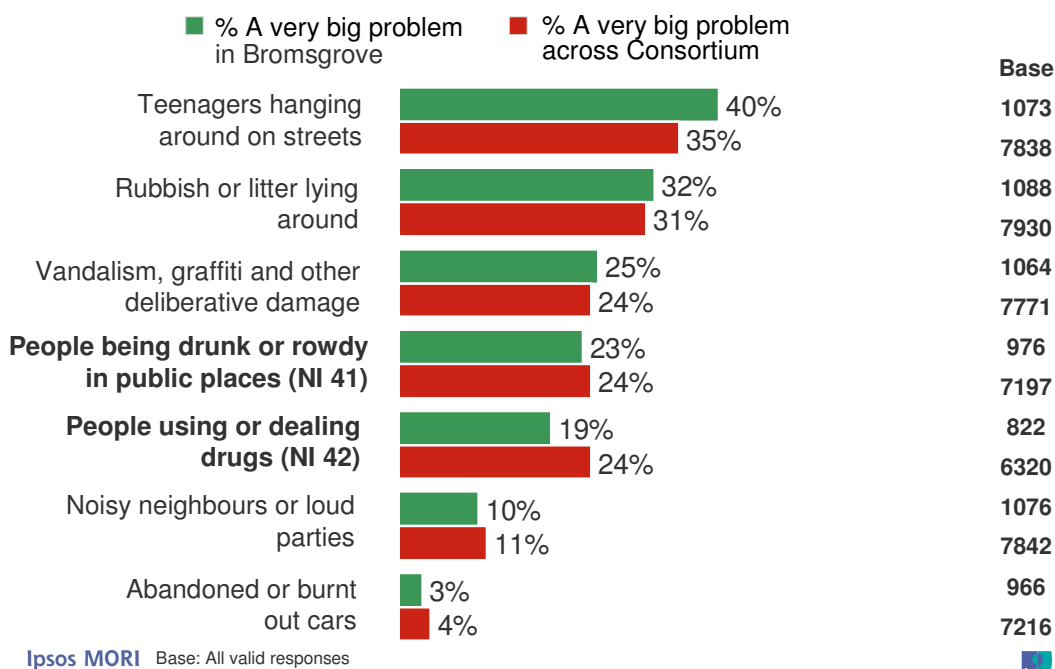
Ipsos MORI

Base: All valid responses 2008/09 (976). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Figures only available for 'problem'.



Residents' concerns with ASB are broadly in line with those across the consortium, although, as mentioned, Bromsgrove performs better than average for concerns about drug use.

A comparison between anti-social behaviour in Bromsgrove District Council and Consortium



Perceptions of ASB – demographic and attitudinal analysis

Men are much more likely than women to see teenagers on streets (45% versus 34%), litter (36% versus 29%) and noisy neighbours or parties (13% versus 7%) as problems locally. Those who rent socially are generally the most concerned about the various types of ASB, most noticeably drunken behaviour (50%, compared to 23% overall) and drugs (39%, compared to 19% overall).¹²

Looking at age differences, young people are often more concerned than average about some aspects of ASB, including teenagers on the streets (a problem for 54% of 18-34 year olds), noisy neighbours or parties (22%). Conversely, concerns about rubbish and litter are greatest among older people (39% of those aged 65 and over).

¹² Indicative finding: effective base sizes are under 100.

Crime and the local community

In order to test how well local policing teams, and other local public sector agencies, are dealing with crime and anti-social behaviour in the eyes of local people, and how well they are engaging with the public about these matters, two new questions have been included in the Place Survey to help inform two national indicators (NI21 and 27).¹³

As the chart below highlights, the NI score for Bromsgrove on understanding people's concerns on crime and ASB (NI 27) is 29.3%. Nevertheless, a higher proportion of residents (31%) disagree with this, meaning that on balance residents do not feel that local public services understand their concerns.

The NI score on dealing with people's concerns on crime and ASB (NI 21) is 27.8%. One in five (22%) disagree that public services successfully deal with these issues.

Women tend to be more positive than men about public services both seeking people's views (32% agree, versus 26% of men) and dealing with people's concerns (31% versus 25%). Older people are the least negative age group – just 19% of those aged 65 and over disagree that public services in Bromsgrove seek their views, and just 16% disagree that their concerns are successfully dealt with. By contrast, young people particularly disagree that local public services seek their views (41% of 18-34 year olds), closely followed by those aged 55-64 (37%).

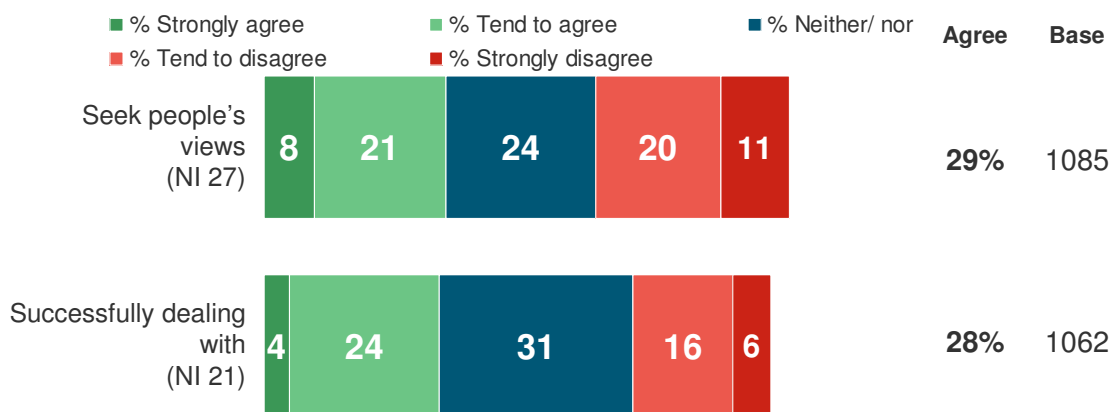
The belief that public services seek people's views shows strong correlation with feeling able to influence local decisions (52% of those who feel this agree) and getting value for money from the council (51% of this group agree). The same attitudes are strongly associated with successfully tackling crime and ASB – 55% of those who think the council provides value for money and 51% of those who feel able to influence decisions also agree crime and ASB are successfully dealt with.

The perceptions that public services consult people on crime and ASB, and that they are successfully dealing with these issues are themselves highly correlated – 67% of those who think public services deal with their concerns also agree that services seek people's views.

¹³ Scores for NI 21 and NI 27 are calculated as the proportion of respondents who strongly agree/tend to agree, including don't know responses in the base.

Understanding and dealing with local concerns about crime and ASB (NI 27 and 21)

- Q How much would you agree or disagree that the police and other local public services seek people's views about these issues in your local area?
- Q And how much do you agree or disagree that the police and other public services are successfully dealing with these issues in your local area?



Ipsos MORI Base: All valid responses. Note: 'don't knows' are **included** in the base calculations.

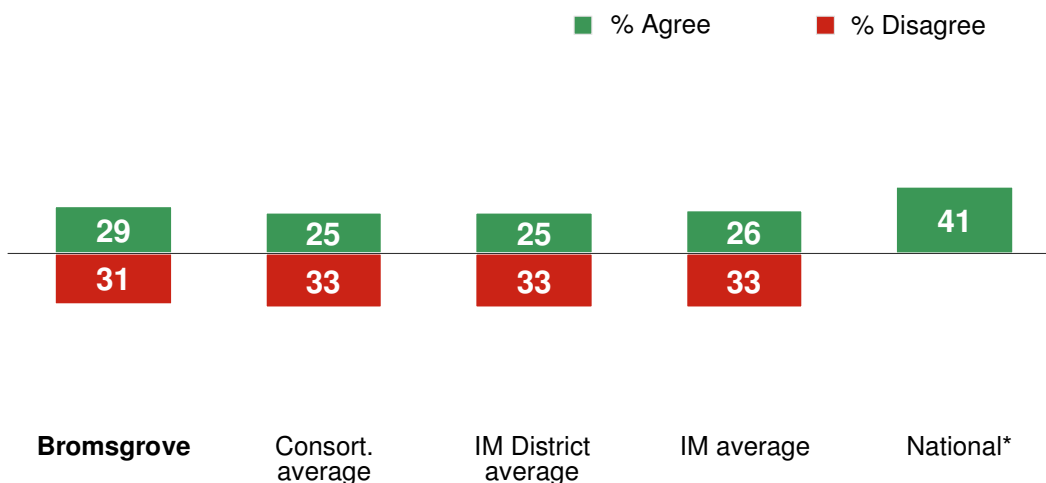


Bromsgrove fares slightly better at understanding local concerns on crime and ASB (NI 27) than Worcestershire overall (29% versus 25%), and compared to the Ipsos MORI District average (25%). On dealing with these concerns (NI 21), Bromsgrove is in line with the consortium and District averages (both 26%). Both scores are below the national figures (41% and 45% respectively¹⁴).

¹⁴ The national comparator is taken from a face-to-face rather than postal, self-completion survey meaning comparisons are indicative only. Results are available for 'agree' only.

Understanding local concerns about crime and ASB (NI 27): Contextual data

Q How much would you agree or disagree that the police and other local public services seek people's views about these issues in your local area?

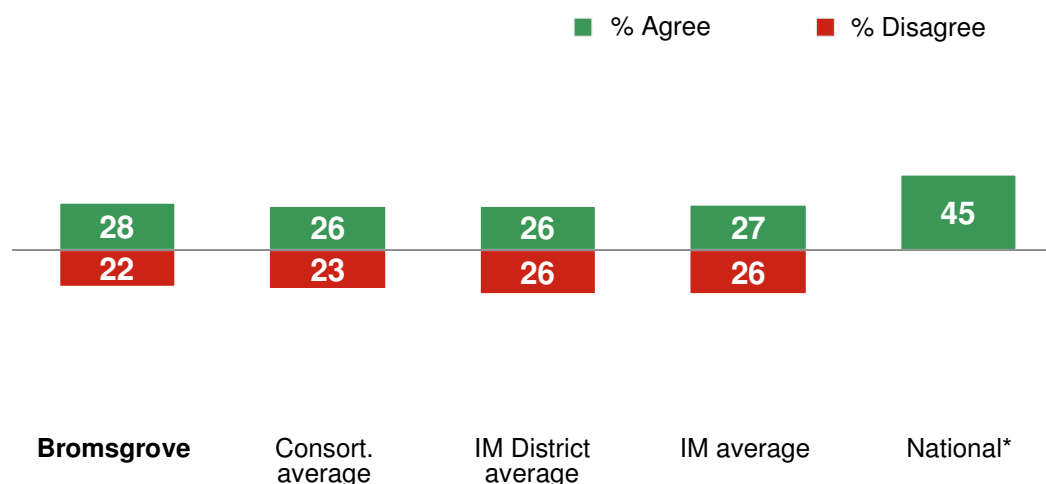


Ipsos MORI Base: All valid responses (1085). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Please note: this question was introduced mid-way through the 2007/08 wave.



Dealing with local concerns about crime and ASB (NI 21): Contextual data

Q And how much do you agree or disagree that the police and other public services are successfully dealing with these issues in your local area?



Ipsos MORI Base: All valid responses (1062). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Please note: this question was introduced mid-way through the 2007/08 wave.



3. Community cohesion

The Place Survey has been designed to include a range of questions which measure the degree of community cohesion, belonging, respect and consideration for others.

People from different backgrounds getting along

A recognised way of measuring community cohesion is by asking about the degree to which people agree that their local area is one where people from different backgrounds get on well together (NI 1).

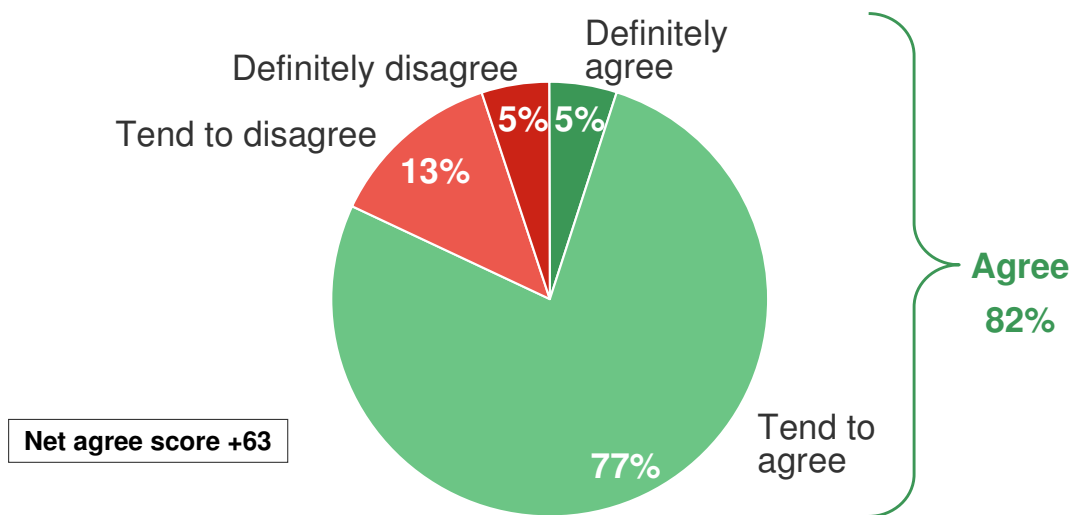
The Citizenship Survey, for one, has been tracking this issue at the national level, or some time (although this uses a face-to-face methodology) on behalf of the Home Office and CLG, and the question has also been asked on a previous wave of the BVPI survey.

Roughly eight in ten residents agree that people from different backgrounds get on well together in Redditch, giving a NI 1 score of 81.6%. One in five (18%) disagree.

As noted in the *About the local area* chapter of this report, community cohesion is strongly linked to satisfaction with the local area – 87% of those satisfied agree that people from different backgrounds get along, while just 45% of those dissatisfied agree.

Whether people from different backgrounds get on well together (NI 1)

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



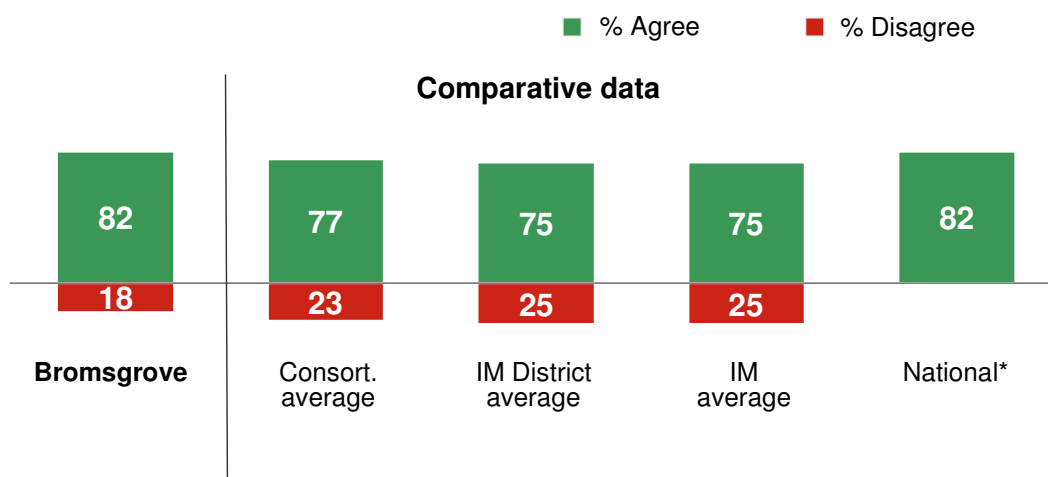
Ipsos MORI Base: All valid responses (722)



Looking at the chart below, we can see that Bromsgrove's performance for NI 1 is significantly above both the consortium average (77%) and the Ipsos MORI District average (75%).

Different backgrounds getting on well (NI 1): Comparative data

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Ipsos MORI Base: All valid responses (722). *National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08



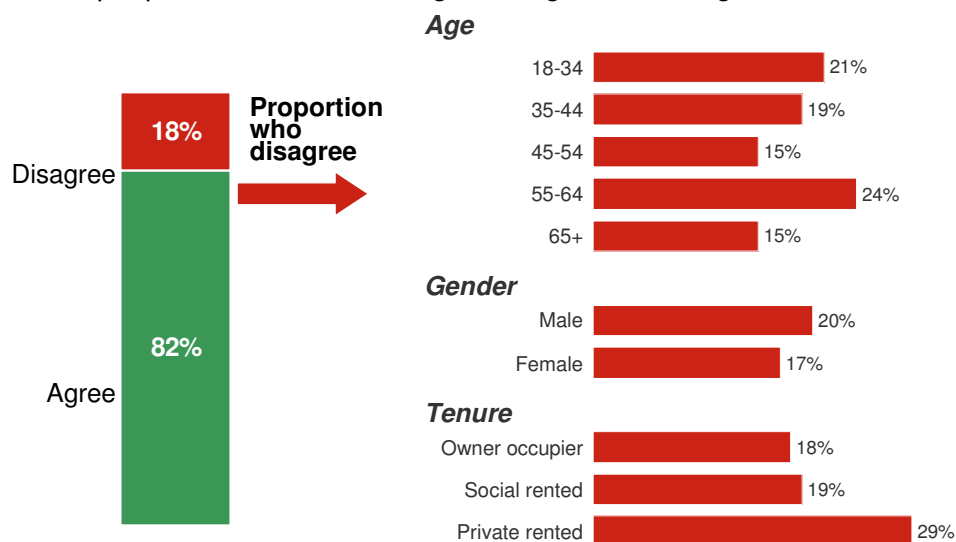
Perceptions of community cohesion – demographic analysis

The latest national picture¹⁵ shows us that there was no difference between men and women in their perceptions of cohesion in 2007/08 and no change in men or women's perceptions since 2003. But, older people are more likely than younger people to think that their local area is cohesive. Cohesion is highest among those aged 75 or over (91%) and lowest among those aged 16-24 years (76%).

As the following chart illustrates, Bromsgrove differs somewhat from this national picture, with cohesion lowest among 55-64 year olds (24% disagree). Other than this, there are no significant demographic differences.

Whether people from different backgrounds get on well together (NI 1): Subgroup Analysis

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Ipsos MORI Base: All disagree (133)



Belonging to neighbourhood

As a way of measuring cohesiveness in the local area (NI 2), the Place Survey also asked residents about the degree to which they feel they belong to their neighbourhood (NI2).

Six in ten residents in Bromsgrove have a strong sense of belonging to their neighbourhood, giving an NI score of 61.4% (NI 2), which is in line with Worcestershire overall (62%). 39% do not feel a strong sense of belonging.

¹⁵ Citizenship Survey 2007/08

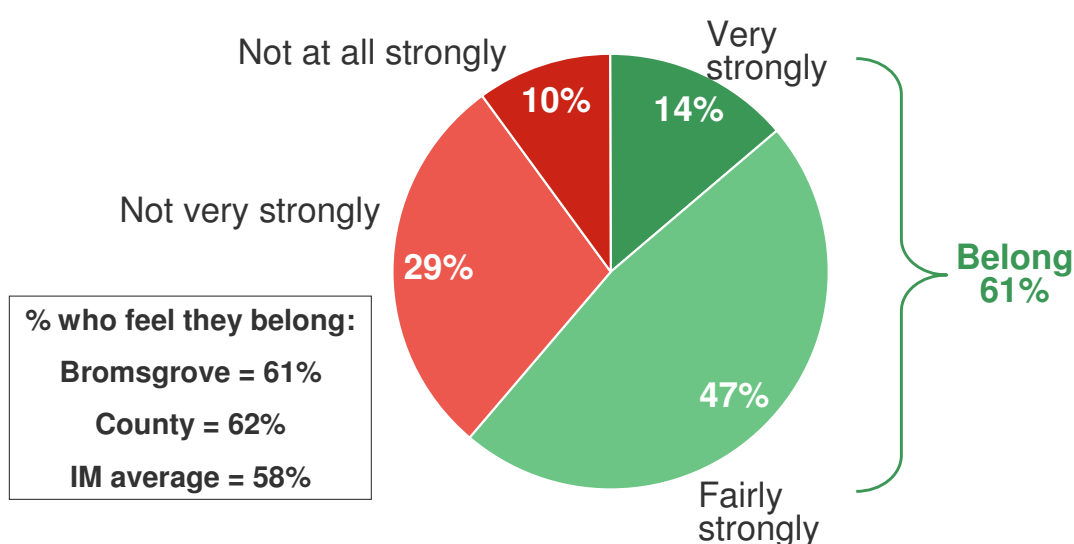
In general, this attachment to the neighbourhood rises with age – 74% of those aged 65 and over feel they belong, while just 48% of 18-34 year olds feel this.

How residents feel about local public services appear to impact heavily on this aspect of cohesiveness. Residents most likely to have a strong sense of belonging to their neighbourhood tend to think local public services act on residents' concerns (79% feel they belong), that the council provides value for money (77% feel they belong) and tend to be those that feel informed about public services (76% feel they belong).

People who volunteer through a group or organisation are also more likely than average to feel they belong (72%).

Belonging to neighbourhood (NI 2)

Q How strongly do you feel you belong to your immediate neighbourhood?



Ipsos MORI Base: All valid responses (1093)



Respect and consideration

As part of its stance on community cohesion, local authorities and their partners are encouraged to take action to promote strong communities with shared values where local people treat one another with respect and consideration (NI 23). Accordingly, residents were asked about how much of a problem they think there is with people not treating each other with respect and consideration.

The percentage of residents in Bromsgrove who view people not treating each other with respect and consideration as a problem is 25.6%; this figure is your score for this

national indicator (NI 23). Almost three quarters (74%) do not consider this a big problem.

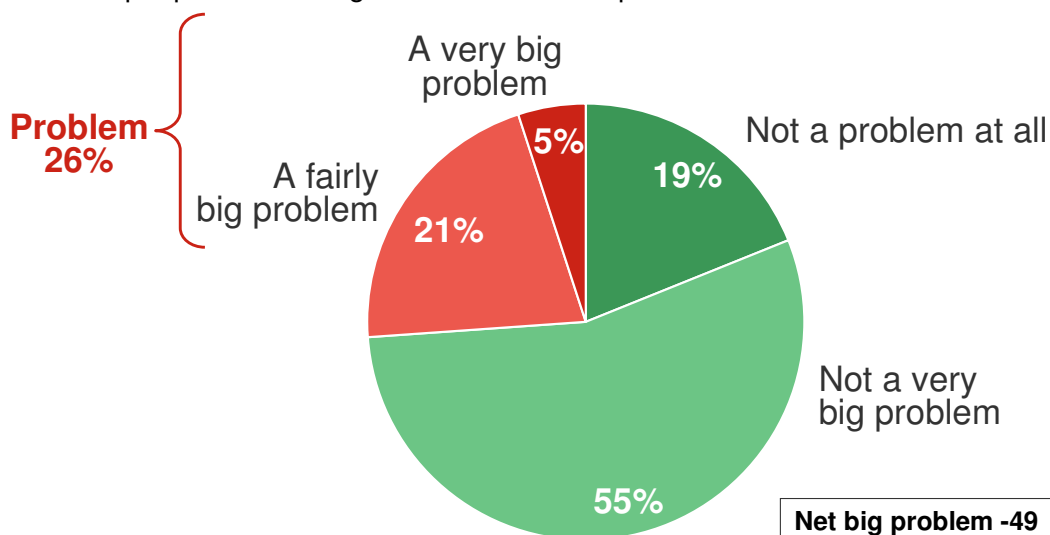
The types of people most likely to see lack of respect and consideration as a big problem locally are young people (41% of those aged 18-34), those who rent socially (38%¹⁶) and men (30%).

Whether people feel respect and consideration for others is a problem locally appears to impact greatly on their satisfaction with the area – 67% of those dissatisfied see respect and consideration as a big problem. Those who think it is a problem are also less likely to think people from different backgrounds get on well (53% with this view see it as a problem) and tend to disagree that local public services deal successfully with crime and ASB (50% who disagree see it as a problem).

Not being treated with respect by local public services is a possible driver for seeing lack of respect and consideration as a problem locally. Of those who think they are not personally treated with respect by public services, 53% think it is a problem generally.

People being treated with respect and consideration (NI 23)

Q In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



Ipsos MORI Base: All valid responses (1023)

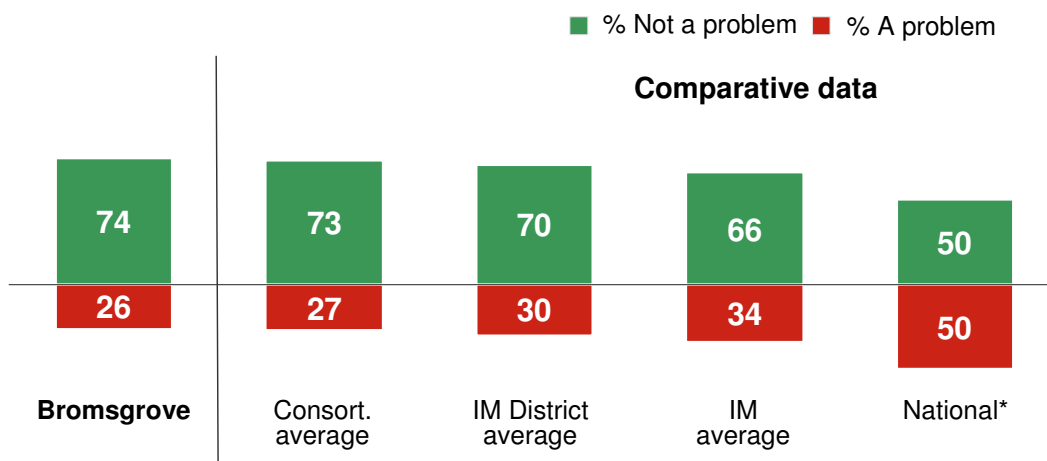


Looking at the chart below, Bromsgrove' performance on this national indicator is in line with Worcestershire overall (27%), and compares favourably to the average for all Districts surveyed by Ipsos MORI (30%).

¹⁶ Indicative finding: low base (75).

People being treated with respect and consideration (NI 23): Comparative data

Q In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



Ipsos MORI

Base: All valid responses (1023). *National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08



Parents taking responsibility

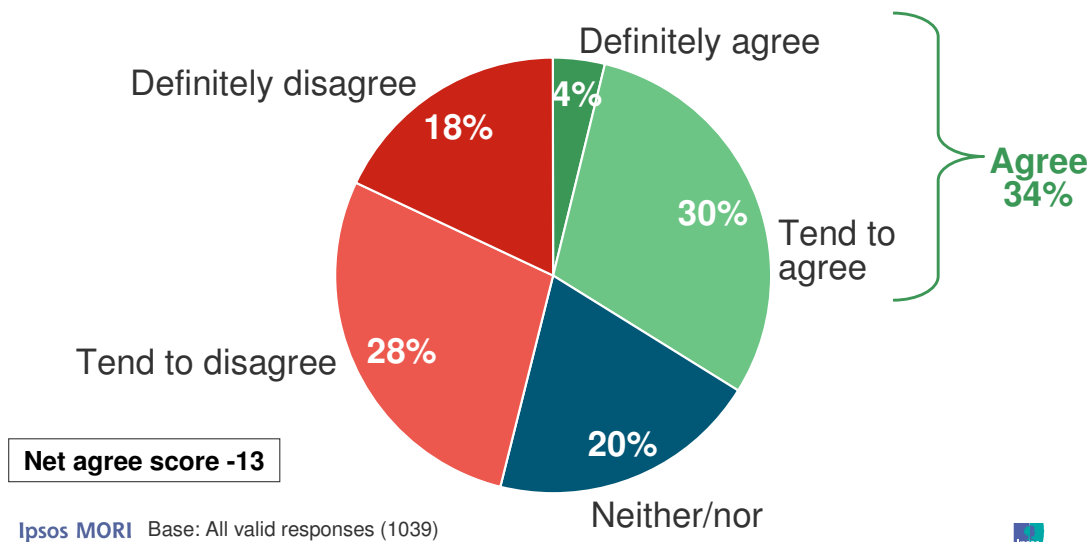
Local authorities and their partners are being encouraged to use a range of tools to encourage and support effective parenting and to take action to ensure that parents are held responsible where their children behave in an unacceptable manner (NI 22). As such, the Place Survey asked residents about the degree to which they agree or disagree that parents take enough responsibility for the behaviour of their children in the local area.

Just over three in ten think that parents take enough responsibility for their children's behaviour, giving Bromsgrove a NI 22 score of 33.5%. However, 47% disagree that parents take enough responsibility, with almost one fifth (18%) definitely disagreeing. Men and those in full-time work are more likely than average to disagree (52% of each disagree), while those aged 35-44 are most likely to agree (45%).

Disagreeing that parents take enough responsibility correlates with concerns about community safety, such as the perception that public services are not dealing with ASB successfully (73% who think this disagree) and feeling unsafe at night (65% disagree).

Parents taking responsibility (NI 22)

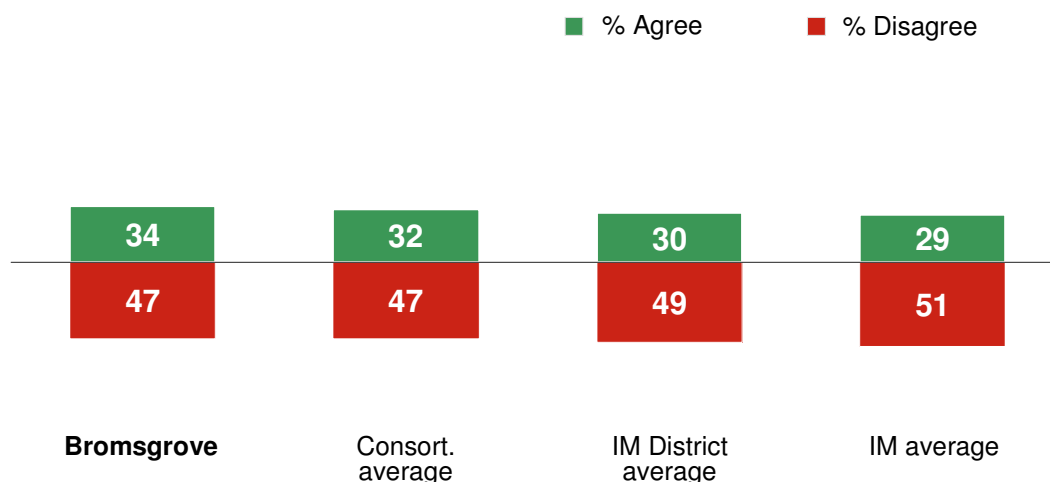
Q To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?



As the chart below illustrates, Bromsgrove’s score for NI 22 is close to that of Worcestershire overall (32%) and is better than the Ipsos MORI District and overall comparators (30% and 29% respectively).

Parents taking responsibility (NI 22): Comparative data

Q To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?



4. Helping out and getting involved

Helping out in the local community through activities like volunteering, is one sign of a strong, active community. As such, civic participation and participation in regular volunteering form two of the new national indicators (NI 3 and 6), and are both measured through the Place Survey.

Civic participation

Local authorities want to better engage the more disadvantaged groups (such as women and those from ethnic or religious minority groups) in civic participation, as a means of encouraging a more empowered and inclusive society.

A minority of residents participate in local decision making, as the following chart demonstrates. Bromsgrove's overall civic participation score (NI 3) – the percentage of people who take part in at least one of any of the activities listed in the last 12 months – is 15.8%.

Those who have participated in local area (NI 3)



Overall civic participation* 15.8%

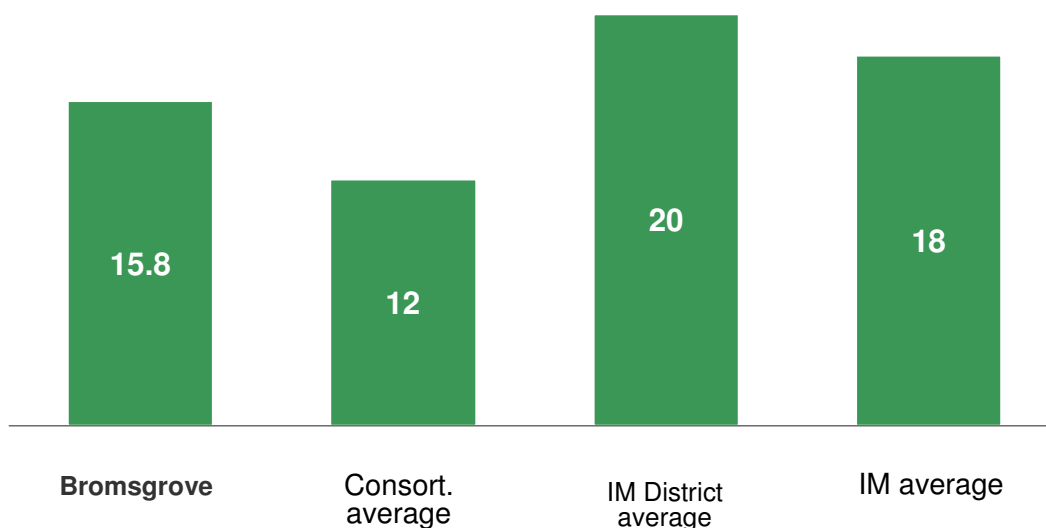
Ipsos MORI Base: All valid responses. *Civic participation (NI3) is % of respondents who take part in at least one of any of the activities in last 12 months



Although Bromsgrove outperforms the Worcestershire average (12%) on civic participation, it remains lower than the average for all Districts surveyed by Ipsos MORI (20%).

Civic participation (NI 3): Comparative data

% of residents who have taken part in at least one of any of the activities that affect the local area in last 12 months



Ipsos MORI Base: All valid responses (1059)



Participation in regular volunteering

Volunteering is seen by government to have a key part to play in terms of promoting sustainable communities. There are clear links between increasing volunteering and a range of policies aimed at encouraging engagement of citizens in public services and policy, for example, as outlined in *Together We Can*¹⁷.

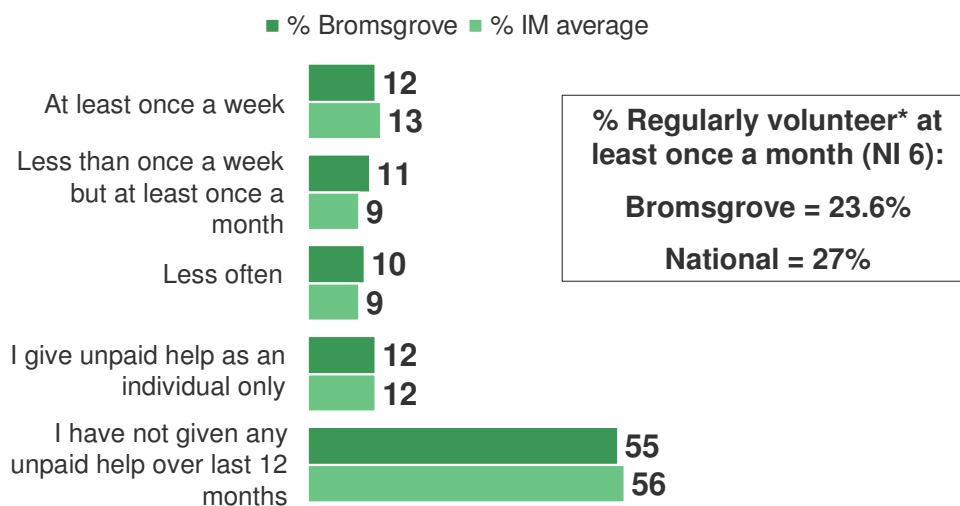
Regular volunteering is defined as taking part in formal volunteering at least once a month in the 12 months before the survey. It involves giving unpaid help through groups, clubs or organisations which support social, environmental, cultural or sporting objectives.

¹⁷ *Together We Can* is the government campaign to bring government and people closer together, encouraging public bodies to do more to enable people to influence local decisions. It is led by CLG and is closely linked to the Local Government White Paper's aim of giving local people and local communities more influence and power to improve their lives.

Looking at the following chart, we can see that the percentage of people who volunteer at least once a month in Bromsgrove is 23.6%; this is your score for this national indicator (NI 6).

Participation in regular volunteering (NI 6)

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



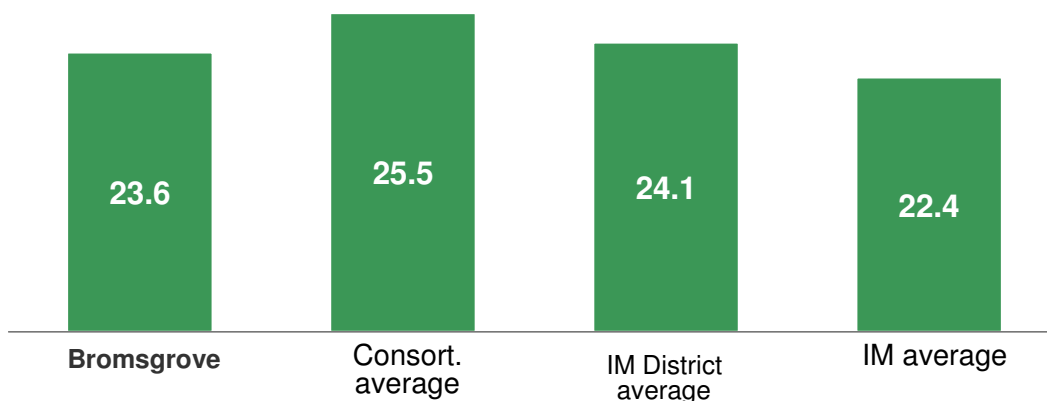
Ipsos MORI Base: All valid responses (1021). *Regular volunteering is volunteering for group, club or organisation within last month. ** National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08

There is, however, no significant difference between regular volunteering levels in Bromsgrove and the Worcestershire and Ipsos MORI District averages (25.5% and 24.1% respectively), as the chart below indicates.

Regular volunteering: Comparative data

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?

% Volunteered for groups, club or organisation within last month.



Ipsos MORI Base: All valid responses (1021).

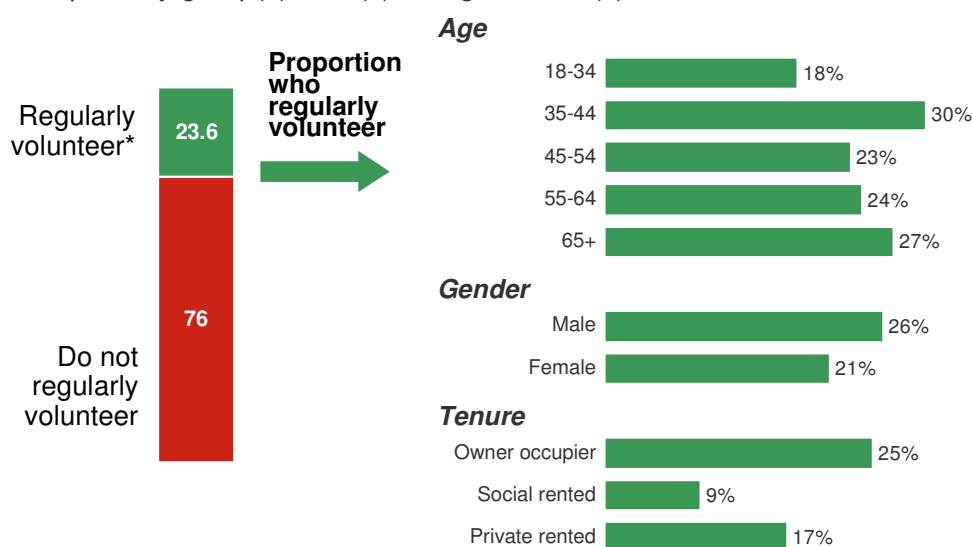


Civic participation and volunteering – demographic and attitudinal analysis

Regular volunteers are slightly more likely than average to be those who are not in full-time work (26% of whom volunteer, compared to 23.6% overall) and are likely to be owner-occupiers (25% volunteer, compared to 9% of those who rent socially).

Regular volunteering: Subgroup analysis

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



Ipsos MORI Base: All who regularly volunteer (244). *Regular volunteering is volunteering for group, club or organisation within last month



Volunteers tend to be the residents who want more involvement in local decision-making (28% who feel this volunteer regularly). They also tend to feel a greater sense of belonging to their neighbourhood (28% volunteer). Less positively, regular volunteers are also more likely to be dissatisfied with the council (29% volunteer).

5. Local decision-making

The Place Survey measures how well local authorities and their partners engage with local residents in the community, and the degree to which local residents believe they are able to influence decisions (NI 4).

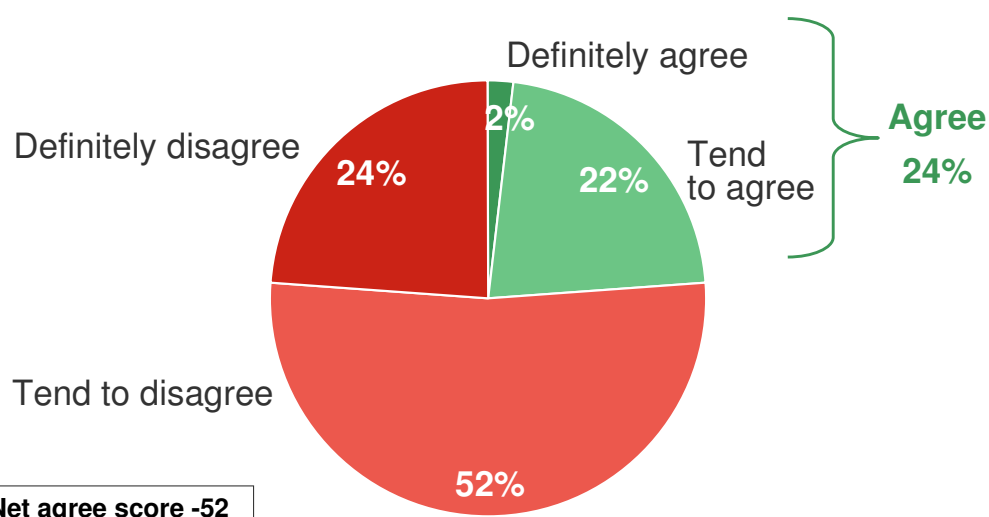
Bromsgrove's score for NI 4 – the percentage of residents who agree they can influence decisions in the local area – is 24.0%. Three quarters (76%) disagree that they can influence local decisions.

Although feeling able to influence decisions locally correlates slightly with being satisfied with the local area, even the majority of those satisfied (71%) do not think this. This reflects previous BVPI analysis by Ipsos MORI, which shows that the degree to which people feel they can influence decisions has little impact on overall satisfaction.

Agreement is however associated very strongly with getting value for money from the council (51% of those who think the council provides value for money agree), feeling that local public services act on residents' concerns (48% agree) and being satisfied with the council overall (45% agree).

Influencing decisions (NI 4)

Q Do you agree or disagree that you can influence decisions affecting your local area?



Ipsos MORI Base: All valid responses (966)

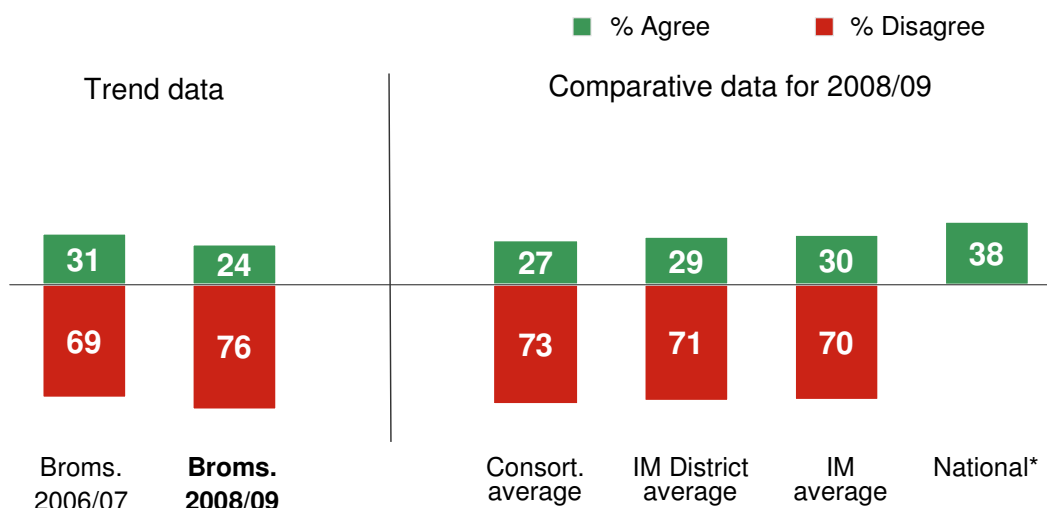


In terms of residents feeling they can influence decisions made locally (NI 4), Bromsgrove's performance has declined by seven percentage points since 2006/07. In

addition, the District performs slightly worse than Worcestershire overall (24% versus 27%) and against the wider comparators.

Influencing decisions (NI 4): Contextual data

Q Do you agree or disagree that you can influence decisions affecting your local area?



Ipsos MORI Base: All valid responses 2008/09 (966). *National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08

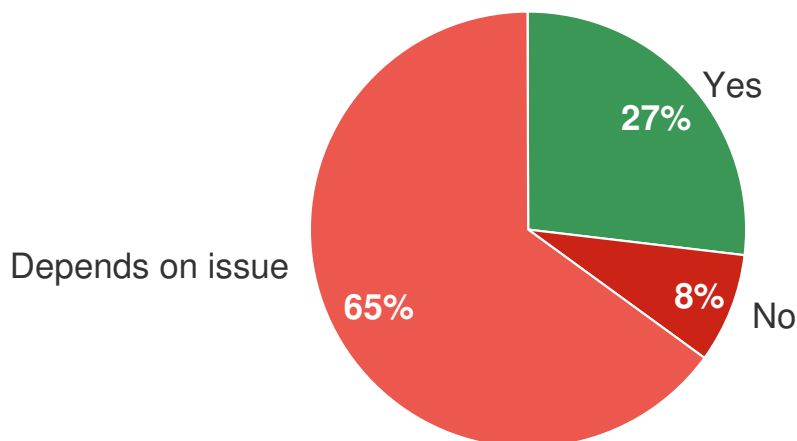


As shown in the following chart, a quarter of residents (27%) want greater involvement in local decision-making, while a further two thirds (65%) would want more involvement on certain issues. Just 8% do not want any involvement at all.

Those who most want to be involved to a greater extent are those that do not feel they are treated with respect by local public services (47% say yes) and those dissatisfied with the council (38% say yes). Residents who want greater involvement are also most likely to be those that are already involved in groups making decisions about the local area (37% of those currently involved say yes).

Getting more involved

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?



Ipsos MORI Base: All valid responses (1076)



Looking at the chart below, we can see that residents' desire to get involved has increased by seven percentage points over the past year, putting it in line with the Worcestershire average (26%) and wider comparators.

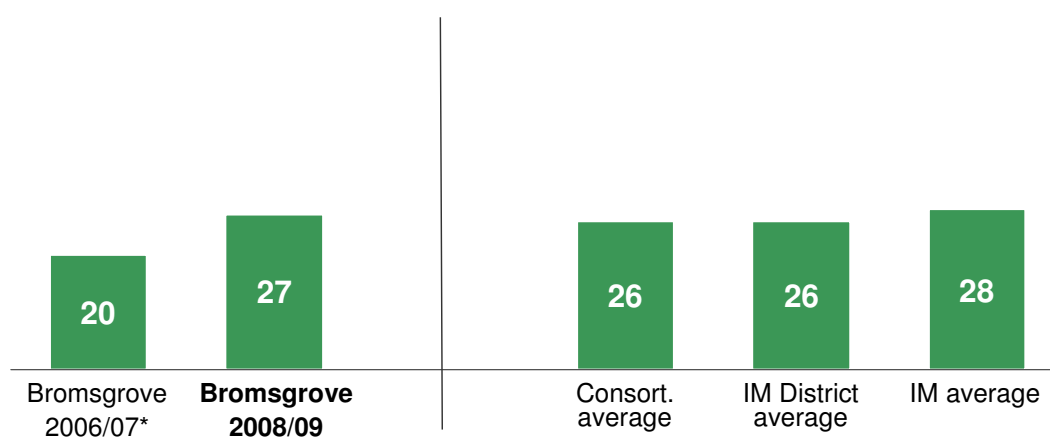
Getting more involved: Contextual data

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?

% saying they want to get more involved

Trend data

Comparative data for 2008/09



Ipsos MORI Base: All valid responses 2008/09 (1076). *Note wording for 2006/07 BVPI question '... more involved in decisions your Council makes that affect your local area'

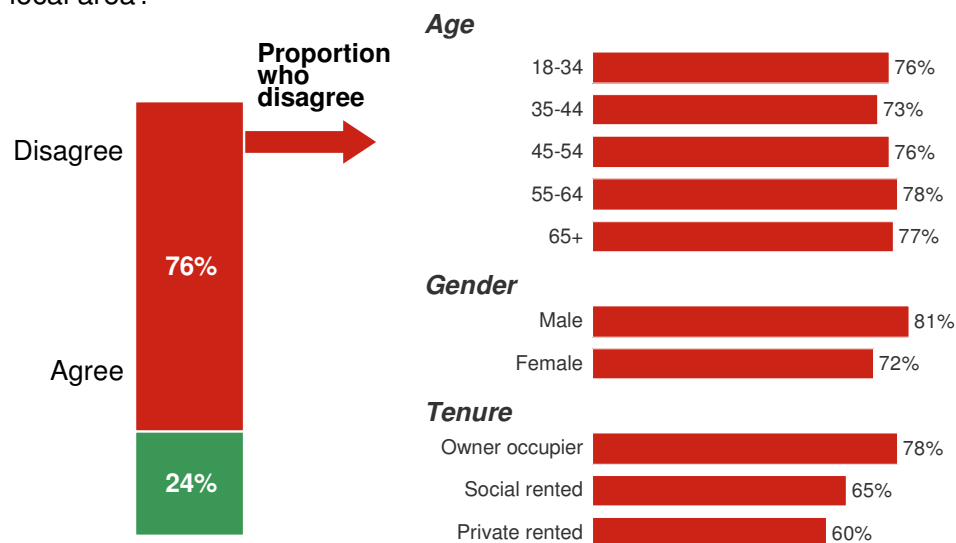


Local decision-making – demographic analysis

The demographic groups that are most likely to disagree they can influence local decisions are men (81%), those with a disability (80%) and those who own their accommodation (78%).

Unable to influence decisions: Subgroup analysis

Q Do you agree or disagree that you can influence decisions affecting your local area?



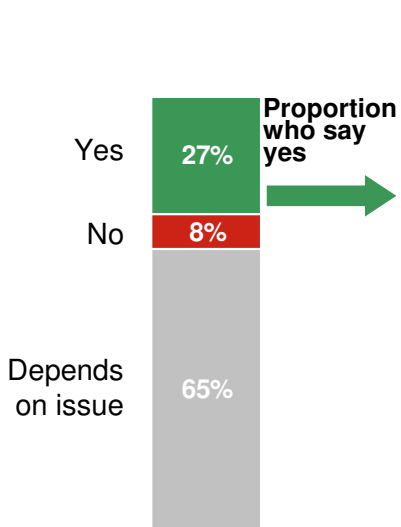
Ipsos MORI Base: All disagree (727)



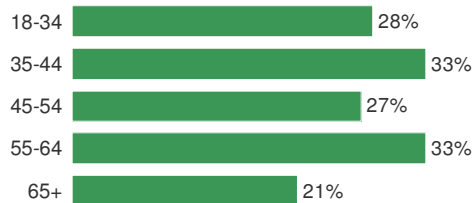
Those aged 35-44 are more likely than average to want greater involvement in local decision-making (33%, compared to 27% overall), as are those in full-time work (33%), who tend to be under 65. There are no other significant differences between demographic groups.

Which residents want to be involved?

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?



Age



Gender



Tenure



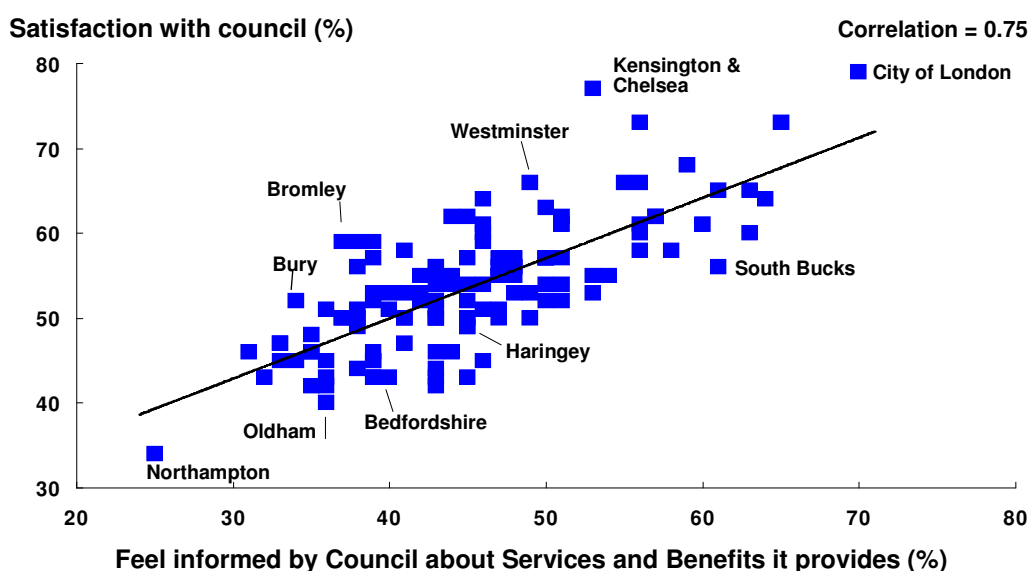
Ipsos MORI Base: All who would like to be more involved (286)



6. Information provision

Good information and communication are important elements of service delivery. For decades, a key finding in all of Ipsos MORI's work has been that councils which do better at keeping people informed about services tend to be better regarded, as the following chart illustrates:

Satisfaction and Feeling Informed



Base: BVPI 2006 (130 Single, Upper Tier and District Ipsos MORI client authorities)

Source: Ipsos MORI

Being kept informed

Residents were asked for their overall views about how well informed they feel about local public services overall.

Looking at the chart below, we can see that a minority (31%) feel well informed about public services overall, while seven in ten (69%) do not feel well informed. One in four (25%) do not feel well informed at all.

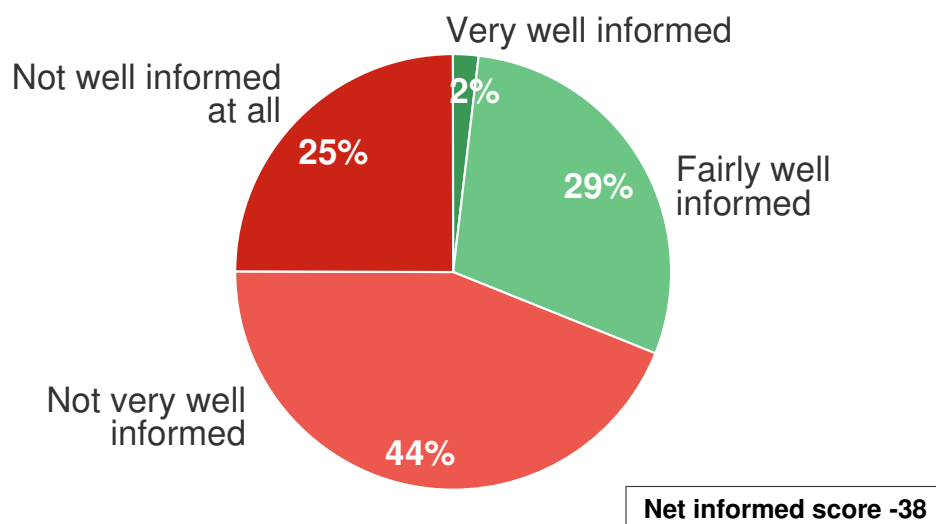
Older people tend to feel slightly better informed than average – 36% of those aged 65 and over say they feel well informed.

As stated earlier in this report, residents feeling informed appears to impact positively on their attitudes to various aspects of the local area and local public services in Bromsgrove, such as their perceptions of crime and safety. In addition, feeling informed is strongly correlated with thinking the council provides value for money (62%

who think this feel informed) and satisfaction with the council overall (55% of those satisfied feel informed). This is despite the Place Survey no longer asking how informed people feel about the council (as with the BVPI survey), but about public services generally.

Being kept informed

Q Overall, how well informed do you feel about local public services?



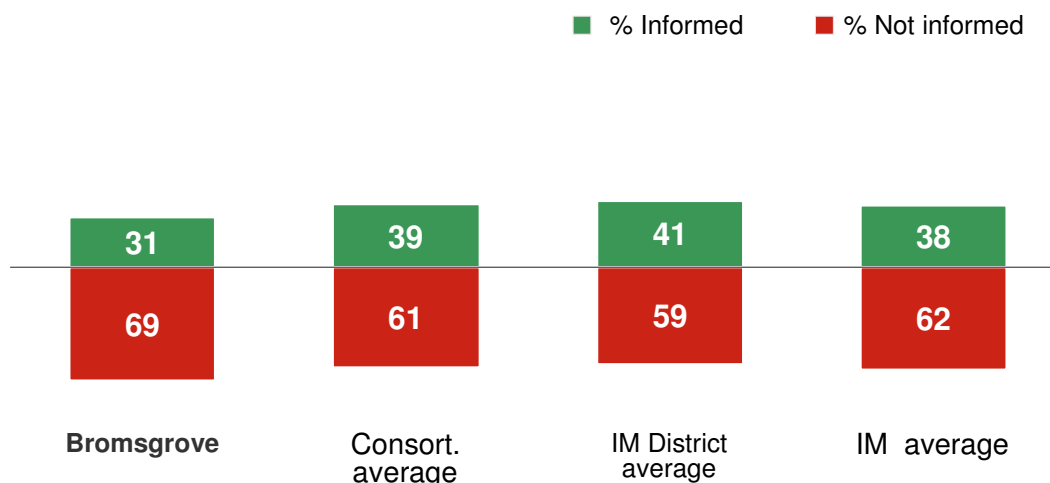
Ipsos MORI Base: All valid responses (1045)



Bromsgrove residents feel less informed than the average Worcestershire resident (31% versus 39%), as the following chart highlights. Bromsgrove also underperforms compared to the wider Ipsos MORI averages.

Being kept informed: Comparative data

Q Overall, how well informed do you feel about local public services?



Ipsos MORI Base: All valid responses (1045)



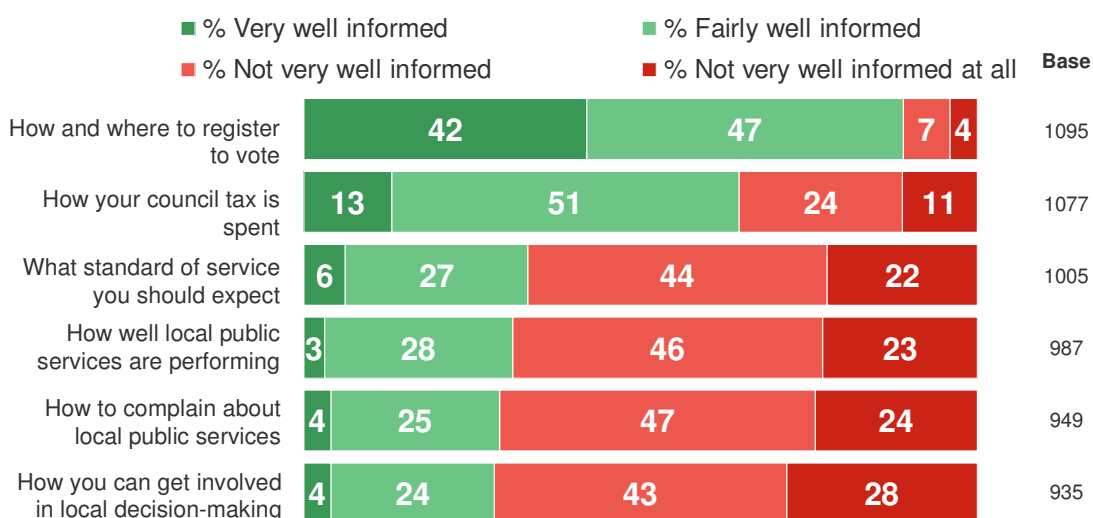
As well as being asked about how informed overall they feel, residents were asked about how well informed they feel about some other specific issues.

From the following chart we can see that the majority are aware of operational information, such as how and where to vote (89%) and how council tax is spent (65%), but far fewer feel informed about aspects of performance or engagement. Those who want more involvement in local decision-making are somewhat less likely than average to know how to do this (75% not informed, compared to 71% overall).

Older people tend to be more informed than average about all these aspects of local public services, while those aged 44 and under are generally least informed.

Being informed about key issues/ services

Q How well informed do you feel about each of the following?



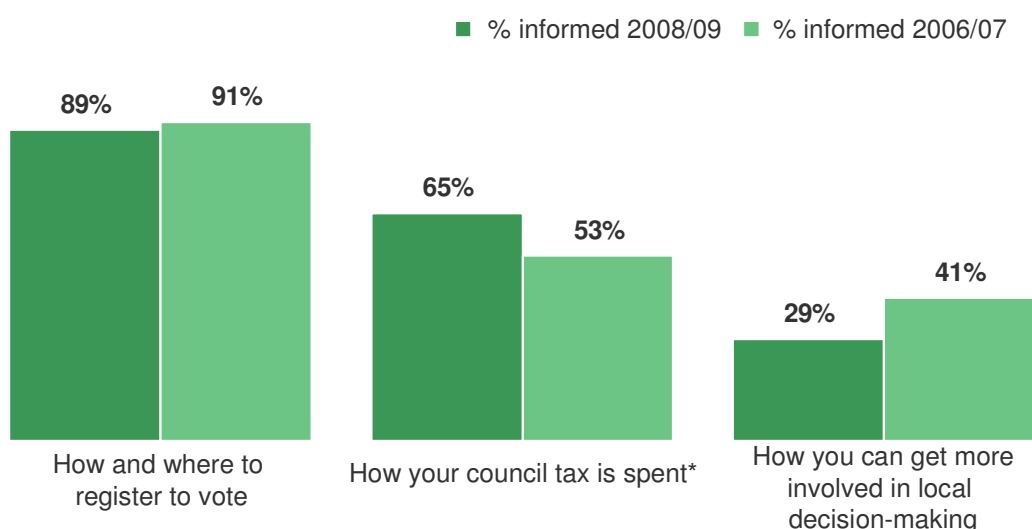
Ipsos MORI Base: All valid responses



Encouragingly, the percentage who feel informed about how their council tax is spent has increased by 12 percentage points since 2006/07. Less positively, the proportion aware of how to get more involved has fallen by 12 percentage points in the same period.

Being informed - Trend data

Q How well informed do you feel about each of the following?



*Note: 06/07 question wording was 'What the Council spends its money on'

Ipsos MORI Base: All valid responses 2008/09



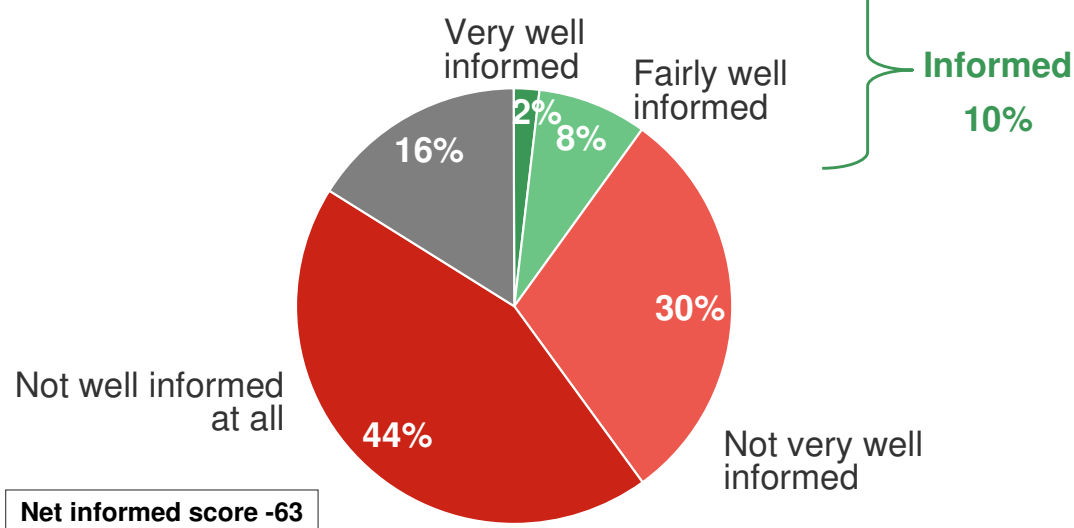
Awareness of civil protection arrangements

The Place Survey is responsible for providing information about how well informed residents are about civil protection arrangements and what they should do in the event of a large scale emergency in their local area (NI 37).

Looking at the chart below, we can see that 10.4% feel well informed about civil protection arrangements; this is Bromsgrove's score for this national indicator (NI 37). Three quarters (74%) do not feel informed, while a further 16% do not know.

What to do in event of large-scale emergency (NI 37)

Q How well informed do you feel about... what to do in the event of a large-scale emergency?



Ipsos MORI Base: All valid responses (1106). Note: 'don't knows' are included in the base calculations.

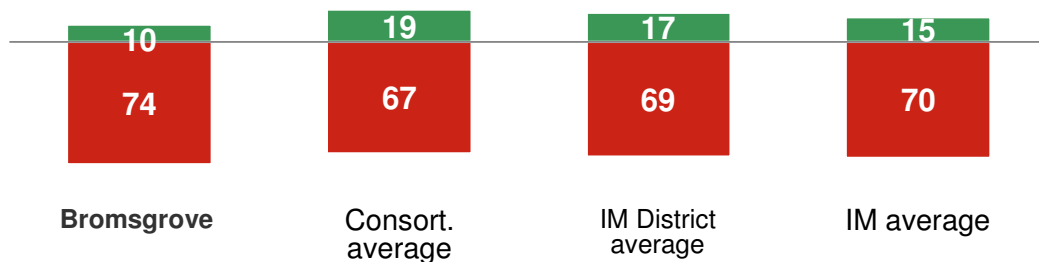


On awareness of civil protection arrangements (NI 37), Bromsgrove performs poorly compared to Worcestershire overall (10% versus 19%) and compared to the average for all Districts surveyed by Ipsos MORI (17%), as the following chart demonstrates.

What to do in event of large-scale emergency (NI 37): Comparative data

Q How well informed do you feel about... what to do in the event of a large-scale emergency?

■ % Informed ■ % Not informed



Ipsos MORI Base: All valid responses (1106). Note: 'don't knows' are included in the base calculations.



7. Health

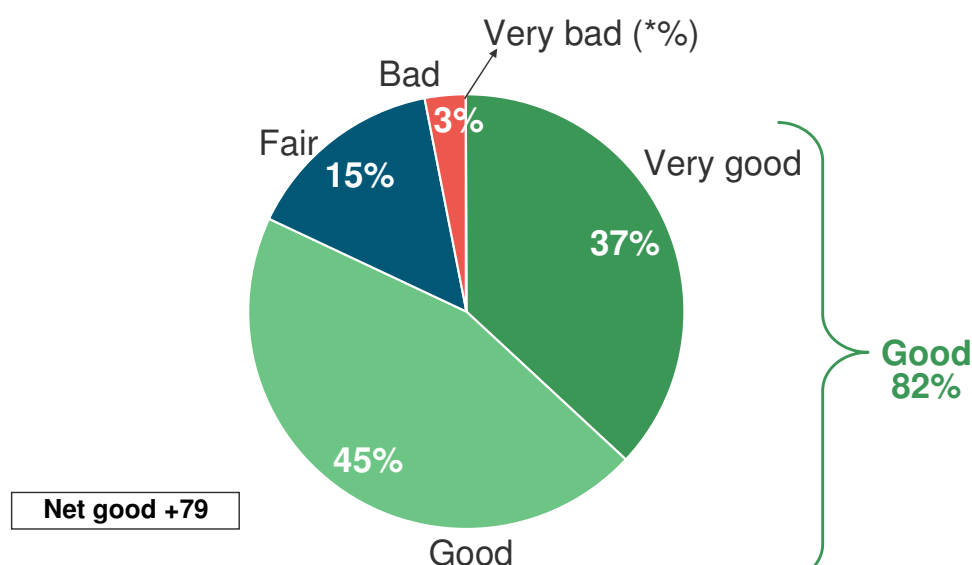
Local primary care trusts (PCTs) are jointly responsible for delivering health and well being for local is responsible for local communities with local councils and other agencies, through the Local Area Agreement and LSP. Subjective measures of health and well being are an important indicator of the general health of the population and are used to measure progress in improvements to general health and well-being in the local area.

Accordingly, residents were asked to provide a self-reported measure of their general health. As the following chart illustrates, eight in ten residents say they are in good health overall, giving Bromsgrove a NI 119 score – the percentage who report being in good or very good health – of 82.0%. Just 3% of people say their health is bad overall. Moreover, among those who do not have a long-standing disability, 95% say their health is good overall, with none saying it is bad.

Those under 55 are most likely to report being in good health overall (92% of those aged 16-54 say this). However, self-reported health drops considerably for those aged 55-64 (75%) and again for those aged 65 and over (63%). Owner-occupiers are much more likely to say they are in good health than those living in socially-rented accommodation (84% versus 57%).

Self reported health and well being (NI 119)

Q How is your health in general? Would you say it is...



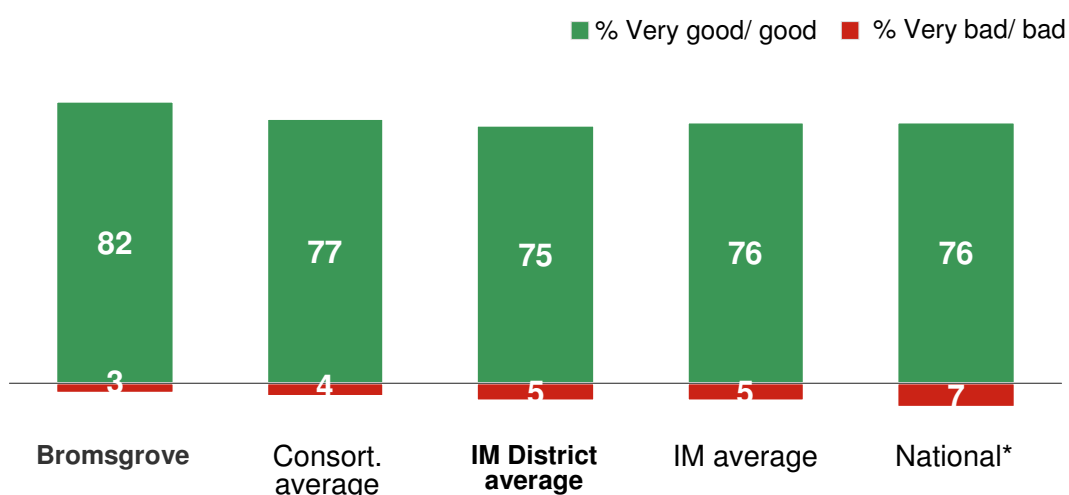
Ipsos MORI Base: All valid responses (1103)



Health and well being (NI 119) is an area in which Bromsgrove performs especially well compared to both the Worcestershire average and all the national comparators¹⁸.

Health and well being (NI 119): Contextual data

Q How is your health in general? Would you say it is...



Ipsos MORI

Base: All valid responses (1103)

* National figures based on Health Survey for England 2006 (14,157 adults in England)



¹⁸ National figures are taken from the Health Survey for England 2006. This is a face-to-face rather than postal, self-completion survey meaning comparisons are indicative only.

8. Local public services

Over the last five to ten years there has been a successful push towards greater partnership working, through the creation of local strategic partnerships (LSPs) and issue focused partnerships such as crime and disorder reduction partnerships and children's trusts. Local public sector agencies are now duty bound to ensure that they work together to deliver better outcomes for local people, with sustainable community strategies and Local Area Agreements at their heart.

As the Comprehensive Area Assessment comes into place in 2009, citizen perspectives about how well local public services – working together – are delivering on the ground will form an important element of how local public sector agency performance is measured.

As such, one of the key shifts seen with the new Place Survey is the much greater focus on residents' views about local public services as a whole; in contrast to the old BVPI Surveys, which focused primarily on the function of the council.

Views about local public services

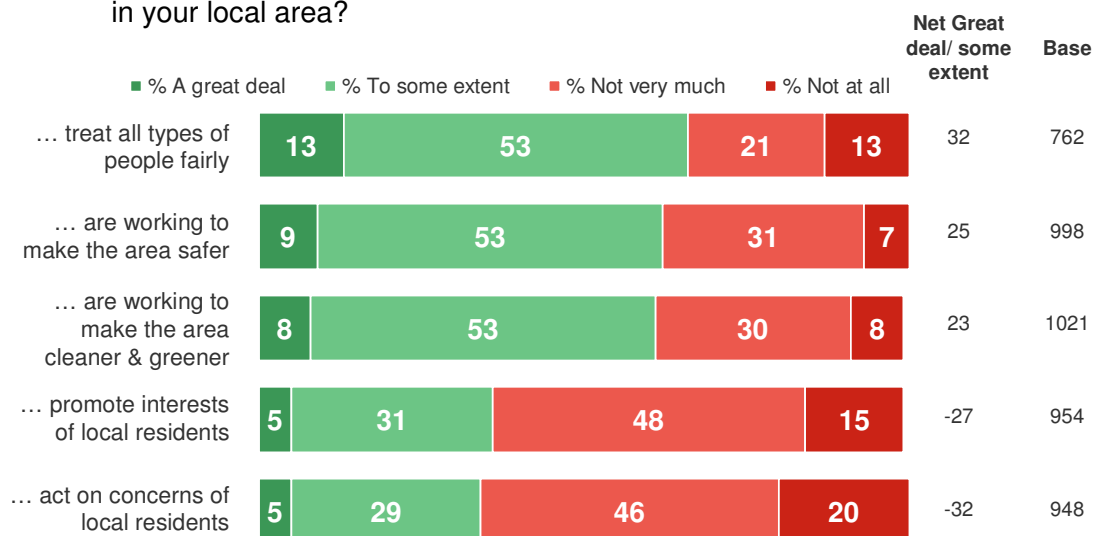
Looking at the chart below, we can see that while the majority believes that local public services, at least to some extent, treat all people fairly (66%), are working to make the area safer (62%) and to improve the local environment (61%), only a minority of residents believe that public services relate to them directly – promoting their interests (37%) and acting on their concerns (34%).

Women tend to be more positive than men on each of the five aspects of public services examined. Additionally, those renting socially are more likely than average to think that public services are, at least to some extent, acting on residents' concerns (57%) and promoting their interests (50%).¹⁹

¹⁹ Indicative finding: effective base sizes are under 100.

Views about local public services

Q To what extent do you think that these statements apply to public services in your local area?



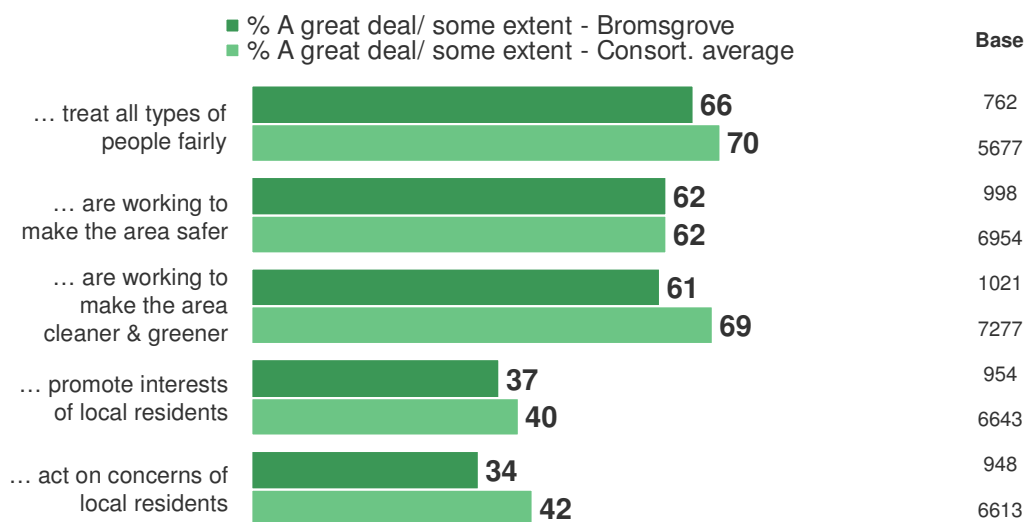
Ipsos MORI Base: All valid responses



Residents in Bromsgrove are significantly more critical than the average Worcestershire resident about whether public services are acting on residents' concerns (eight percentage points lower), are working to improve the local environment (eight percentage points lower) and treat all people fairly (four percentage points lower), as the chart below indicates.

Views about local public services: Comparator analysis

Q To what extent do you think that these statements apply to public services in your local area?



Ipsos MORI Base: All valid responses



Satisfaction with local public services

Satisfaction with GPs is markedly higher than for all the other public services examined, with 84% satisfied. A majority (64%) are also satisfied with their local hospital and their dentist (54%). Under half are satisfied with the fire service (45%) and the Police (45%), although a large proportion of residents have not actually used the fire service (41%).

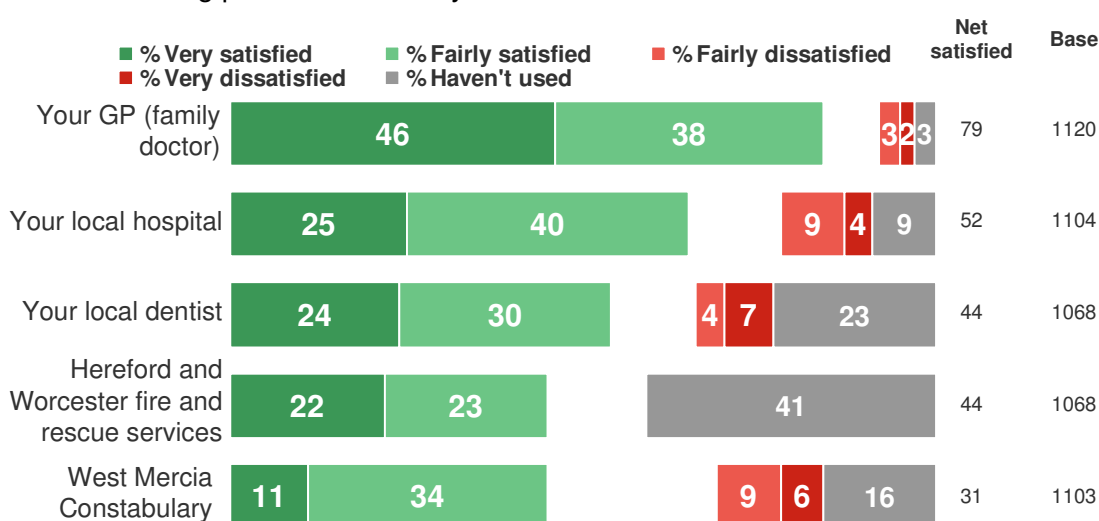
Overall, women tend to be more satisfied than men with the various public services. Satisfaction also tends to rise with age, with those aged 65 and over being most satisfied for each service.

Perceptions of the individual public services are linked to perceptions of the council overall – there is a strong association between satisfaction with each public service (except the fire service) and satisfaction with the council, though satisfaction with the latter (34%) remains lower than any of the public services. Those that think the council provides value for money are also more likely to be satisfied with each public service (bar the fire service).

As noted in the *Information Provision* chapter of this report, those who feel informed about public services are also more likely to be satisfied.

Satisfaction with local public services

Q Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area?



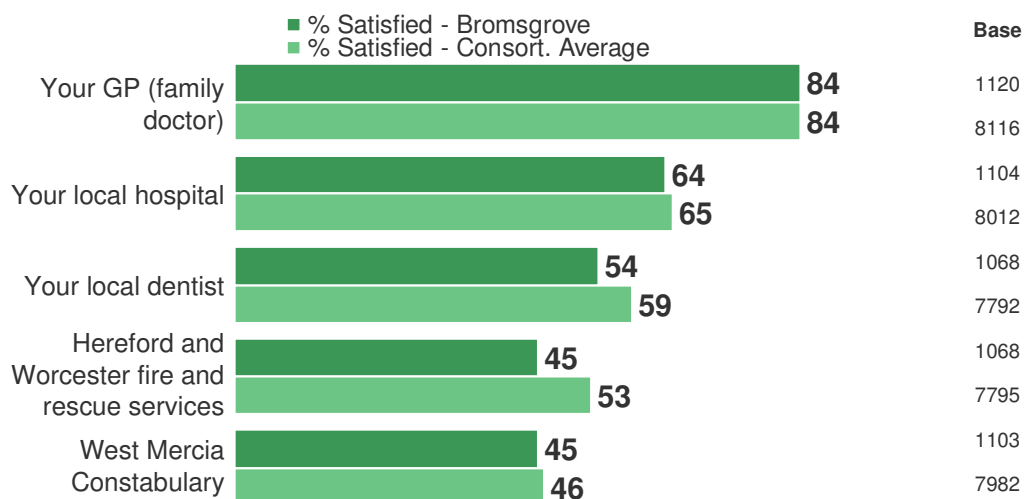
Ipsos MORI Base: All valid responses



Satisfaction with the fire and rescue service and with dentists in Bromsgrove is slightly lower than the county average (by eight and five percentage points respectively), as the following chart shows.

Satisfaction with local services, including council: Comparator analysis

Q Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area?



Ipsos MORI Base: All valid responses



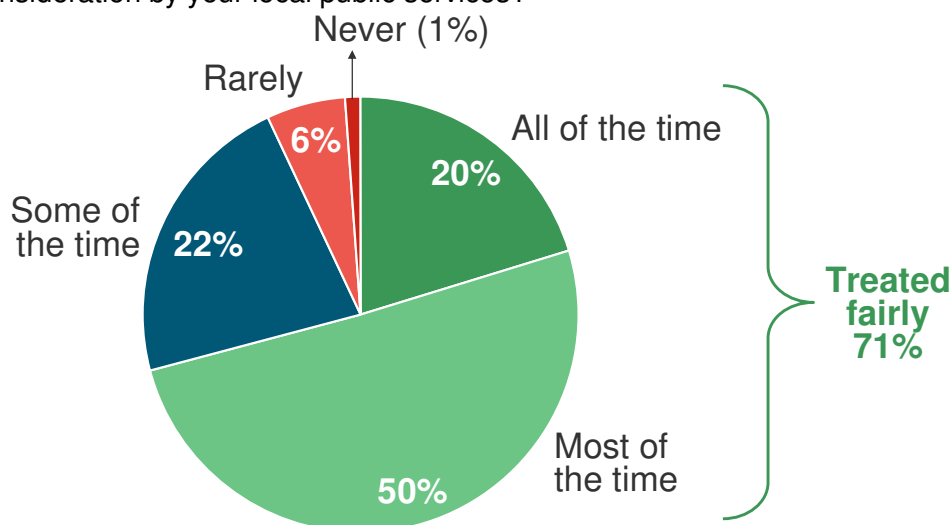
Local public services – respect and consideration

The degree to which people say they have been treated with respect and consideration by local public services forms one of the new national indicators (NI 140). Local authorities and their partners want to narrow the gap between perceptions of different groups in the community.

Bromsgrove's score for NI 140 – the percentage saying they are treated with respect and consideration by public services all or most of the time – is 70.8%. Just 8% say they are rarely or never treated fairly by public services.

Treated with respect and consideration by local public services (NI 140)

Q In the last year would you say that you have been treated with respect and consideration by your local public services?



Ipsos MORI Base: All valid responses (923)



Perceptions of treatment by public services change with age – those aged 65 and over are most positive (76% treated fairly), while those aged 18-34 are more critical (53% treated fairly). Women are also more likely to feel treated fairly than men (78% versus 64%).

Being treated with respect and consideration by local public services appears to influence people's views of the council – those who feel the council provides value for money also tend to be those who think they are fairly treated all or most of the time (92% treated fairly), as do those satisfied with the council overall (90% treated fairly).

Looking at the following chart, although Bromsgrove has a lower NI 140 score than Worcestershire overall and compared to the Ipsos MORI District average, these are not statistically significant differences.

Treated with respect and consideration by local public services: Comparative data

Q In the last year would you say that you have been treated with respect and consideration by your local public services?

■ % All of time/ most of time ■ % Rarely/ never



Ipsos MORI Base: All valid responses (923)



9. Council services

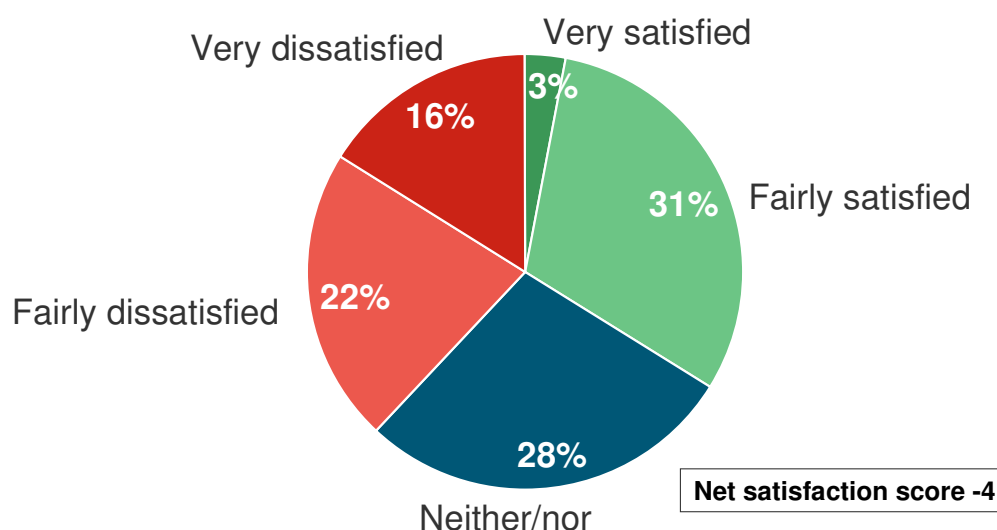
Satisfaction with council

A greater proportion of residents are dissatisfied with Bromsgrove District Council than are satisfied (38% versus 34%), while a further 28% are neutral.

As mentioned, satisfaction with the council falls behind satisfaction with other local public services, such as GPs (84%), hospitals (64%), dentists (54%), fire services (45%) and the Police (45%) although this gap is consistent with other local authorities.

Satisfaction with Council

- Q Taking everything into account, how satisfied or dissatisfied are you with the way Bromsgrove District Council runs things?



Ipsos MORI Base: All valid responses (1057)

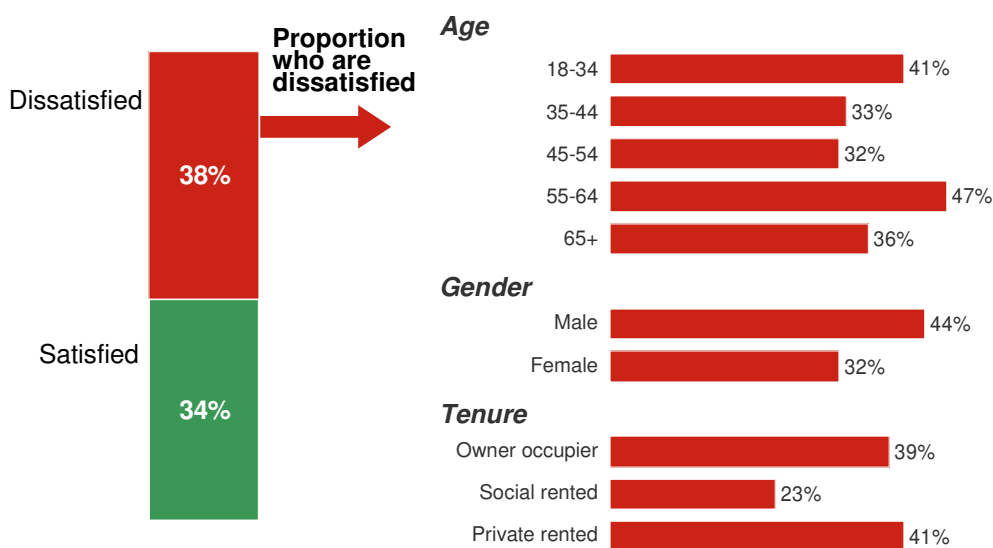


From the chart below, we can see that dissatisfaction with the council is higher among men than women (44% versus 32%) and is greatest among 55-64 year olds (47%). By contrast, those most likely to be satisfied are those renting socially (48%²⁰), those aged 65 and over (41%) and women (40%).

²⁰ Indicative finding: low base (78).

Dissatisfaction with Council: Subgroup analysis

Q Taking everything into account, how satisfied or dissatisfied are you with the way Bromsgrove District Council runs things?



Ipsos MORI Base: All dissatisfied (385)

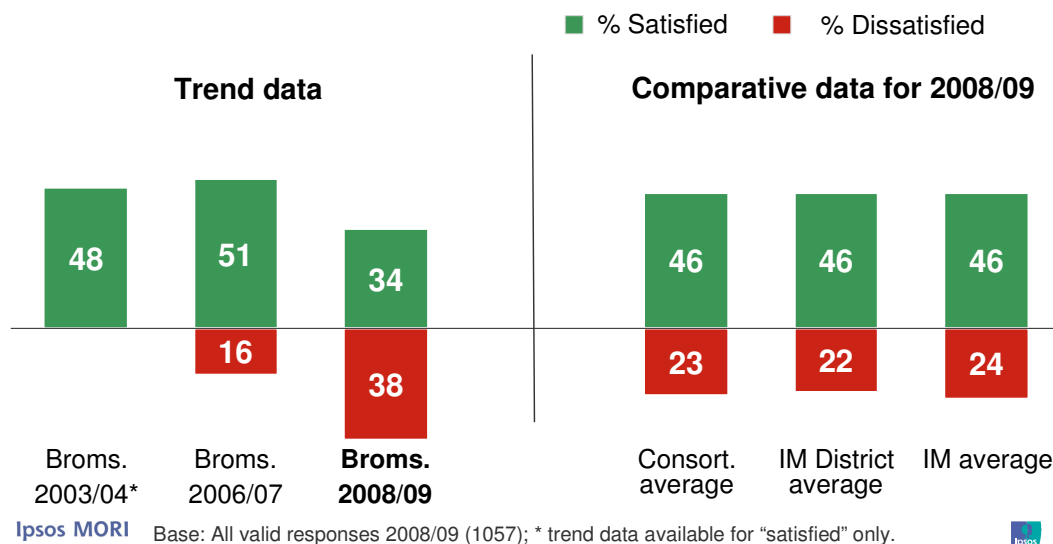


Getting value for money and feeling informed appear to be strong drivers of satisfaction with the council. Among those who feel the council provides value for money, nine in ten (90%) are satisfied and just 4% are dissatisfied. Six in ten (61%) of those who feel informed about public services in Bromsgrove are satisfied with the council.

As the following chart illustrates, satisfaction ratings for Bromsgrove have fallen considerably since 2003/04 (by 14 percentage points). It is important to stress here that – based on the results of local authorities that Ipsos MORI has worked with – overall satisfaction ratings of Councils have fallen quite markedly in the majority of cases, so Bromsgrove is by no means unique in this regard. However, it does perform poorly compared to the county average (34% versus 46%) and Ipsos MORI District average (46%).

Satisfaction with council: Contextual data

Q Taking everything into account, how satisfied or dissatisfied are you with the way Bromsgrove District Council runs things?



Value for money

A key driver of the reputation of all councils is whether or not residents believe they get value for money. Ipsos MORI has found that this has a much stronger relationship with overall satisfaction than actual council tax levels overall – and is based in part on how well a council demonstrates (and communicates) to the community what it provides for taxpayers' money.

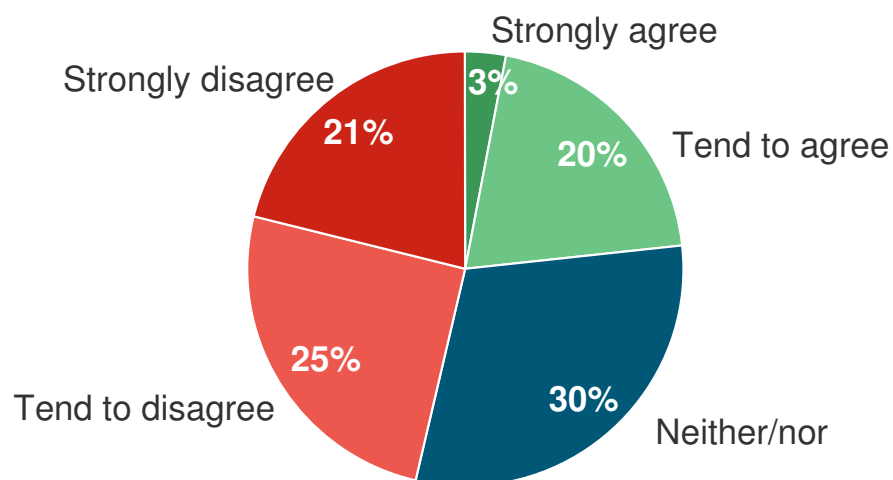
While 24% of people agree that Bromsgrove District Council provides value for money, 46% disagree with this, with one in five (21%) strongly disagreeing.

Those aged 55-64 are most likely to disagree (52%), while men are far more likely to disagree than women (51% versus 40%).

Residents who feel they are able to influence local decisions are more likely to agree they get value for money (49% agree), as are those who feel informed about local public services (48% agree).

Value for money

Q To what extent do you agree or disagree that Bromsgrove District Council provides value for money?



Net agree score -22

Ipsos MORI Base: All valid responses (1020)

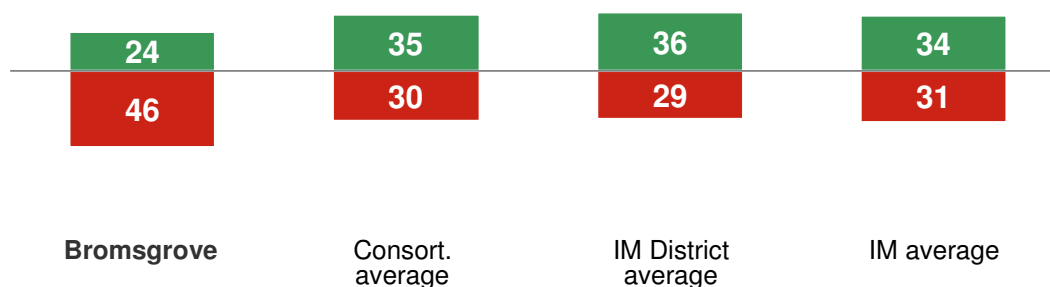


As with the overall council satisfaction score, Bromsgrove performs worse than average for Worcestershire (24% versus 35%) and for the Districts surveyed by Ipsos MORI (36%) in terms of delivering value for money.

Delivering value for money: Comparative data

Q To what extent do you agree or disagree that Bromsgrove District Council provides value for money?

■ % Agree ■ % Disagree



Ipsos MORI Base: All valid responses (1020)



Support for older people

The Place Survey asked residents for their views on whether older people in the locality are getting the support and services they need to live independently, to inform a new national indicator (NI 139).

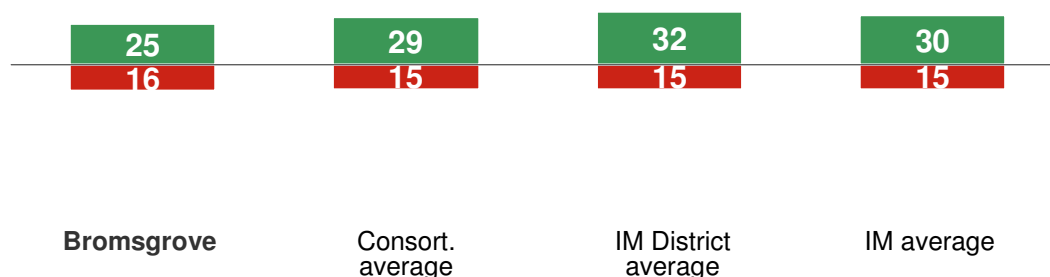
One in four residents feels that older people get the support they need to continue living at home. This gives Bromsgrove a NI 139 score of 25.1%²¹, which is somewhat lower than the Worcestershire average (29%).

Nevertheless, among those aged 65 and over, the proportion that feels older people get the support they need to live independently rises to 37%.

Support for older people (NI 139)

Q In your opinion, are older people in your local area able to get the services and support they need to continue to live at home for as long as they want to?

■ % Yes ■ % No



Ipsos MORI Base: All valid responses (1092). Note: 'don't knows' are included in the base calculations



Service satisfaction

Residents were asked to rate a range of local services, specifically cultural and recreational, environmental and local transport services. Where available, comparisons with the BVPI results enable us to track change in satisfaction with these services over time.

²¹ It should be noted that the base for this question includes 'don't knows'.

In general, satisfaction with cultural, recreational and environmental services has fallen since 2006/07, with most now performing below the Worcestershire average. Satisfaction with transport services also tends to fall below that for Worcestershire overall.

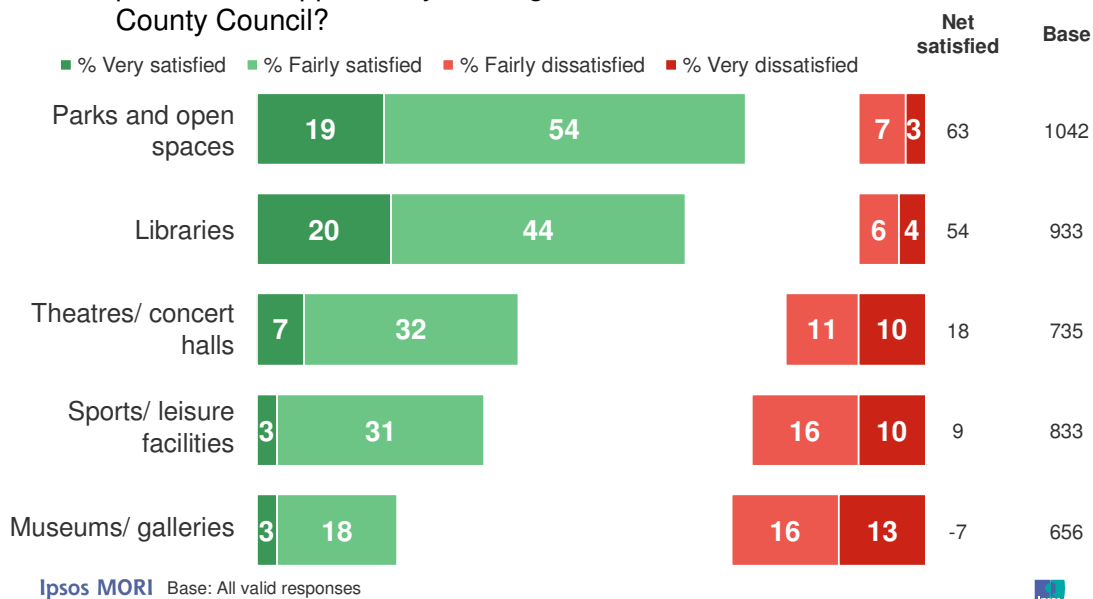
A full set of trend and comparator data for satisfaction with local services can be found in appendix 5.

Satisfaction with culture and recreation

While the majority of residents are satisfied with parks and open spaces (73%) and libraries (64%), far fewer are satisfied with theatres/concert halls (39%), sports and leisure facilities (34%) and museums/galleries (21%). There is however a low proportion of users for theatres/concert halls (7%) and museums/galleries (3%).

Satisfaction with culture and recreation

Q How satisfied or dissatisfied are you with each of the following services provided or supported by Bromsgrove District Council and Worcestershire County Council?



Since 2006/07 satisfaction with cultural and recreational services has declined. This is most notable for sports facilities, where satisfaction has fallen by 19 percentage points in the past year. An exception to this trend is theatres/concert halls, where satisfaction has increased by six percentage points, though this remains considerably below the county average (50%).

Satisfaction with environmental services

As the chart below illustrates, the majority is satisfied with environmental services provided by Bromsgrove District Council. Residents are most satisfied with local tips and recycling centres (71%) and least satisfied with efforts to keep public land clear of litter (57%).



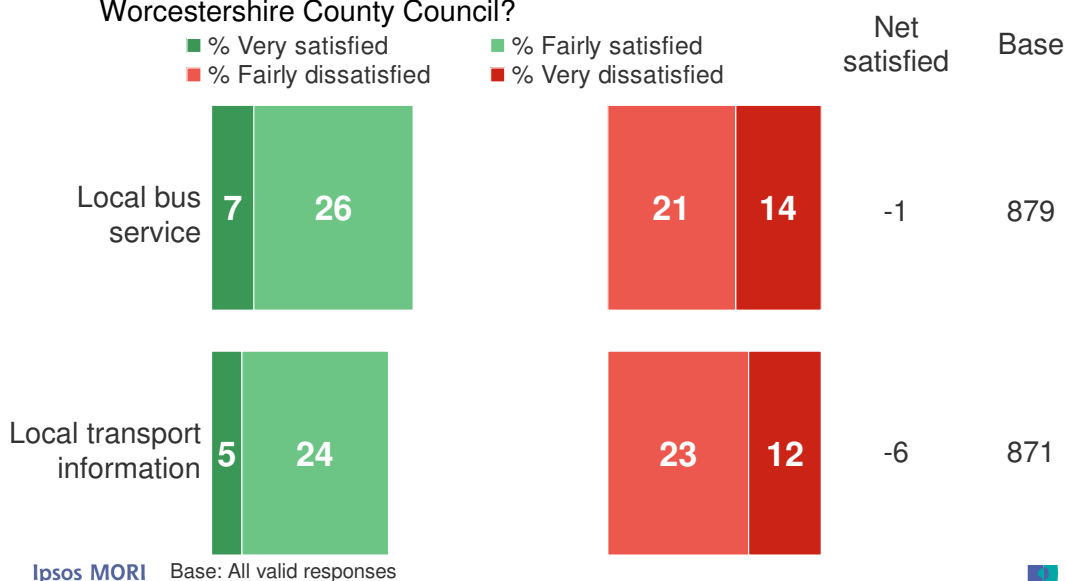
Satisfaction with refuse collection appears to have fallen consistently since 2003/04 (down 12 percentage points). Residents in Bromsgrove are also slightly more critical than the average county resident of refuse collection (20% versus 17% dissatisfied), doorstep recycling (19% versus 15% dissatisfied) and of local tips and recycling centres (12% versus 9% dissatisfied).

Satisfaction with local transport

As we can see from the chart below, 34% are satisfied with their local bus service, while just 29% are satisfied with local transport information. In each case, a greater proportion of people are dissatisfied (35% for each).

Satisfaction with local transport

Q How satisfied or dissatisfied are you with each of the following services provided or supported by Bromsgrove District Council and Worcestershire County Council?



Satisfaction is below the Worcestershire average for both the local bus service (by eight percentage points) and for local transport information (by seven percentage points).

Service usage

Residents were also asked about the frequency with which they use a number of council services.

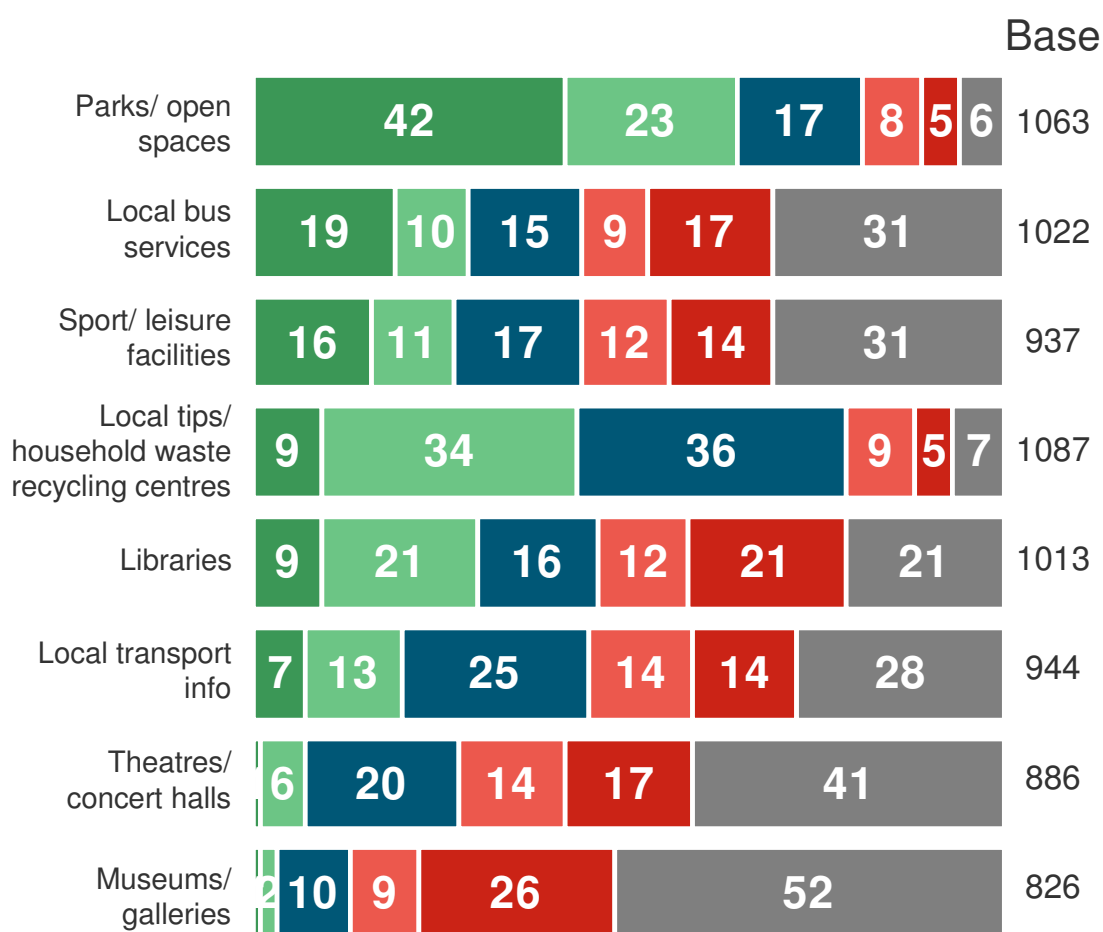
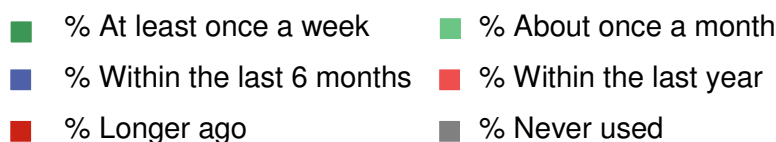
As the chart below demonstrates, parks and open spaces, and the local bus service are among the most regularly accessed council services in Bromsgrove (42% and 19% use these once a week respectively). As might be expected, the least used local services are theatres/concert halls and museums/galleries (1% use these each over the same period).

The biggest users of bus services tend to be those who rent socially (76%²² are users) and older people (62% of those aged 65 and over are users). Conversely, the greatest users of parks and of sports facilities tend to be young people (97% and 71% of 18-34 year olds are users respectively).

²² Indicative finding: low base (77).

Service usage

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council?



Ipsos MORI

Base: All valid responses



Usage has increased since 2006/07 of both parks and open spaces (by eight percentage points) and sports and leisure facilities (by five percentage points). Residents in Bromsgrove also make greater use of parks than the Ipsos MORI District

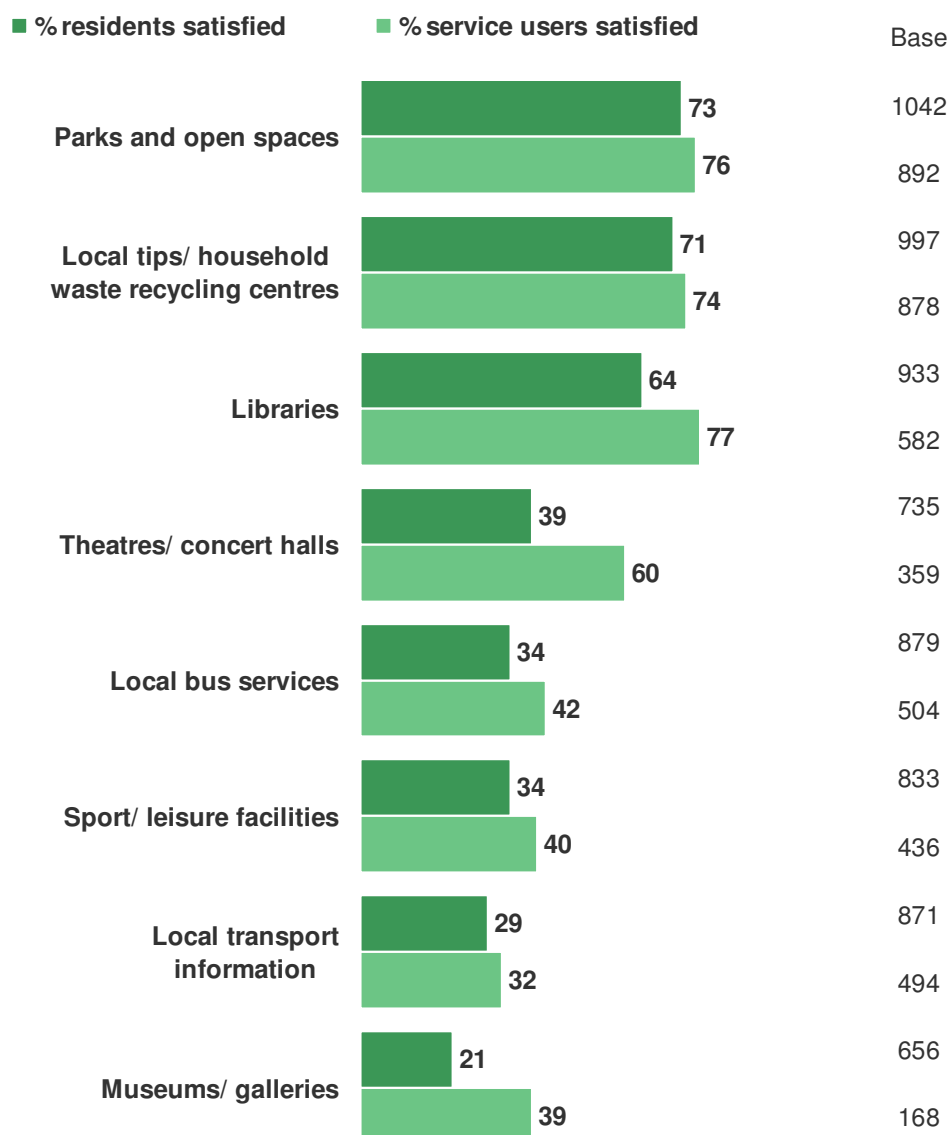
average (65% versus 61%). A full set of trend and comparator data for service usage can be found in appendix 5.

Service usage vs. satisfaction

In Ipsos MORI's experience, service users are generally more satisfied with services, and with the council itself, than non service users. Looking at the following chart, this is most evident with the cultural and recreational services that have fewer users overall, such as libraries, theatres/concert halls and museums/galleries. However, those who use local buses also seem to be more satisfied with the service than those who do not.

Satisfaction: residents overall vs. service users

Q How satisfied or dissatisfied are you with each of the following services provided or supported by Bromsgrove District Council and Worcestershire County Council?



Base: All valid responses

Service users defined as all who have used service in past 12 months at Q9

Ipsos MORI



Appendices

Appendix 1: Methodology

This appendix provides a detailed description of the methodology used for the Place Survey.

A postal self-completion methodology was prescribed by CLG for all 2008/09 Place Surveys.

Sampling

The sampling frame set out by the Audit Commission and Communities and Local Government (CLG) is the small-user Postcode Address File (PAF). As the government wishes to be able to compare results across local areas, it specified that data on all of the indicators must be collected using the principle of random selection. This meant that each of the residents in the sampling frame should have an equal, calculable and non-zero probability of being selected to receive a questionnaire.

CLG and the Audit Commission required a minimum of 1,100 returns to the questionnaire. Based on previous research conducted in the District (and knowledge of response rates to the BVPI surveys), Ipsos MORI selected a random sample of 2,500 addresses from the PAF file supplied by the Audit Commission in order to meet the 1,100 responses required.

The questionnaire

The new Place Survey questionnaire was designed and piloted by Ipsos MORI and CLG in early 2008. The resulting questionnaire 'template' comprised of a combination of questions which: i) would allow CLG and the Audit Commission to accurately measure the 18 citizen perspective national indicators collected through the survey, and ii) would measure levels of satisfaction and perceptions about other service and quality of life matters of interest to local authorities and their partners.

As a result, the questionnaire comprised of a mix of questions previously asked on the BVPI General User Satisfaction Survey (to allow for performance tracking against previous waves of the BVPI surveys), and new questions (some of which were drawn from national surveys such as the Citizenship Survey). A series of standard 'demographic' questions was also asked to enable results to be analysed by key demographic groups (e.g. male versus female, age and ethnic group), to assess the

level of engagement with the survey from different members of the community, and to weight the data by demographic characteristics (see later section).

Altering the wording of questions or omitting questions was prohibited since it would reduce the ability to make comparisons with other local authorities using the same questionnaire.

To meet the requirements of the Data Protection Act, CLG and the Audit Commission specified that a covering letter stating the purpose for which the data was being collected must be sent with each questionnaire. The wording used in the covering letter was derived from CLG and Audit Commission guidance, although this was amended slightly to reflect the requirements of Bromsgrove District Council. It was not possible to personally address letters to a named resident of the household as the PAF was the sampling frame used. Letters were therefore addressed to “Dear local resident”. As the target population specified is all adult local authority residents (aged 18 and over) the questionnaire asked that only someone aged 18 or over completed it.

A number of steps were taken in order to encourage a good response rate to the survey. The guidance stipulated that “authorities should take all reasonable steps to maximise their response rates”:

- The front page of each questionnaire was branded with the logos of Bromsgrove District Council, “Building Pride” and Ipsos MORI, and contained a covering letter from Kevin Dicks (Acting Joint Chief Executive, Bromsgrove District Council) and Trish Haines (Chief Executive, Worcestershire County Council).
- Details of the dedicated Ipsos MORI Place Survey Helpdesk were provided with the covering letter. Respondents were able to ask questions and request a large print questionnaire through the telephone and e-mail Helpdesk. In some instances questionnaires were conducted over the telephone in English where respondents were unable to complete a written questionnaire (in accordance with the Place Survey guidance).
- In order to encourage response from Black and Minority Ethnic (BME) communities, information was provided with the questionnaire in local community languages, which set out how residents whose first language was not English could take part in the survey. These respondents were either invited to complete a translated version of the questionnaire or – where this was not available in their

particular community language – a trained Ipsos MORI interviewer carried out the survey over the telephone in the relevant language.

- In line with the guidance, two reminder mailings of the questionnaire were also sent out to those residents who had yet to respond to the survey. The covering letter was adjusted to reflect the fact that it was a reminder, whilst still meeting data protection requirements.
- All questionnaires were distributed through the UK Royal Mail postal system. In addition, respondents were required to return their completed questionnaires using the pre-paid envelope provided with the questionnaire.

Fieldwork

The guidance required that fieldwork for the surveys take place between 29 September and 19 December 2008. Local authorities were required to commence mailing out the initial questionnaire and covering letter from the 25 September, and reminder mailings from the 15 October 2008.

For Bromsgrove, the breakdown in mailings was as follows:

- The first mailing was sent to 2,500 addresses on 25 September 2008.
- A second mailing to 1,913 addresses (or 77% of the original sample) was sent on the 29 October 2008.
- The third and final mailing was sent to 1,596 addresses (or 64% of the original sample) on the 20 November 2008.

Fieldwork was finally closed on the 19 December, as per the guidance.

Survey Management System (SMS)

Returned questionnaires were booked in on a daily basis. The number of valid and void returns – known as ‘deadwood’ (e.g. those not completed because they were sent to derelict, demolished, business or vacant addresses) - was recorded in the Ipsos MORI Survey Management System. This allowed for the daily calculation and monitoring of response rates, and to ensure that reminder mailings were not sent to deadwood addresses. The use of the SMS also helped to ensure that only households who had not returned a completed questionnaire would be sent a reminder.

Data processing and upload

All questionnaires returned by respondents were processed through a scanning and manual verification procedure, enabling a more reliable and faster turnaround time than manual data entry.

Unweighted data was then provided in the data and metadata templates supplied by the Audit Commission. These were submitted to the Audit Commission for weighting. Weighted data was then returned from the Audit Commission for subsequent analysis.

Response rates and sample profile

A maximum +/- 3 percentage points at the 95 per cent confidence level is required to calculate the national indicators collected in the Place Survey. With this in mind, CLG and the Audit Commission required each local area to achieve a minimum sample size of 1,100 completed Place Survey questionnaires. The achieved sample size is based on the total number of respondents to the survey as a whole, and not the number of respondents to individual questions. (The lowest number of responses to achieve this level of confidence for each question is 808.)

Further guidance on statistical reliability is provided in [Appendix 2](#).

The **overall unadjusted response rate**²³ achieved from the main sample was **46%** – representing 1,147 returned questionnaires from an original sample of 2,500 addresses.

The **overall adjusted response rate**, removing incomplete responses and all non-effective addresses, achieved from the main sample was **46%** – representing 1,147 valid questionnaires from an effective sample of 2,484 addresses (16 non-effective addresses).

The methodology summary in the main body of this report sets out how the response rate for Bromsgrove District Council compares to other councils.

²³ The unadjusted response rate does not allow for invalid or business addresses, vacant properties, etc. which will be an element of any sample drawn from the Postal Address File, as well as incomplete responses. The adjusted response rate does take these into account however.

Weighting

As well as maximising the response rate overall it is also important, particularly when analysing survey responses, to consider how the responses received compare with the local population as a whole. As noted previously, if certain groups in the survey are under-represented, it may generate results which are not representative of the wider population.

CLG and Audit Commission guidance outlines weighting as a way of tackling the issue of over- and under-representation of certain demographic groups in the sample. Therefore, to generate results which would be more representative, data was weighted by the Audit Commission using a standard weighting scheme.

Weighting was applied by CLG's data processing supplier, Cobalt Sky. The appropriate weight for each individual respondent contained in the dataset was applied after submission of the raw unweighted data to the Audit Commission.

The principles of the weighting scheme used are available on the Place Survey website. In the first instance, data was weighted by sex, age and ethnicity to the known profile of the Borough, as recorded in the 2006 Census mid-year population estimates²⁴, and then by a further weight to adjust for household size.

Ensuring quality

Ipsos MORI places great emphasis on quality assurance and associated policies, and on data protection. The quality of data is assured through checks embedded in the scanning process. The software used is set up to only accept valid responses. With all tick box information, the confidence or tolerance of the scanning software is set at a tested level and anything outside this confidence level is filtered through to a human verification process. In the verification process any questionable responses are highlighted and subsequently confirmed or corrected. All responses which contain text were also sent for verification.

In addition, all data outputs were given thorough checks by both the Ipsos MORI data analysts and research executive teams.

²⁴ Gender, age and ethnicity figures based on ONS 2006 sub national population projections; the data is an interpolation between the projections for mid-2008 and mid-2009.

Confidence intervals

The base size – i.e. the number of respondents providing a valid response – was different for each question answered in the Place Survey. On the basis of all respondents who answered each question (as specified by CLG and the Audit Commission), and assuming that the confidence interval is unaffected by the survey response rate, the overall margin of error for this survey therefore ranges from +/- 1.8% to +/- 4.1%. The specific margin of error for each national indicator measured through the survey is set out in the following table. Further explanation about confidence intervals is provided in Appendix 2.

| National indicator | Indicator | Base size | Confidence Interval |
|--------------------|--|-----------|---------------------|
| NI1 | % of people who believe people from different backgrounds get on well together in their local area | 722 | +/- 2.8% |
| NI2 | % of people who feel that they belong to their neighbourhood | 1,093 | +/- 2.9% |
| NI3 | Civic participation in the local area | 996 | +/- 2.2% |
| NI4 | % of people who feel they can influence decisions in their locality | 966 | +/- 2.7% |
| NI5 | Overall/ general satisfaction with the local area | 1,126 | +/- 2.3% |
| NI6 | Participation in regular volunteering | 1,021 | +/- 2.6% |
| NI17 | Perceptions of anti-social behaviour | 1,092 | +/- 1.9% |
| NI21 | Dealing with local concerns about anti-social behaviour and crime issues by the local council and police | 1,062 | +/- 2.7% |
| NI22 | Perceptions of parents taking responsibility for the behaviour of their children in the area | 1,039 | +/- 2.8% |
| NI23 | Perceptions that people in the area treat one another with respect and consideration | 1,023 | +/- 2.7% |
| NI27 | Understanding of local concerns about anti-social behaviour and crime issues by the local council and police | 1,085 | +/- 2.7% |
| NI37 | Awareness of civil protection arrangements in the local area | 1,106 | +/- 1.8% |
| NI41 | Perceptions of drunk or rowdy behaviour as a problem | 976 | +/- 2.6% |
| NI42 | Perceptions of drug use or drug dealing as a problem | 822 | +/- 2.6% |
| NI119 | Self-reported measure of people's overall health and wellbeing | 1,103 | +/- 2.3% |
| NI138 | Satisfaction with people over 65 with both home and neighbourhood | 371 | +/- 5.0% |
| NI139 | The extent to which older people receive the support they need to live independently | 1,092 | +/- 2.6% |
| NI140 | Fair treatment by local services | 923 | +/- 3.0% |

It is important to note that the above confidence interval calculations relate only to samples that have been selected using strict random probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to the Place Survey and the sampling approach used.

Appendix 2: Guide to statistical reliability

The residents who took part in the Place Survey are only a sample of the total "population" of residents in the District, so we cannot be certain that the figures obtained are exactly those that would have been reached were everyone had responded (the "true" values). We can, however, predict the variation between the sample results and the "true" values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range. The following illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval":

| Size of sample on which survey result is based | Approximate sampling tolerances applicable to percentages at or near these levels | | |
|--|---|------------|-------|
| | 10% or 90% | 30% or 70% | 50% |
| | \pm | \pm | \pm |
| 100 responses | 6 | 9 | 10 |
| 200 responses | 4 | 6 | 7 |
| 500 responses | 3 | 4 | 4 |
| 1,000 responses | 2 | 3 | 3 |
| 1,147 responses | 2 | 3 | 3 |

For example, with a sample size of 1,000 where 30% give a particular answer, the chances are, 19 in 20 that the "true" value (i.e. the one which would have been obtained if the whole population had been interviewed) will fall within the range of ± 3 percentage points from the survey result (i.e. between 27% and 33%).

When results are compared between separate groups within a sample (e.g. males versus females), different results may be obtained. The difference may be "real," or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is "statistically significant" - we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we once again assume a "95% confidence interval", the differences between the results of two separate groups must be greater than the values given in the following table:

| Size of sample on which survey result is based | Differences required for significance at or near these percentage levels | | |
|--|--|-----------------|----------|
| | 10% or 90% ± | 30% or 70% ± | 50% ± |
| 100 vs. 100 | 8 | 13 | 14 |
| 200 vs. 200 | 6 | 9 | 10 |
| 500 vs. 500 | 4 | 6 | 6 |
| 500 vs. 1,000 | 3 | 5 | 5 |

It is important to note that, strictly speaking, the above confidence interval calculations relate only to samples that have been selected using strict probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to the Place Survey and the sampling approach used.

Appendix 3: Marked up questionnaire

A marked-up questionnaire has been provided as an attached, separate document to this report.

Appendix 4: Council service satisfaction and usage – trend and comparator analysis

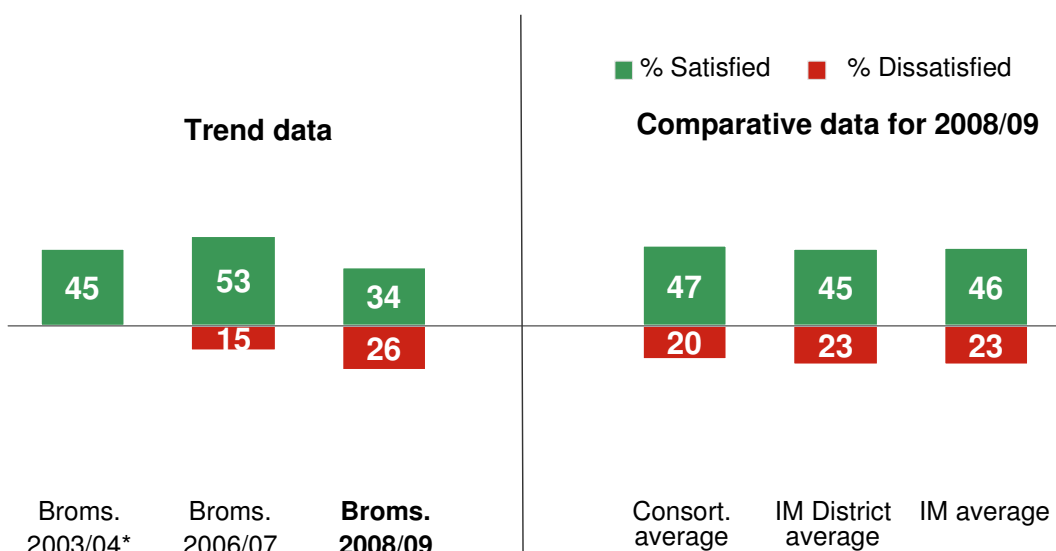
Additional charts have been produced to provide more details on service satisfaction and usage, including how the area compares to others, and how perceptions have changed over time.

Culture and recreation

Sports and leisure

Sports and leisure: Contextual data

Q How satisfied or dissatisfied are you with... sport/ leisure facilities?



Ipsos MORI Base: All valid responses 2008/09 (833); * trend data available for "satisfied" only.

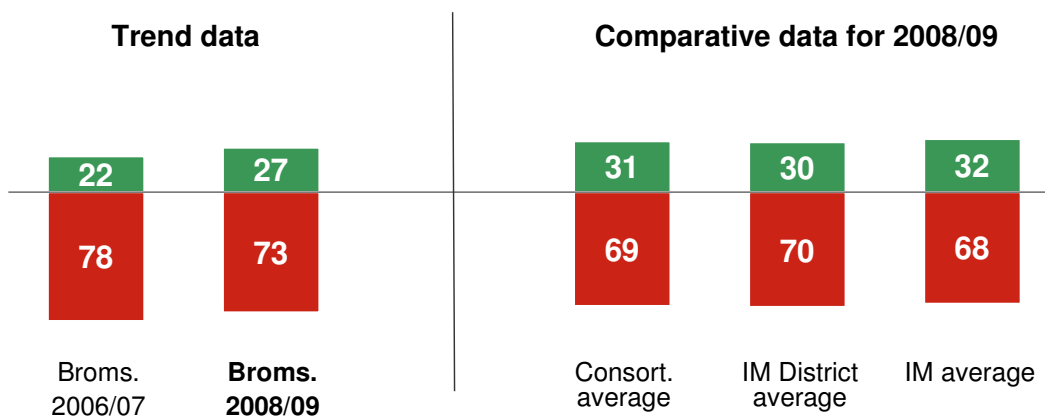


Sports/ leisure facilities usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council

Sports/ leisure facilities

■ % At least once a month ■ % Less than once a month/ never used



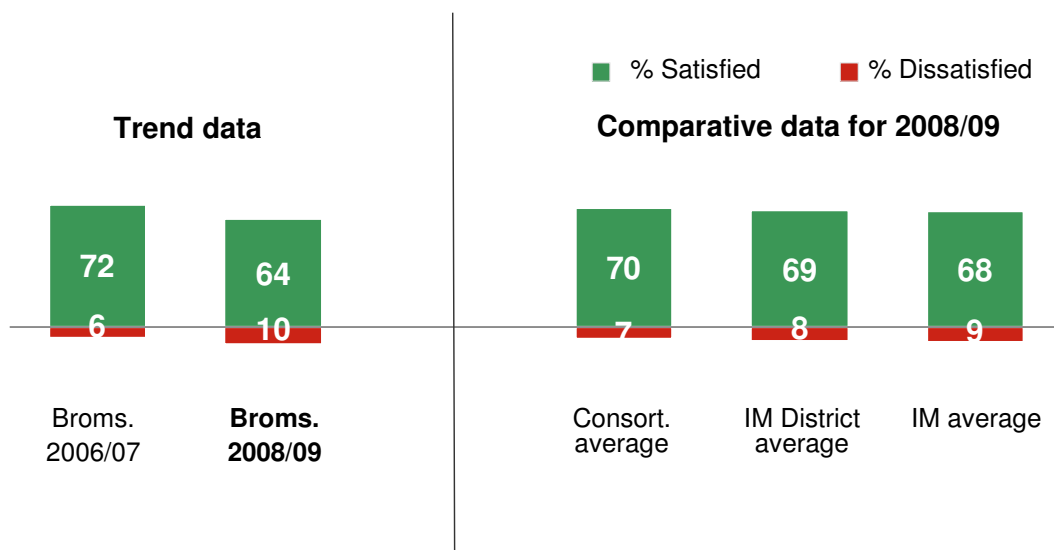
Ipsos MORI Base: All valid responses 2008/09 (937)



Libraries

Libraries: Contextual data

Q How satisfied or dissatisfied are you with... libraries?



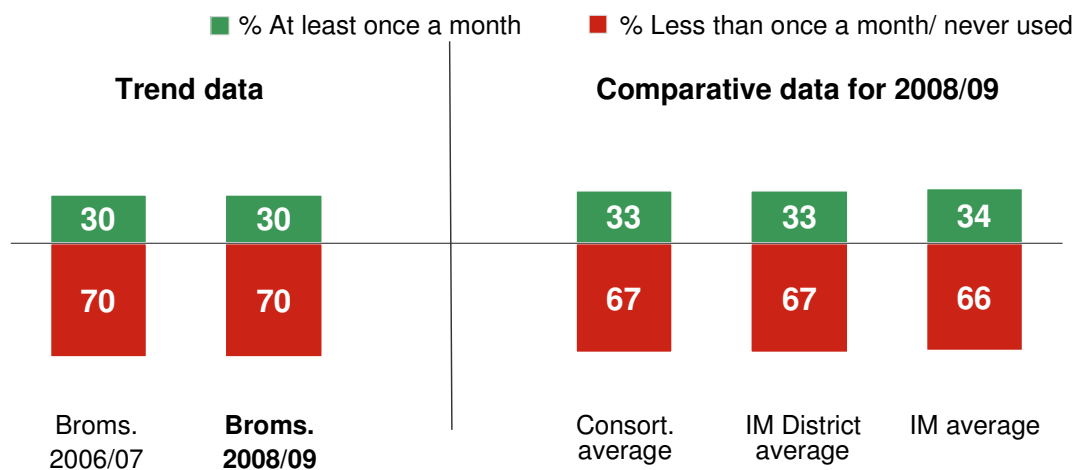
Ipsos MORI Base: All valid responses 2008/09 (933)



Libraries usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council

Libraries



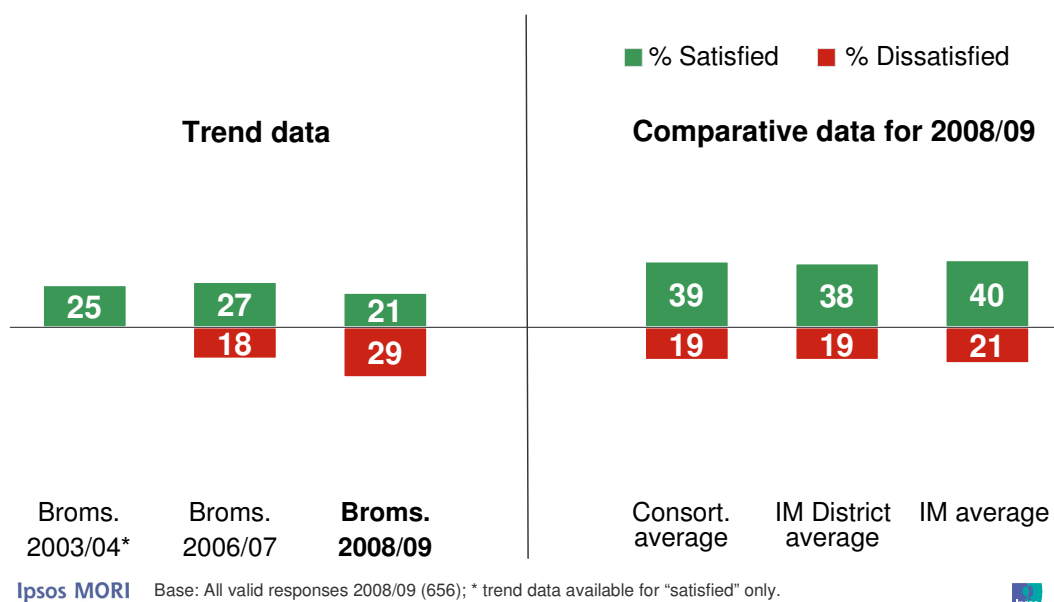
Ipsos MORI Base: All valid responses 2008/09 (1013)



Museums/ galleries

Museums/ galleries: Contextual data

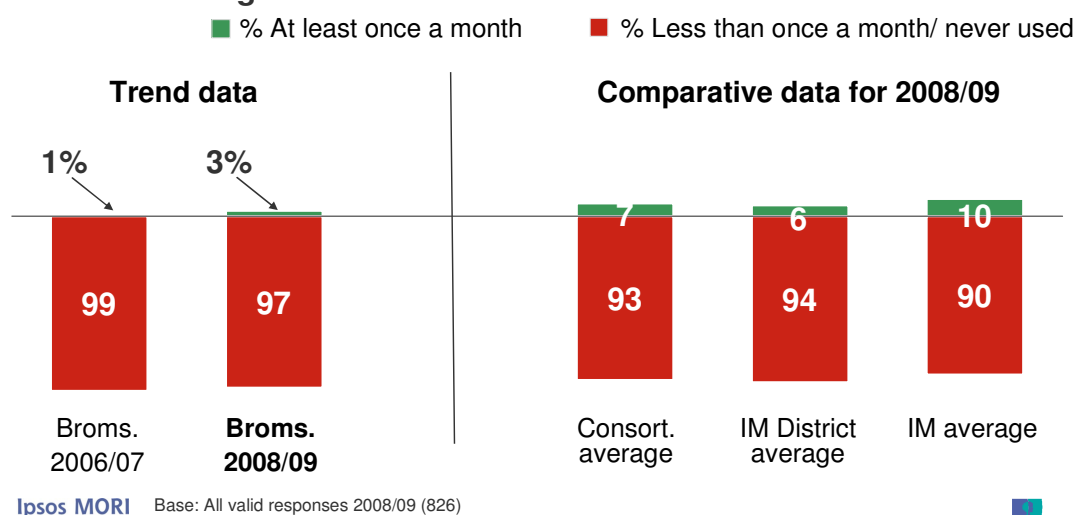
Q How satisfied or dissatisfied are you with... museums/ galleries?



Museums/ galleries usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council

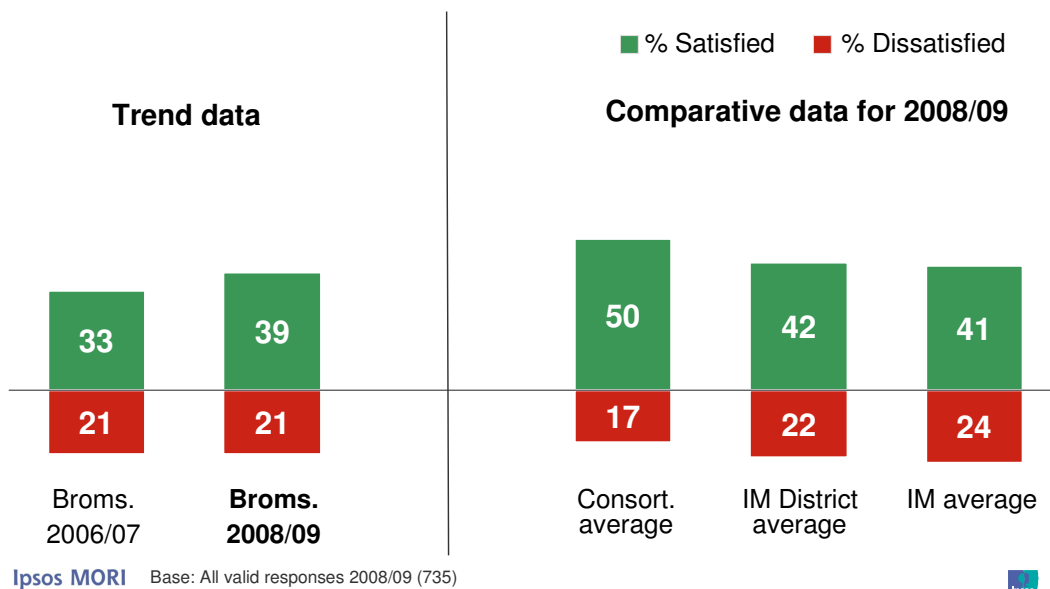
Museums/ galleries



Theatres/ concert halls

Theatres/ concert halls: Contextual data

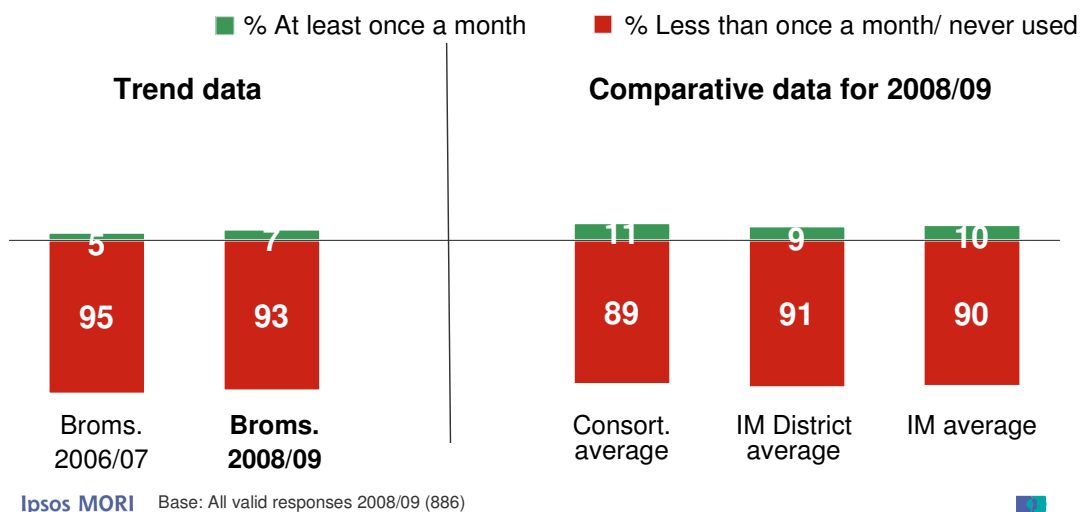
Q How satisfied or dissatisfied are you with... theatres/ concert halls?



Theatres/ concert halls usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council

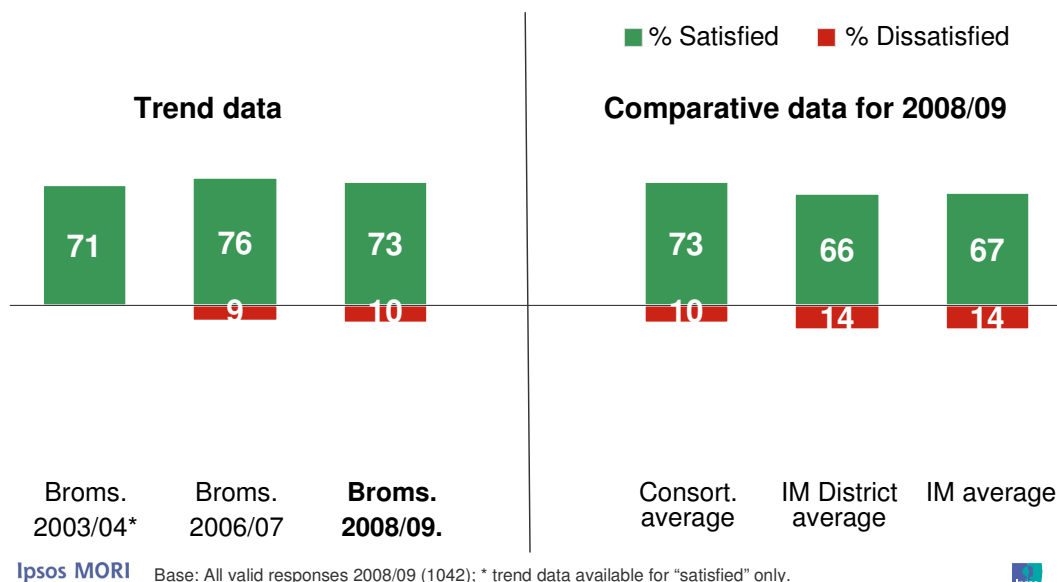
Theatres/ concert halls



Parks and open spaces

Parks and open spaces: Contextual data

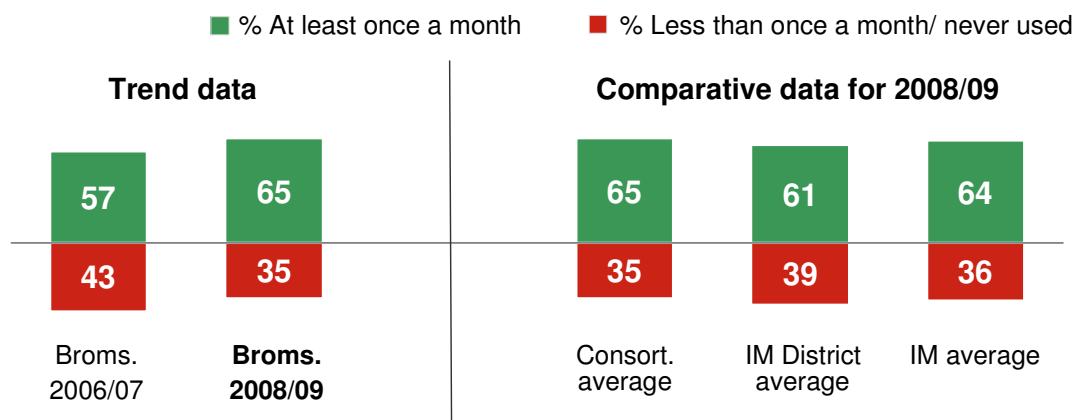
Q How satisfied or dissatisfied are you with... parks and open spaces?



Parks and open spaces usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council

Parks and open spaces

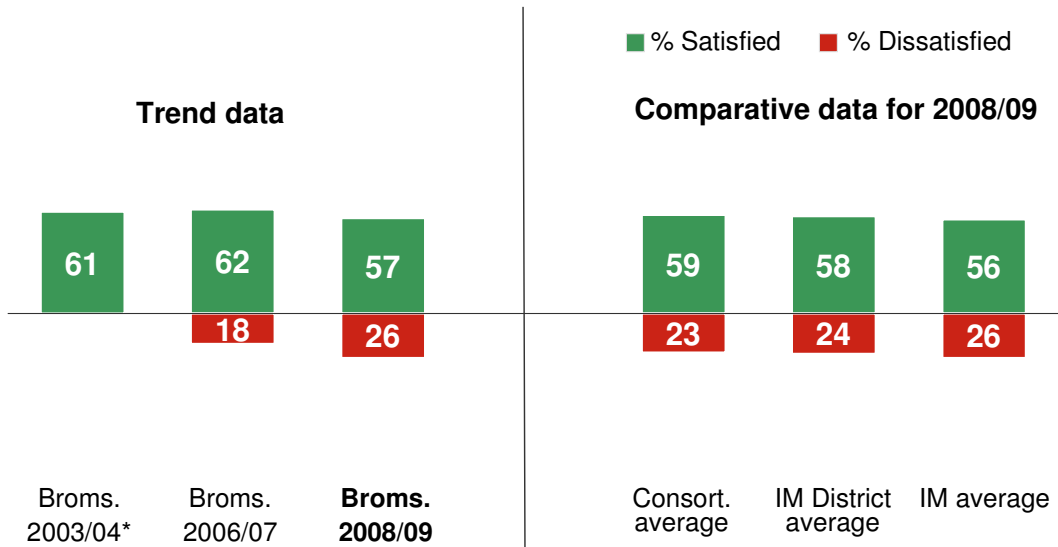


Ipsos MORI Base: All valid responses 2008/09 (1063)

Satisfaction with environmental services

Keeping land clear: Contextual data

Q How satisfied or dissatisfied are you with... keeping public land clear of litter and refuse?



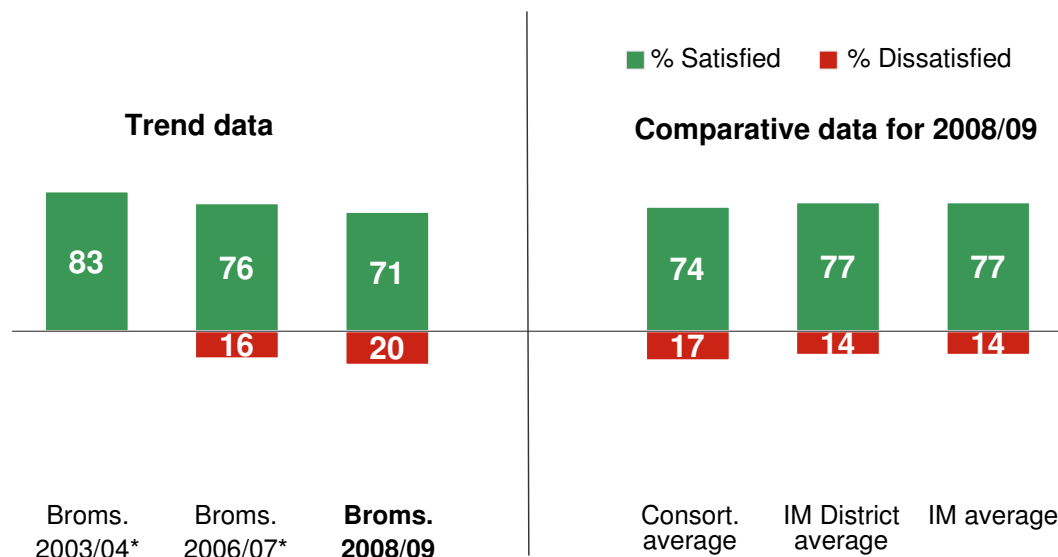
Ipsos MORI

Base: All valid responses 2008/09 (1088); * trend data available for "satisfied" only.



Refuse collections: Contextual data

Q How satisfied or dissatisfied are you with... refuse collection?



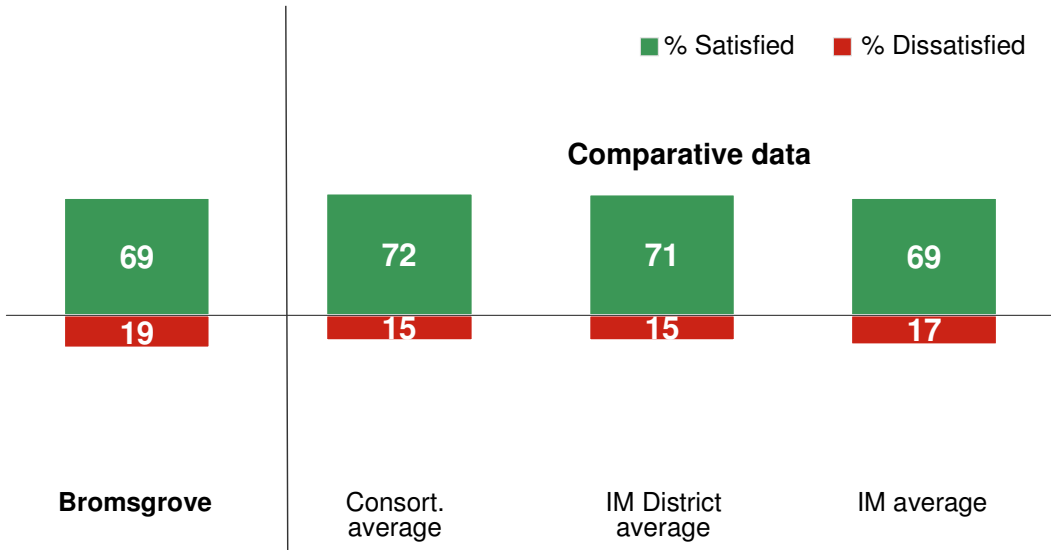
Ipsos MORI

Base: All valid responses 2008/09 (1126); * trend data available for "satisfied" only.



Doorstep recycling: Contextual data

Q How satisfied or dissatisfied are you with... doorstep recycling?

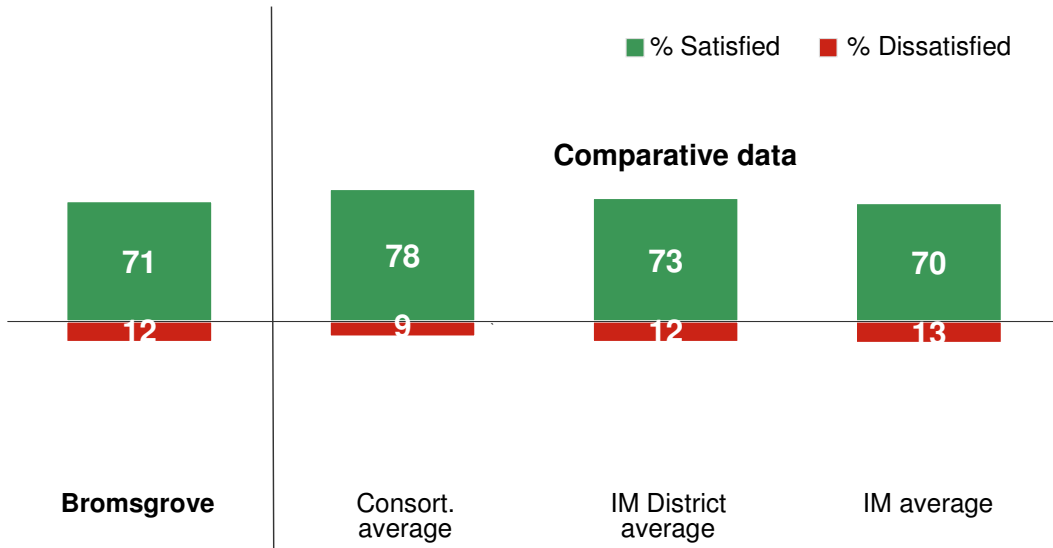


Ipsos MORI Base: All valid responses (1041)



Local tips/ recycling centres: Contextual data

Q How satisfied or dissatisfied are you with... local tips/ household waste recycling centres?



Ipsos MORI Base: All valid responses (997)



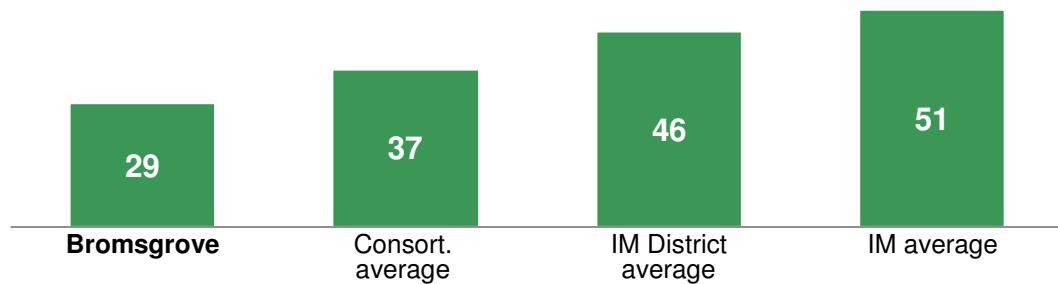
Local transport

Local transport information: Contextual data

Q How satisfied or dissatisfied are you with... local transport information?

■ % Satisfied

Comparative data for 2008/09



Ipsos MORI Base: All valid responses (871)

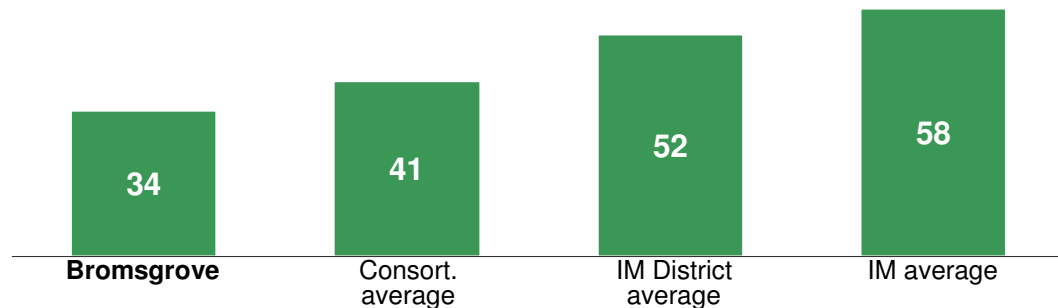


Local bus services: Contextual data

Q How satisfied or dissatisfied are you with... local bus services?

■ % Satisfied

Comparative data for 2008/09



Ipsos MORI Base: All valid responses (879)



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Agenda Item 7

BROMSGROVE DISTRICT COUNCIL

PERFORMANCE MANAGEMENT BOARD

21 SEPTEMBER 2009

JULY (PERIOD 4) PERFORMANCE REPORTING

| | |
|------------------------------|--|
| Responsible Portfolio Holder | Cllr Roger Hollingworth, Leader of the Council |
| Responsible Head of Service | Hugh Bennett, Assistant Chief Executive |
| Non Key Decision | |

1. SUMMARY





- 1.1 To report to Performance Management Board on the Council's performance at 31 July 2009 (period 4).

2. RECOMMENDATIONS

- 2.1 That The Board notes that 43% of PIs are stable or improving.
- 2.2 That The Board notes that 63% of PI's that have a target are meeting their target as at the month end and 93% are projected to meet their target at the year end.
- 2.3 That The Board notes the performance figures for July 2009 as set out in Appendix 2.
- 2.4 That The Board notes the particular areas of improvement as summarised in section 3.4.
- 2.5 That The Board notes the PI's of particular concern as set out in section 3.5.

3. BACKGROUND

- 3.1 The full list of performance indicators due to be reported monthly is set out in **Appendix 2** where:-

| | |
|---|----------------------------------|
|  | On Target |
|  | Less than 10% from target |
|  | More than 10% from target |
|  | No target set |

| | |
|------------|---------------------------------|
| I | Performance is Improving |
| S | Performance is Stable |
| W | Performance is Worsening |
| N/a | No target set |

- 3.2 Comparisons of overall performance improvements this month to last month are shown on Appendix 1.
- 3.3 At the beginning of the year the set of corporately reported PI's was revised

to ensure they reflect current priorities and also to take account of the revised assessment methodology that the Council will be judged on under CAA. There are a total of 101 PI's in the corporate set, 34 reported monthly, 27 quarterly and 40 annually. Many of the annually reported PI's are outcome measures.

3.4 Performance worthy of particular mention is as follows:

- Sports development usages continues to perform above target
- Speed of processing benefit claims has improved again and is now significantly better than target

3.5 Performance of potential concern is as follows:

- The fact that 57% of PI's have worsening performance is, on the face of it, of potential concern, and merits further comment. Of the 17 PI's in this category, ten are still within year to date target. Of the remaining seven, two are the CCTV PI's, where figures are low due to temporary loss of 4 days data during the month, extrapolation of the figures suggests that if the data had not been lost performance would have been stable. For another PI (NI 191 – residual waste per household) figures for trade waste are not yet available (from an external source) and it is expected that when these are taken into account this indicator will be within target. So for these thirteen PI's there is no immediate cause for concern, unless performance continues to slide in future months. The remaining four PI's are:
 - vehicle crime, on which the Police are making investigations
 - two for the Customer Service Centre – resolution at first point of contact and average speed of answer. Both of these were adversely affected by the implementation of the One Serve CRM system and are expected to recover over the coming months.
 - Sickness absence, which continues to be a cause for concern and is covered in the next paragraph

Therefore, in conclusion, apart from sickness absence there is no undue cause for concern at the moment, but the overall position needs to be re-assessed next month to see if the downward trend has halted and the apparent 'one-off' issues resolved.

Sickness absence remains persistently high and significantly worse than target. A further sickness clinic was held on 23rd July, where feedback from an external sickness absence consultant confirmed that the approaches adopted by the Council thus far are consistent with national best practice. Three further actions were agreed:

1. The trigger points at which further actions take place should be amended, following consultation with the Unions. It is proposed that an employee would hit a trigger if off for 4 days over 6 months, or had 2 absences in 6 months.
2. 4/5th tier managers to receive training in conducting Return to work interviews in September 2009.
3. An 'Absence Review Forum' has been established in Street Scene

and Community in conjunction with regional and local union representatives. This forum will monitor, discuss and seek to improve absence rates at the Depot. Results will be fed back to the Sickness Absence Clinic for possible use council-wide.

4. FINANCIAL IMPLICATIONS

4.1 There are no financial implications

5. LEGAL IMPLICATIONS

5.1 There are no legal implications.

6. COUNCIL OBJECTIVES

6.1 Performance reporting & management links to the Improvement objective

7. RISK MANAGEMENT

7.1 The main risks associated with the details included in this report are:

- Data quality problems
- Poor performance

7.2 These risks are being managed as follows:

- Implementation of the Data Quality Strategy
- Robust follow up on performance issues, including performance clinics

8 CUSTOMER IMPLICATIONS

8.1 Most of the targets are customer facing and therefore impact on customer service.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 There are no implications for the Council's Equalities and Diversity Policies.

10. VALUE FOR MONEY IMPLICATIONS

10.1 Performance indicators will form part of each services VFM assessment.

11. OTHER IMPLICATIONS

| |
|---|
| Procurement Issues None |
| Personnel Issues None |
| Governance/Performance Management – Production of the performance report supports the aim of improving performance & performance management |

| | |
|--|------|
| Community Safety including Section 17 of Crime & Disorder Act 1988 | None |
| Policy | None |
| Environmental | None |

12. OTHERS CONSULTED ON THE REPORT

| | |
|---|--------------|
| Portfolio Holder | No |
| Chief Executive | Yes (at CMT) |
| Executive Director (Partnerships & Projects) | Yes (at CMT) |
| Executive Director (Services) | Yes (at CMT) |
| Assistant Chief Executive | Yes |
| Head of Service | Yes |
| Head of Financial Services | Yes (at CMT) |
| Head of Legal, Equalities & Democratic Services | Yes (at CMT) |
| Head of Organisational Development & HR | Yes (at CMT) |
| Corporate Procurement Team | Yes (at CMT) |

13. WARDS AFFECTED

All Wards.

14. APPENDICES

Appendix 1 Performance Summary for July 2009

Appendix 2 Detail Performance report for July 2009

Appendix 3 Detailed figures to support the performance report

15. BACKGROUND PAPERS

None

Contact officer

Name: John Outhwaite, Senior Policy & Performance Officer

email: j.outhwaite@bromsgrove.gov.uk

Tel: (01527) 881602

APPENDIX 1

| SUMMARY - Period 1 (April) 2009/10 | | | | | | | | |
|--|-----------|-------------------|--|-------------------|-------------------|--|-----------|-------------------|
| Monthly (April) performance | | | | Estimated Outturn | | | | |
| | No. | %age ³ | | No. | %age ³ | | No. | %age ³ |
| Improving or stable. | 14 | 52% | On target | 13 | 50% | On target | 30 | 97% |
| Declining | 13 | 48% | Missing target by less than 10% | 8 | 31% | Missing target by less than 10% | 0 | 0% |
| No data | 7 | | Missing target by more than 10% | 5 | 19% | Missing target by more than 10% | 1 | 3% |
| | | | No data ² | 8 | | No data ² | 3 | |
| Total Number of Indicators reported this period¹ | 34 | | Total Number of Indicators reported this period¹ | 34 | | Total Number of Indicators reported this period¹ | 34 | |

| SUMMARY - Period 2 (May) 2009/10 | | | | | | | | |
|--|-----------|-------------------|--|-------------------|-------------------|--|-----------|-------------------|
| Monthly (May) performance | | | | Estimated Outturn | | | | |
| | No. | %age ³ | | No. | %age ³ | | No. | %age ³ |
| Improving or stable. | 22 | 81% | On target | 19 | 73% | On target | 24 | 92% |
| Declining | 5 | 19% | Missing target by less than 10% | 6 | 23% | Missing target by less than 10% | 1 | 4% |
| No data | | | Missing target by more than 10% | 1 | 4% | Missing target by more than 10% | 1 | 4% |
| | | | No data ² | | | No data ² | | |
| Total Number of Indicators reported this period¹ | 27 | | Total Number of Indicators reported this period¹ | 26 | | Total Number of Indicators reported this period¹ | 26 | |

| SUMMARY - Period 3/Quarter1 (June) 2009/10 | | | | | | | | |
|--|-----------|-------------------|--|-------------------|-------------------|--|-----------|-------------------|
| Monthly/Quarterly (June/Q1) performance | | | | Estimated Outturn | | | | |
| | No. | %age ³ | | No. | %age ³ | | No. | %age ³ |
| Improving or stable. | 23 | 61% | On target | 23 | 61% | On target | 31 | 89% |
| Declining | 15 | 39% | Missing target by less than 10% | 8 | 21% | Missing target by less than 10% | 2 | 6% |
| No data | 7 | | Missing target by more than 10% | 7 | 18% | Missing target by more than 10% | 2 | 6% |
| | | | No data ² | 7 | | No data ² | 10 | |
| Total Number of Indicators reported this period¹ | 45 | | Total Number of Indicators reported this period¹ | 45 | | Total Number of Indicators reported this period¹ | 45 | |

| SUMMARY - Period 4 (July) 2009/10 | | | | | | | | |
|--|-----------|-------------------|--|-------------------|-------------------|--|-----------|-------------------|
| Monthly (July) performance | | | | Estimated Outturn | | | | |
| | No. | %age ³ | | No. | %age ³ | | No. | %age ³ |
| Improving or stable. | 13 | 43% | On target | 17 | 63% | On target | 25 | 93% |
| Declining | 17 | 57% | Missing target by less than 10% | 5 | 19% | Missing target by less than 10% | 1 | 4% |
| No data | 4 | | Missing target by more than 10% | 5 | 19% | Missing target by more than 10% | 1 | 4% |
| | | | No data ² | 7 | | No data ² | 7 | |
| Total Number of Indicators reported this period¹ | 34 | | Total Number of Indicators reported this period¹ | 34 | | Total Number of Indicators reported this period¹ | 34 | |

Notes

- 1 - This figure shows the total number of indicators reported in Appendix 2 for this period. This will vary as some indicators are reported monthly, some quarterly, some annually (but in different periods - depending on when they become available).
- 2 - Some of the indicators do not have all the performance elements, for instance some do not have targets because they are new indicators this year, others are activity measures (e.g. monthly call volume). These indicators will be included in the 'no data' count where comparisons cannot be made.
- 3 - The percentage figure shown is the percentage of the number of indicators for which relevant data is available this period, not the total number of indicators reported this period.

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Performance Indicators Period 04 (July) 2009/10

| Ref | Description | Report - ed? | Cum or Snap? | 2008/09 | | | | | | 2009/10 | | | |
|-----|-------------|--------------|--------------|---------|-------------|-------------|---------------|-------------|-------------|---------------|--------|--------------|---------------------|
| | | | | Actuals | June Target | June Actual | Target &Trend | July Target | July Actual | Target &Trend | Target | Est. Outturn | Est. Outturn Target |

Street Scene & Community

| | | | | | | | | | | | | | | |
|-----------|---|---|---|--------|--------|--------|---|--------|--------|---|--------|--------|---|---|
| NI 191 | Residual Household waste per household (KG) | M | C | 586.26 | 147.74 | 151.16 | W | 196.74 | 206.22 | W | 593.00 | 593.00 | I | No Trade waste tonnage April - July. With Trade accounted for score will improve to within target |
| NI 192 | Percentage of household waste re-used, recycled and composted | M | C | 43.25 | 33.75 | 41.26 | I | 34.71 | 41.08 | W | 30.00 | 31.00 | W | No Trade waste tonnage April - July and incomplete recycling tonnages from recycling banks score will therefore improve slightly. Garden waste applications are still being received exceeding expectations. |
| LPI Depot | Number of missed household waste collections | M | C | 1,136 | 285 | 379 | W | 380 | 446 | I | 1,140 | 915 | I | 67 Missed collections of which 32 were garden waste 5 weeks X 38,000 households = 0.03%. This is nearly 50% fewer than last month |
| LPI Depot | Number of missed recycle waste collections | M | C | 281 | 60 | 44 | W | 80 | 62 | I | 240 | 204 | I | 18 missed recycling collections = 5 X 36,000 = 0.01% |
| NWBCU5 | Total Crime | M | C | New | 1,393 | 1,281 | W | 1,868 | 1,761 | W | 5,588 | 5,481 | I | Within target and largely due to targeted patrols in known hotspot areas and times. Police and CDRP efforts will continue with planned joint operations and responding to unexpected spikes in crime types. Next month it is our intention to review the different crimes that makes up this total crime figure to enable us to highlight within this commentary which crime types are high in volume and which are low in relation to expected trends. |

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| Ref | Description | Report - ed? | Cum or Snap? | 2008/09 | | | | | | 2009/10 | | | Comments | |
|-----------|-----------------------------------|--------------|--------------|---------|-------------|-------------|---------------|-------------|-------------|---------------|--------|--------------|----------|---|
| | | | | Actuals | June Target | June Actual | Target &Trend | July Target | July Actual | Target &Trend | Target | Est. Outturn | | Est. Outturn Target |
| NWBCU1 | The number of domestic burglaries | M | C | 438 | 97 | 80 | W | 130 | 96 | I | 389 | 355 | I | At the end of June a known prolific offender with domestic burglary offending habits was arrested. This offender was active in the Wythall area as he had family links with the area. Since his arrest domestic burglary has reduced by 53% in July compared to the previous month of June. |
| NWBCU2 | The number of violent crimes | M | C | 973 | 250 | 237 | I | 332 | 329 | W | 922 | 919 | W | Violent Crime has increased this month and is currently at the highest level it has been year to date. Incidents continue to be related to domestic feuds which often results in complaints being withdrawn due the relationship between victim and offender. Most offences are low level common assault and not serious violent crime. |
| NWBCU3 | The number of robberies | M | C | 61 | 14 | 11 | I | 19 | 15 | W | 58 | 54 | I | 4 reports of robbery in July. 1 more than June but still within a monthly average and within target. |
| NWBCU4 | The number of vehicle crimes | M | C | 744 | 172 | 160 | W | 231 | 235 | W | 690 | 694 | W | Vehicle crime continues to increase each month. Offences have very little geographical similarity which makes targeted patrols ineffective. The only similarity between the majority of 'theft from vehicle' offences is that there seems to be no sign of forced entry into vehicles which suggests that offenders have developed a way to interfere with central locking systems. Police are currently investigating possible theories. |
| LPI CS 1a | CCTV incidents reported - Crime | M | C | 3,407 | 849 | 743 | W | 1,132 | 993 | W | 3,400 | 3,400 | I | Due to an IT problem figures for four days in July are not included in these totals. IT department are currently retrieving the data and missing figures will be added back in due course. |

| Ref | Description | Report - ed? | Cum or Snap? | 2008/09 | | | | | | 2009/10 | | | | |
|----------|--|--------------|--------------|---------|-------------|-------------|---------------|-------------|-------------|---------------|---------|--------------|---------------------|--|
| | | | | Actuals | June Target | June Actual | Target &Trend | July Target | July Actual | Target &Trend | Target | Est. Outturn | Est. Outturn Target | Comments |
| LPI CS1b | CCTV incidents Initiated by CCTV | M | C | 991 | 246 | 230 | W | 328 | 292 | W | 1,047 | 1,047 | | As above |
| LPI CS4 | No. of hate crime incidents (activity measure) | M | S | | N/A | 1 | | N/A | 2 | | n/a | n/a | | 2 Reports received during July, both were received from BDHT, as both were BDHT tenants. Both reports were in relation to homophobia and BDHT are now the lead agency on these cases. |
| LPI CS5 | % of reported hate crime incidents requiring further action that received further action | M | S | | 100 | 100 | S | 100 | 100 | S | 100.00 | 100.00 | | As above |
| LPI SC1 | Number of attendances at arts events | M | C | 20,642 | 3,025 | 5,405 | I | 4,035 | 6,245 | W | 21,261 | 21,261 | | The target number was 1010. The rain throughout July has impacted on the attendance at the art events programme. All the art events have taken place except one which was cancelled due to the rain. Despite the rain the art events programme has been very well received with many positive comments from members of the public. Overall the performance of the art events programme remains strong and on target for the annual out turn. |
| SC3 | Dolphin Centre Usage | M | C | 627,404 | 105519 | 105,037 | W | 140692 | 139,258 | I | 502,478 | 502,478 | | |
| SC4 | Sports development usages | M | C | 21,219 | 6,315 | 7,329 | I | 8,796 | 10,015 | W | 22,556 | 23,775 | I | Usage levels maintained with regular attendances at walks groups, activity referral, mobility sessions, junior boars and junior netball league. |
| | Town Centre Car Park Usage | M | S | n/a | n/a | 130,092 | I | n/a | 135,965 | I | n/a | n/a | | |

| Ref | Description | Report - ed? | Cum or Snap? | 2008/09 | 2009/10 | | | | | | | | | |
|---------|-------------------------------------|--------------|--------------|---------|-------------|-------------|---------------|-------------|-------------|---------------|--------|--------------|---------------------|---|
| | | | | Actuals | June Target | June Actual | Target &Trend | July Target | July Actual | Target &Trend | Target | Est. Outturn | Est. Outturn Target | Comments |
| | Shopmobility Centre Usage (Monthly) | M | S | n/a | 150 | 178 | I | 150 | 166 | W | 150 | 150 | | |
| LPI LL1 | Life line units in use | M | S | 547 | 660.00 | 657.00 | I | 670.00 | 682.00 | I | 750 | 750 | | Together Bromsgrove Article led to 8 additional New Installations |

M* = in the months when available
(3 times per year)

Planning & Environment Services

| | | | | | | | | | | | | | | |
|--------|--|---|---|-------|-------|--------|---|-------|--------|---|-------|-------|--|--|
| NI 157 | The percentage of major planning applications determined within 13 weeks | M | C | 68.80 | 80.00 | 100.00 | I | 80.00 | 100.00 | I | 80.00 | 80.00 | | Majors; n/a National Target 60% (Local Target 80%) For second month running no applications submitted in this category. |
| NI 157 | The percentage of minor planning applications determined within 8 weeks | M | C | 76.50 | 85.00 | 84.00 | I | 85.00 | 87.00 | I | 85.00 | 85.00 | | Minors; 15/16 = 94% National Target 65% (Local Target 85%) The number of applications received in this category has INCREASED in relation to last month (13 in April, 14 in May only 10 in June). Only one application went over time ; this was a function of officers continuing to pick up the work of colleagues who were off sick and trying to dovetail in their existing workload into that process. |

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| Ref | Description | Report - ed? | Cum or Snap? | 2008/09 | | | | | | 2009/10 | | | Comments | |
|--------|---|--------------|--------------|---------|-------------|-------------|---------------|-------------|-------------|---------------|--------|--------------|----------|---|
| | | | | Actuals | June Target | June Actual | Target &Trend | July Target | July Actual | Target &Trend | Target | Est. Outturn | | Est. Outturn Target |
| NI 157 | The percentage of other planning applications determined within 8 weeks | M | C | 89.50 | 90.00 | 92.00 | I | 90.00 | 91.00 | W | 90.00 | 90.00 | | Target 80% (Local Target 90%)The number of application received in this category has increased since last month (60 in May, 48 in June). 6 applications went over time, 3 were change of use applications involving hot food uses (A1 – A3 or A5) in town centre location Chapel Street, High Street and Worcester Road. These applications were all called to committee for decision and as a consequence went over. The other three applications went overtime as a result of late neighbour notification, sickness of officers and late signing off of the decision. |

E-gov & Customer Services

| | | | | | | | | | | | | | | |
|-----------|--|---|---|-------|-------|-------|---|-------|-------|---|-------|-------|--|--|
| CSC | Monthly Call Volumes Customer Contact Centre | M | S | n/a | | 7,870 | | | 8,277 | | n/a | | | Calls to the contact centre continue to show an increase and are 5% up compared to last month. The trend matches last years profile. |
| CSC | Monthly Call Volume Council Switchboard | M | S | n/a | | 4,580 | | | 4,452 | | n/a | | | Calls to the council switchboard demonstrate a downward trend and have fallen by 3% compared to last month. Calls to the switchboard are down compared to this point last year |
| CSCLPI3.1 | Resolution at First Point of Contact all services (percentage) | M | S | 99.00 | 95.00 | 99 | S | 95.00 | 93.5 | W | 95.00 | 95.00 | | Resolved at first point of contact is down by 6% compared to last month and reflects the introduction of the One Serve CRM system and revisions in how service enquiries are recorded. It is expected that this adverse impact will be reduced over the next few months. |

| Ref | Description | Report - ed? | Cum or Snap? | 2008/09 | | | 2009/10 | | | | | | | |
|-----------|-----------------------------------|--------------|--------------|---------|-------------|-------------|---------------|-------------|-------------|---------------|--------|--------------|---------------------|--|
| | | | | Actuals | June Target | June Actual | Target &Trend | July Target | July Actual | Target &Trend | Target | Est. Outturn | Est. Outturn Target | Comments |
| CSCLP13.2 | % of Calls Answered | M | S | 87.00 | 85.00 | 92.00 | S | 85.00 | 86.60 | W | 85.00 | 85.00 | | The percentage of calls answered has fallen this month (attributable to One Serve go live and associated longer work flow processes and user familiarisation issues) |
| CSCLP13.3 | Average Speed of Answer (seconds) | M | S | 30.00 | 20.00 | 16.00 | S | 20.00 | 29.00 | W | 20.00 | 20 | | Performance has been affected by the One Serve go live (see above detail) and has increased by 13 seconds compared to last month. |

Chief Executive's department

| | | | | | | | | | | | | | | |
|------------|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
| LPI CCPP01 | Number of complaints received (Council wide) Monthly. Source new complaints system. | M | C | 270 | n/a | 67 | I | n/a | 79 | I | n/a | n/a | n/a | The decrease in complaints received could be due to the holiday season. 4 complaints were about bins, 2 about parking tickets, and the remaining 6 related to planning objections, high street market, blue badge and council tax. |
| LPI CCPP03 | Number of compliments received | M | C | 70 | n/a | 10 | I | n/a | 15 | I | n/a | n/a | n/a | Compliments received related to events organised by Sports Developments (2) the excellent service received from the Street Cleansing Team (2) and a speedy response from the Waste Team (1) |
| LPI CCPP05 | Community transport income (£) | M | C | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | | | Scheme due to start in September |

Financial Services

| Ref | Description | Report - ed? | Cum or Snap? | 2008/09 | 2009/10 | | | | | | | | | |
|-------|--|--------------|--------------|---------|-------------|-------------|---------------|-------------|-------------|---------------|--------|--------------|---------------------|---|
| | | | | Actuals | June Target | June Actual | Target &Trend | July Target | July Actual | Target &Trend | Target | Est. Outturn | Est. Outturn Target | Comments |
| NI181 | Time taken to process HB/CT benefit new claims or change events (days) | M | C | 15.03 | 15.00 | 12.03 | W | 15.00 | 11.39 | I | 15.00 | 15.00 | | There has been a great improvement on the processing times for new claims and changes in details. The staff did overtime in June meaning a lot of the older work has now been cleared meaning we are reasonably up to date. This, along with more finely tuned VRA processes, has aided us in speeding up our processing times. |
| | Percentage of invoices paid within 10 days of receipt | M | C | n/a | 90.00 | 82.93 | I | 90.00 | 83.65 | I | 90.00 | 90.00 | | Performance continues to rise towards target |
| FP001 | Percentage of invoices paid within 30 days of receipt | M | C | 99.38 | 98.00 | 98.57 | W | 98.00 | 98.53 | W | 98.00 | 98.00 | | On Target |

Legal, Equalities and Democratic Services

There are no PI's reported monthly for this department

Human Resources & Organisational Development

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| | | | | | | | | | | | | | | |
|---------------------|--|---|---|-------|------|------|---|------|------|---|------|-------|---|---|
| LPI (formerly BV12) | The average number of working days lost due to sickness. | M | C | 10.66 | 2.13 | 2.91 | W | 2.84 | 4.07 | W | 8.75 | 12.20 | W | Sickness has increased very slightly this month and continues to be significantly worse than target. See section 5.3 in the main report for more information. |
|---------------------|--|---|---|-------|------|------|---|------|------|---|------|-------|---|---|

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2009/10 Monthly Performance figures

| Ref | Description | Freq | Cum or Snap | Apr. | May. | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. |
|-----|-------------|------|-------------|------|------|------|------|------|------|------|------|------|------|------|------|
|-----|-------------|------|-------------|------|------|------|------|------|------|------|------|------|------|------|------|

Streetscene & Community

| | | | | | | | | | | | | | | | | | |
|-----------|---|-------------|---|----------|----------|----------|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| NI 191 | Residual Household waste per household | M | C | Target | 48.61 | 50.01 | 49.12 | 49.00 | 49.04 | 49.03 | 48.27 | 50.13 | 54.61 | 49.32 | 45.74 | 50.11 | |
| | | | | Actual | 52.56 | 48.10 | 50.50 | 55.05 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | | numerator | | 2040.68 | 1867.76 | 1960.96 | 2137.55 | | | | | | | | | | |
| | | denominator | | 38828 | 38828 | 38828 | 38828 | 38828 | 38828 | 38828 | 38828 | 38828 | 38828 | 38828 | 38828 | 38828 | 38828 |
| NI 192 | Percentage of household waste re-used, recycled and composted | M | C | Target | 32.07 | 31.98 | 32.58 | 33.12 | 33.78 | 34.29 | 34.51 | 34.57 | 37.49 | 33.16 | 32.68 | 32.72 | |
| | | | | Actual | 39.30 | 42.29 | 42.19 | 40.33 | | | | | | | | | |
| | | numerator | | 1321.289 | 1368.698 | 1430.866 | 1444.684 | | | | | | | | | | |
| | | denominator | | 3361.969 | 3236.478 | 3391.822 | 3582.234 | | | | | | | | | | |
| NI 195 | Improved street & environmental cleanliness - graffiti | M* | C | Target | | | | | | | | | | | | | |
| | | | | Actual | | | | | | | | | | | | | |
| NI 195 | Improved street & environmental cleanliness -litter | M* | C | Target | | | | | | | | | | | | | |
| | | | | Actual | | | | | | | | | | | | | |
| NI 195 | Improved street & environmental cleanliness - detritus | M* | C | Target | | | | | | | | | | | | | |
| | | | | Actual | | | | | | | | | | | | | |
| NI 195 | Improved street & environmental cleanliness - fly posting | M* | C | Target | | | | | | | | | | | | | |
| | | | | Actual | | | | | | | | | | | | | |
| NI 196 | Improved street and environmental cleanliness - fly tipping | M | C | Target | | | | | | | | | | | | | |
| | | | | Actual | | | | | | | | | | | | | |
| LPI Depot | Number of missed household waste collections | M | C | Target | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | |
| | | | | Actual | 129 | 123 | 127 | 67 | | | | | | | | | |
| LPI Depot | Number of missed recycle waste collections | M | C | Target | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | |
| | | | | Actual | 18 | 6 | 20 | 18 | | | | | | | | | |
| | Total crimes | M | C | Target | 459 | 475 | 459 | 475 | 475 | 459 | 475 | 459 | 475 | 475 | 429 | 475 | |
| | | | | Actual | 459 | 409 | 427 | 488 | | | | | | | | | |
| NWDCU4 | The number of domestic burglaries | M | C | Target | 32 | 33 | 32 | 33 | 33 | 32 | 32 | 33 | 33 | 33 | 30 | 33 | |

| | | | | | | | | | | | | | | | | | |
|-------|---|---|---|-------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|
| | applications determined within 10 weeks | | | numerator | 1 | 2 | 0 | 0 | | | | | | | | | |
| | | | | denominator | 1 | 2 | 0 | 0 | | | | | | | | | |
| NI157 | The percentage of minor planning applications determined within 8 weeks | M | C | Target | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | |
| | | | | Actual | 92.00 | 85.70 | 70.00 | 94.00 | | | | | | | | | |
| | | | | numerator | 12 | 12 | 7 | 15 | | | | | | | | | |
| | | | | denominator | 13 | 14 | 10 | 16 | | | | | | | | | |
| NI157 | The percentage of other planning applications determined within 8 weeks | M | C | Target | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | |
| | | | | Actual | 89.00 | 98.00 | 85.00 | 89.00 | | | | | | | | | |
| | | | | numerator | 41 | 54 | 41 | 50 | | | | | | | | | |
| | | | | denominator | 46 | 55 | 48 | 56 | | | | | | | | | |

E-gov & customer services

| | | | | | | | | | | | | | | | | |
|-------------|--|---|---|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| CSC | Monthly Call Volumes Customer Contact Centre | M | S | Target | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| | | | | Actual | 8,599 | 6,714 | 7,870 | 8,277 | | | | | | | | |
| CSC | Monthly Call Volume Council Switchboard | M | S | Target | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| | | | | Actual | 4,631 | 4,203 | 4,580 | 4,452 | | | | | | | | |
| CSC LPI 3.1 | Resolution at First Point of Contact all services (percentage) | M | S | Target | 95.00 | 95.00 | 95.00 | 95.00 | 95.00 | 95.00 | 95.00 | 95.00 | 95.00 | 95.00 | 95.00 | 95.00 |
| | | | | Actual | 99.00 | 99.00 | 99.00 | 93.50 | | | | | | | | |
| CSC LPI 3.2 | % of Calls Answered | M | S | Target | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 | 85.00 |
| | | | | Actual | 89.00 | 92.00 | 92.00 | 86.60 | | | | | | | | |
| CSC LPI 3.3 | Average Speed of Answer (seconds) | M | S | Target | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| | | | | Actual | 21.00 | 16.00 | 16.00 | 29.00 | | | | | | | | |

Chief Executive's

| | | | | | | | | | | | | | | | | |
|-----------------------|---|---|---|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| LPI CCPP01 (SS) | Number of complaints received (Council wide) Monthly. Source new complaints system. | M | C | Target | n/a | n/a | | | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| | | | | Actual | 25 | 22 | 20 | 12 | | | | | | | | |
| LPI CCPP03 (SS) | Number of compliments received (Council wide) | M | C | Target | n/a | n/a | | | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| | | | | Actual | 4 | 2 | 4 | 5 | | | | | | | | |
| LPI CCPP05 (DM) | Community transport income (£) | M | C | Target | | | n/a | n/a | | | | | | | | |
| | | | | Actual | n/a | n/a | n/a | n/a | | | | | | | | |

Financial Services

| | | | | | | | | | | | | | | | | | |
|--------|---|---|---|-------------|--------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--|
| NI 181 | Time taken to process HB/CT benefit new claims or change events | M | C | Target | 15.00 | 15.00 | 15.00 | 15.00 | 15.00 | 15.00 | 15.00 | 15.00 | 15.00 | 15.00 | 15.00 | 15.00 | |
| | | | | Actual | 11.17 | 10.29 | 14.58 | 9.28 | | | | | | | | | |
| | | | | numerator | 12,836 | 13,475 | 18,746 | 10,690 | | | | | | | | | |
| | | | | denominator | 1,149 | 1,309 | 1,286 | 1,152 | | | | | | | | | |
| | Percentage of invoices paid within 10 days of receipt | M | C | Target | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | 90.00 | |
| | | | | Actual | 80.88 | 83.71 | 84.77 | 85.80 | | | | | | | | | |
| FP001 | Percentage of invoices paid within 30 days of receipt | M | C | Target | 98.00 | 98.00 | 98.00 | 98.00 | 98.00 | 98.00 | 98.00 | 98.00 | 98.00 | 98.00 | 98.00 | 98.00 | |
| | | | | Actual | 99.34 | 98.39 | 97.97 | 98.42 | | | | | | | | | |

Legal, Equalities and Democratic Services

Human Resources & Organisational Development

| | | | | | | | | | | | | | | | | |
|---------------------------|--|---|---|--------|------|------|------|------|------|------|------|------|------|------|------|------|
| LPI (formerly BV12) | The average number of working days lost due to sickness. | M | C | Target | 0.71 | 0.71 | 0.71 | 0.71 | 0.71 | 0.71 | 0.71 | 0.71 | 0.71 | 0.79 | 0.79 | 0.79 |
| | | | | Actual | 0.85 | 0.93 | 1.15 | 1.16 | | | | | | | | |

BROMSGROVE DISTRICT COUNCIL

21 SEPTEMBER 2009

PERFORMANCE MANAGEMENT BOARD

IMPROVEMENT PLAN EXCEPTION REPORT [July 2009]

| | |
|------------------------------|---|
| Responsible Portfolio Holder | Cllr. Roger Hollingworth, Leader of the Council |
| Responsible Officer | Hugh Bennett Assistant Chief Executive |

1. SUMMARY

- 1.1 To ask the Board to consider the Improvement Plan Exception Report for July 2009 (Appendix 1).

2. RECOMMENDATION

- 2.1 That the Board considers and approves the revisions to the Improvement Plan Exception Report attached as Appendix 1, and the corrective action being taken.
- 2.2 That the Board notes that for the 84 actions highlighted for July within the plan 79.8% of the Improvement Plan is on target [green], 13.1% is one month behind [amber] and 0% is over one month behind [red]. 7.1% of actions have been reprogrammed or suspended with approval¹, these include the suspension of the Budget Jury (due to shared services).
- 2.3 This month's performance is shown on the first page of Appendix 1.

3 BACKGROUND

- 3.1 July 2008 Cabinet approved the Improvement Plan 2009/10. The Improvement Plan is directly linked to the four corporate priorities and thirteen enablers identified in the Council Plan 2009/2012.
- 3.2 The Improvement Plan is designed to help monitor the detailed actions flowing from the Council Plan, which will help move the Council forward to excellent in the medium term.
- 3.3 There were 11 amber activities this month for the following areas of the Improvement Plan:-

¹ NB reprogrammed actions are those that have been moved to a later point in the year. Suspended actions are those which have been suspended completely for the period covered by the Plan.

| Ref. | Council Plan Balanced Scorecard Reference | Number |
|----------|---|--------|
| CP1 | Town Centre | 4 |
| CP3 | Sense of Community | 2 |
| FP3 | Managing Resources | 1 |
| PR3 | Joint CEO with Redditch Borough Council | 1 |
| PR5 | Planning | 1 |
| HR & OD1 | Learning & Development | 2 |

3.4 The re-programmed and suspended actions Plan are:-

| Ref. | Action | Reason |
|-----------------------------------|--|----------------------------------|
| 5.4.1, 5.4.2, 5.4.3, 5.4.4, 5.4.7 | Budget Jury | Suspended due to shared services |
| 8.3.4 | Community engagement impact assessment | Suspended |

4. FINANCIAL IMPLICATIONS

4.1 No financial implications.

5. LEGAL IMPLICATIONS

5.1 No legal implications.

6. COUNCIL OBJECTIVES

6.1 The Improvement Plan relates to all of the Council's four objectives and five priorities as per the 2008/2011 Council Plan.

7. RISK MANAGEMENT

| Corporate Risk Title | Improvement Plan Reference |
|--|--|
| KO1: Effective Financial Management and Internal Control | FP1 – Managing Finances |
| KO2: Effective corporate leadership | FP1 – Managing Finances FP2 – Governing the Business FP3 – Managing Resources FP4 – Managing Performance PR2 –Political Governance |
| KO3: Effective Member / Officer relations | PR2 –Political Governance HROD1 – Learning & Development |
| KO4: Effective Member / Member relations | PR2 –Political Governance HROD1 – Learning & Development |
| KO5*: Full compliance with the Civil Contingencies Act and effective Business Continuity | PR1 – Customer Processes |
| KO6: Maximising the benefits of investment in ICT equipment and training | PR1 – Customer Processes |

| | |
|--|--|
| KO7: Effective partnership working | PR4 – Improved Partnership Working |
| KO8: Effective communications (internal and external) | PR1 – Customer Processes |
| KO9: Equalities and diversity agenda embedded across the Authority | CP3 – Sense of Community FP4 – Managing Performance |
| KO10: Appropriate investment in employee development and training | HROD1 – Learning & Development HROD2 – Modernisation HROD3- Positive Employee Climate |
| KO11: Effective employee recruitment and retention | HROD1 – Learning & Development HROD2 – Modernisation HROD3- Positive Employee Climate |
| KO12: Full compliance with all Health and Safety legislation | HROD3- Positive Employee Climate |
| KO13: Effective two tier working and Community Engagement | CP3 – Sense of Community PR4 – Improved Partnership Working |
| KO14: Successful implementation of Job Evaluation | HROD2 - Modernisation |
| KO15: All Council data is accurate and of high quality | FP1 – Managing Finances FP4 – Managing Performance |
| KO16: The Council no longer in recovery | FP1 – Managing Finances FP2 – Governing the Business FP3 – Managing Resources FP4 – Managing Performance PR2 –Political Governance |
| KO17: Effective Projects Management | FP1 – Managing Finances |
| KO19: Effective Business and Performance Management | FP4 – Managing Performance |
| KO20: Effective Customer Focused Authority | CP3 – Sense of Community PR1 – Customer Processes |

* KO5 and KO18 have been merged

8. **CUSTOMER IMPLICATIONS**

8.1 The Improvement Plan includes a range of actions to deliver the Council's Customer First value. Please see section PR1 of the Improvement Plan.

9. **EQUALITIES AND DIVERSITY IMPLICATIONS**

9.1 Please see sections CP3 and FP4 of the Improvement Plan

10. **VALUE FOR MONEY IMPLICATIONS**

10.1 See sections FP1-FP3 of the Improvement Plan

11. **OTHER IMPLICATIONS**

| |
|--|
| Procurement Issues: See Section FP2 of the Improvement Plan. |
| Personnel Implications: See Sections HROD1-HROD3 of the Improvement Plan. |
| Governance/Performance Management: See Sections FP4 and PR2 of the Improvement Plan. |

| |
|---|
| Community Safety including Section 17 of Crime and Disorder Act 1998: See section CP3 of the Improvement Plan |
| Policy: All sections of the Improvement Plan relate to this. |
| Environmental: See sections CP4 and FP3 of the Improvement Plan. |

12. **OTHERS CONSULTED ON THE REPORT**

| | |
|--|---------------|
| Portfolio Holder | Yes |
| Chief Executive | At CMT |
| Executive Director (Partnerships and Projects) | At CMT |
| Executive Director (Services) | At CMT |
| Assistant Chief Executive | Yes |
| Head of Service | At CMT |
| Head of Financial Services | At CMT |
| Head of Legal & Democratic Services | At CMT |
| Head of Organisational Development & HR | At CMT |
| Corporate Procurement Team | No |

13. **WARDS AFFECTED**

13.1 All wards.

14. **APPENDICES**

14.1 Appendix 1 Improvement Plan Exception Report July 2009.

15. **BACKGROUND PAPERS:**

15.1 The full Improvement Plan for July can be found at www.bromsgrove.gov.uk under meetings Minutes and Agendas. A hard copy is also left in the Members' Room each month.

CONTACT OFFICER

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Exception Report for July 2009 Improvement Plan

Appendix 1

PROGRESS IN 2009/10

Overall performance as at the end of July 2009, in comparison with the previous year, is as follows: -

| July 2008 | | | August 2008 | | | September 2008 | | | October 2008 | | | November 2008 | | | December 2008 | | |
|-----------|-----|-------|-------------|----|-------|----------------|----|-------|--------------|-----|-------|---------------|-----|-------|---------------|-----|-------|
| RED | 11 | 8.6% | RED | 17 | 14.4% | RED | 16 | 11.9% | RED | 15 | 10.6% | RED | 12 | 8.7% | RED | 13 | 9.9% |
| AMBER | 3 | 2.3% | AMBER | 4 | 3.4% | AMBER | 8 | 6.0% | AMBER | 7 | 5.0% | AMBER | 8 | 5.8% | AMBER | 5 | 3.9% |
| GREEN | 114 | 89.1% | GREEN | 96 | 81.4% | GREEN | 99 | 73.9% | GREEN | 104 | 73.8% | GREEN | 106 | 76.8% | GREEN | 100 | 76.3% |
| REPRO | 0 | 0% | REPRO | 1 | 0.8% | REPRO* | 11 | 8.2% | REPRO | 15 | 10.6% | REPRO | 12 | 8.7% | REPRO | 13 | 9.9% |

| January 2009 | | | February 2009 | | | March 2009 | | | April 2009 | | | May 2009 | | | June 2009 | | |
|--------------|----|-------|---------------|-----|-------|------------|----|-------|------------|----|-------|----------|----|-------|-----------|----|-------|
| RED | 0 | 0% | RED | 2 | 1.5% | RED | 3 | 2.9% | RED | 3 | 3.2% | RED | 3 | 3.85% | RED | 1 | 1.2% |
| AMBER | 4 | 3.6% | AMBER | 3 | 2.3% | AMBER | 5 | 4.9% | AMBER | 5 | 5.4% | AMBER | 3 | 3.85% | AMBER | 0 | 0% |
| GREEN | 95 | 86.4% | GREEN | 112 | 86.2% | GREEN | 80 | 78.5% | GREEN | 71 | 76.3% | GREEN | 60 | 76.9% | GREEN | 70 | 82.3% |
| REPRO | 11 | 10.0% | REPRO | 13 | 10.0% | REPRO | 14 | 13.7% | REPRO | 14 | 15.1% | REPRO | 12 | 15.4% | REPRO | 14 | 16.5% |

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| July 2009 | | | August 2009 | | | September 2009 | | | October 2009 | | | November 2009 | | | December 2009 | | |
|-----------|----|-------|-------------|--|--|----------------|--|--|--------------|--|--|---------------|--|--|---------------|--|--|
| RED | 0 | 0% | RED | | | RED | | | RED | | | RED | | | RED | | |
| AMBER | 11 | 13.1% | AMBER | | | AMBER | | | AMBER | | | AMBER | | | AMBER | | |
| GREEN | 67 | 79.8% | GREEN | | | GREEN | | | GREEN | | | GREEN | | | GREEN | | |
| REPRO | 0 | 0% | REPRO | | | REPRO | | | REPRO | | | REPRO | | | REPRO | | |
| SUSP | 6 | 7.1% | SUSP | | | SUSP | | | SUSP | | | SUSP | | | SUSP | | |

| January 2010 | | | February 2010 | | | March 2010 | | | April 2010 | | | May 2010 | | | June 2010 | | |
|--------------|--|--|---------------|--|--|------------|--|--|------------|--|--|----------|--|--|-----------|--|--|
| RED | | | RED | | | RED | | | RED | | | RED | | | RED | | |
| AMBER | | | AMBER | | | AMBER | | | AMBER | | | AMBER | | | AMBER | | |
| GREEN | | | GREEN | | | GREEN | | | GREEN | | | GREEN | | | GREEN | | |
| REPRO | | | REPRO | | | REPRO | | | REPRO | | | REPRO | | | REPRO | | |
| SUSP | | | SUSP | | | SUSP | | | SUSP | | | SUSP | | | SUSP | | |

Exception Report for July 2009 Improvement Plan

Appendix 1

Where: -

| | | | | | | | | | | | |
|--|------------------------|--|---------------------------------|--|------------------------------|--|---------------------------------|--|----------------------|--|-------------|
| | On Target or completed | | One month behind target or less | | Over one month behind target | | Original date of planned action | | Re-programmed date.* | | Suspended** |
|--|------------------------|--|---------------------------------|--|------------------------------|--|---------------------------------|--|----------------------|--|-------------|

* NB. Reprogrammed actions are those that have been moved to a later point in the year. They are not actions that have been extended and they do not appear on the exception report.

**NB. Suspended actions are those that have been suspended completely for the period covered by the Improvement Plan

An Exception Report detailing corrective actions follows:

| CP1: Town Centre | | | | | | | | | | | | | | | | | |
|------------------|---|--------|--|------|------|------|------|------|------|------|------|------|-----|------|-------------------|--|--------------|
| Ref | July 2009 Action | Colour | Corrective Action | | | | | | | | | | | | Who | Original Date | Revised Date |
| 1.1.1 | Engage specialist organisation to complete unified vision | | Meeting planned for September to start this work with planning architects. | | | | | | | | | | | | PS | July 09 | Sept 09 |
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | |
| 1.1 | Agreement on preferred option of Area Action Pan | | | | | | | | | | | | | | | | |
| 1.1.1 | Engage specialist organisation to complete unified vision | PS | | | | | | | | | | | | | | Meeting planned for September to start this work with planning architects. | |

| CP1: Town Centre | | | | | | | | | | | | | | | | | |
|------------------|---|--------|---|------|------|------|------|------|------|------|------|------|-----|------|-------------------|---|--------------|
| Ref | July 2009 Action | Colour | Corrective Action | | | | | | | | | | | | Who | Original Date | Revised Date |
| 1.2.1 | Draw up proposal for funding to support design work | | Initial work on design undertaken but on hold pending Sainsbury's planning application (Section 106 monies) | | | | | | | | | | | | PS | July 09 | Sept 09 |
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | |
| 1.2 | Design for High Street | | | | | | | | | | | | | | | | |
| 1.2.1 | Draw up proposal for funding to support design work | PS | | | | | | | | | | | | | | Initial work on design undertaken but on hold pending Sainsbury's planning application (Section 106 monies) | |

| CP1: Town Centre | | | | | | | | | | | | | | | | | |
|------------------|---|------|--------|------|---|------|------|------|------|------|------|------|-----|------|-------------------|---|--------------|
| Ref | July 2009 Action | | Colour | | Corrective Action | | | | | | | | | | Who | Original Date | Revised Date |
| 1.4.2 | Establish dates for meetings a year ahead | | | | Second meeting held mid August- 33 community delegates attended. Rather than quarterly meetings we are likely to time them around events e.g. the opening of the toilets. | | | | | | | | | | PS | July 09 | TBC |
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | |
| 1.4 | Community engagement | | | | | | | | | | | | | | | | |
| 1.4.2 | Establish dates for meetings a year ahead | PS | | | | | | | | | | | | | | Second meeting held mid August- 33 community delegates attended. Rather than quarterly meetings we are likely to time them around events e.g. the opening of the toilets. | |

| CP1: Town Centre | | | | | | | | | | | | | | | | | |
|------------------|--------------------------------------|------|--------|------|--|------|------|------|------|------|------|------|-----|------|-------------------|--------------------------------------|--------------|
| Ref | July 2009 Action | | Colour | | Corrective Action | | | | | | | | | | Who | Original Date | Revised Date |
| 1.4.5 | Establish Leisure Centre Study Group | | | | EXTENDED- Group to be established in August with meetings then scheduled for every 6 weeks | | | | | | | | | | PS | July 09 | Aug 09 |
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | |
| 1.4 | Community engagement | | | | | | | | | | | | | | | | |
| 1.4.5 | Establish Leisure Centre | PS | | | | | | | | | | | | | | EXTENDED- Group to be established in | |

Exception Report for July 2009 Improvement Plan

Appendix 1

| | | | | | | | | | | | | | | | | |
|-------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|---|
| Study Group | | | | | | | | | | | | | | | | August with meetings then scheduled for every 6 weeks |
|-------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|---|

CP3: Sense of Community

| Ref | July 2009 Action | Colour | Corrective Action | | | | | | | | | | | | Who | Original Date | Revised Date |
|------------|--|--------|-------------------|------|------|------|------|------|------|------|------|------|-----|------|-------------------|---------------|---|
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | |
| 3.2.1 | Agree and publicise the CSP's 12-month action plan relating to the strategic assessment. | | | | | | | | | | | | | | JG | July 09 | Sept 09 |
| 3.2 | Reduction in fear of crime | | | | | | | | | | | | | | | | |
| 3.2.1 | Agree and publicise the CSP's 12-month action plan relating to the strategic assessment. | JG | | | | | | | | | | | | | | | EXTENDED: The Bromsgrove Community Safety Partnership Plan has now been completed; this will be circulated to partners week commencing 17/08/09. Once approved at the next steering group meeting on 3/09/09, a public friendly version will be published on the internet by the end of September . |

| CP3: Sense of Community | | | | | | | | | | | | | | | | | |
|--------------------------------|--|------|--------|------|---|------|------|------|------|------|------|------|-----|------|-------------------|---|--------------|
| Ref | July 2009 Action | | Colour | | Corrective Action | | | | | | | | | | Who | Original Date | Revised Date |
| 3.2.2 | Establish a communications group and produce a communications planner to promote the key activities with in the plan and increase good news stories. | | | | Communication Group to be established to meet at the beginning of September | | | | | | | | | | JG | July 09 | Sept 09 |
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | |
| 3.2 | Reduction in fear of crime | | | | | | | | | | | | | | | | |
| 3.2.2 | Establish a communications group and produce a communications planner to promote the key activities with in the plan and increase good news stories. | JG | | | | | | | | | | | | | | EXTENDED: CDRP Communication Group to be established to meet at the beginning of September. The purpose of this group will be to create a communication and community engagement strategy. We are waiting for guidance from the Safer Communities Board who meet 3/09/09. | |

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| FP3: Managing resources (including Value for Money) | | | | | | | | | | | | | | | | | |
|--|--------------------------------------|------|--------|------|-------------------|------|------|------|------|------|------|------|-----|------|-------------------|---------------|--------------|
| Ref | July 2009 Action | | Colour | | Corrective Action | | | | | | | | | | Who | Original Date | Revised Date |
| 7.3.3 | Pursue Climate Change Matrix | | | | Suspended | | | | | | | | | | PS | July 09 | - |
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | |
| 7.3 | Environmental risk management | | | | | | | | | | | | | | | | |

Exception Report for July 2009 Improvement Plan

Appendix 1

| | | | | | | | | | | | | | | | | | | |
|-------|------------------------------|----|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|-----------|
| 7.3.3 | Pursue Climate Change Matrix | PS | | | | | | | | | | | | | | | | SUSPENDED |
|-------|------------------------------|----|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|-----------|

PR3: Joint CEO with Redditch Borough Council

| Ref | July 2009 Action | Colour | Corrective Action | | | | | | | | | | | | | | Who | Original Date | Revised Date | |
|--------|--|--------|-------------------|------|------|------|------|------|------|------|------|------|-----|------|-------------------|--|-----|---------------|--------------|--|
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | | | | |
| 11.1.1 | Business cases submitted to Full Council | | | | | | | | | | | | | | | | | KD | July 09 | Sept 09 |
| 11.1 | Medium wins | | | | | | | | | | | | | | | | | | | |
| 11.1.1 | Business cases submitted to Full Council | KD | | | | | | | | | | | | | | | | | | EXTENDED- Business cases submitted for IT and CCTV / Lifeline to Shared Services Board in July in accordance with the timescales set. Agreed in principle but further work to be undertaken on cost sharing measures – to be submitted to full council in September. Economic Development business case delayed due to issues of capacity at Wyre Forest – further work to be undertaken to develop a robust timeline on this. |

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| PR5: Planning | | | | | | | | | | | | | | | | | | |
|----------------------|---|------|--------|------|--|------|------|------|------|------|------|------|-----|------|-------------------|---|---------------|--------------|
| Ref | July 2009 Action | | Colour | | Corrective Action | | | | | | | | | | | Who | Original Date | Revised Date |
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | | |
| 13.4.4 | Migration of Development Control Service to Customer Service Centre | | | | Migration date amended to 1 st October to enable range of publicity to be undertaken. Work is progressing with these aspects. | | | | | | | | | | | DH | July 09 | Oct 09 |
| 13.4 | Effective Development Control Service | | | | | | | | | | | | | | | | | |
| 13.4.4 | Migration of Development Control Service to Customer Service Centre | DH | | | | | | | | | | | | | | REPROGRAMMED- Migration originally planned for end June. Date postponed to explore opportunities for including other aspects in migration. Resolved not to include this at current time. Migration date amended to 1 st October to enable range of publicity to be undertaken. Work is progressing with these aspects. | | |

| HR & OD1: Learning & Development | | | | | | | | | | | | | | | | | |
|----------------------------------|---|------|--------|------|---|------|------|------|------|------|------|------|-----|------|-------------------|--|--------------|
| Ref | July 2009 Action | | Colour | | Corrective Action | | | | | | | | | | Who | Original Date | Revised Date |
| 14.1.1 | Finish 'The Bromsgrove Way' framework inc staff comps and changes to whole PDR scheme | | | | Put on hold by CEO in July pending outcome of new structures and associated impact for launch of updated scheme | | | | | | | | | | HP | July 09 | TBC |
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | |
| 14.1 | Employee skills and capacity | | | | | | | | | | | | | | | | |
| 14.1.1 | Finish 'The Bromsgrove Way' framework inc staff comps and changes to whole PDR scheme | HP | | | | | | | | | | | | | | SUSPENDED- Put on hold by CEO in July pending outcome of new structures and associated impact for launch of updated scheme | |

| HR & OD1: Learning & Development | | | | | | | | | | | | | | | | | |
|----------------------------------|---|------|--------|------|--|------|------|------|------|------|------|------|-----|------|-------------------|--|--------------|
| Ref | July 2009 Action | | Colour | | Corrective Action | | | | | | | | | | Who | Original Date | Revised Date |
| 14.2.5 | Mgt induction – launch | | | | Proposed approach declined by CMT in July. New approach under development. | | | | | | | | | | HP | July 09 | TBC |
| Ref. | Action | Lead | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | June | Corrective Action | | |
| 14.2 | Maintain Investors in People accreditation | | | | | | | | | | | | | | | | |
| 14.2.5 | Mgt induction – launch | HP | | | | | | | | | | | | | | Proposed approach declined by CMT in July. New approach under development –actions and dates to be determined consideration by CMT of 2 nd report proposals | |

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BROMSGROVE DISTRICT COUNCIL

21 SEPTEMBER 2009

PERFORMANCE MANAGEMENT BOARD

SHARED SERVICES [July 2009]

| | |
|------------------------------|---|
| Responsible Portfolio Holder | Cllr. Roger Hollingworth, Leader of the Council |
| Responsible Officer | Kevin Dicks Joint Chief Executive |

1. SUMMARY

- 1.1 To ask the Board to consider the latest shared services project highlight report, for July 2009 (Appendix 1).

2. RECOMMENDATION

- 2.1 That the Board considers the highlight report and makes any recommendations it sees fit to Cabinet.

3 BACKGROUND

- 3.1 Shared services is the Council's strategic response to delivering value for money and along with the town centre is the headline project for the Council.
- 3.2 During 2008 the Board received monthly updates on the Spatial Project, due to the size of investment in this project. At previous meetings, the Board has reviewed its work plan for the year and requested monthly updates on the shared services project.
- 3.3 The project is on target and Appendix 1 provides a summary of progress.

4. FINANCIAL IMPLICATIONS

- 4.1 No financial implications arising directly from this report, but clearly the shared services project is designed to produce large scale savings, whilst also delivering service improvement.

5. LEGAL IMPLICATIONS

- 5.1 No legal implications arising directly from the report.

6. COUNCIL OBJECTIVES

- 6.1 Shared services will eventually affect all aspects of the Council's work.

7. **RISK MANAGEMENT**

| Corporate Risk Title | Corporate Actions |
|--|--|
| KO1: Effective Financial Management and Internal Control | SERCO business case and associated costing work. |
| KO2: Effective corporate leadership | Project manager is Joint CEO. |
| KO3: Effective Member / Officer relations | Shared Services Board. Reports to Full Council and PMB. |
| KO6: Maximising the benefits of investment in ICT equipment and training | Proposed transformation team. |
| KO7: Effective partnership working | In this case, with Redditch BC. |
| KO8: Effective communications (internal and external) | Communications Plan to support project. |
| KO10: Appropriate investment in employee development and training | Covered in SERCO business case. |
| KO11: Effective employee recruitment and retention | Next stage of project. |
| KO13: Effective two tier working and Community Engagement. | Worcestershire Enhanced Two Tier project chaired by Joint CEO. |
| KO17: Effective Projects Management | Project management methodology being used for project. |

8. **CUSTOMER IMPLICATIONS**

- 8.1 Customer First remains a value for the Council and it is recognised by Members and senior management, that we will need to build customer service improvement into our shared services programme as well as delivering efficiencies.

9. **EQUALITIES AND DIVERSITY IMPLICATIONS**

- 9.1 See 8.1.

10. **VALUE FOR MONEY IMPLICATIONS**

- 10.1 Shared services is the Council's strategic response to the value for money agenda.

11. **OTHER IMPLICATIONS**

| |
|---|
| Procurement Issues: None arising directly from the report. |
| Personnel Implications: Move to a single corporate management team. |

| |
|--|
| Governance/Performance Management: This report ensures that progress is monitored in a democratic setting. |
| Community Safety including Section 17 of Crime and Disorder Act 1998: Community Safety is one of the initial services going through shared services. |
| Policy: None directly arising from this report. |
| Environmental: None directly arising from this report. |

12. **OTHERS CONSULTED ON THE REPORT**

| | |
|--|----------------------------------|
| Portfolio Holder | At Shared Services Board. |
| Chief Executive | At Programme Board. |
| Executive Director (Partnerships and Projects) | No. |
| Executive Director (Services) | At Programme Board. |
| Assistant Chief Executive | At Programme Board. |
| Head of Service | No. |
| Head of Financial Services | No. |
| Head of Legal & Democratic Services | No. |
| Head of Organisational Development & HR | No. |
| Corporate Procurement Team | No |

13. **WARDS AFFECTED**

13.1 All wards.

14. **APPENDICES**

14.1 Appendix 1 Shared Services Highlight Report (July 2009).

15. **BACKGROUND PAPERS:**

15.1 SERCO business case.

CONTACT OFFICER

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Tel: (01527) 881484

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Highlight Report

| | | | |
|---|-----------------|------------------------------------|----------------|
| Project: Joint Chief Executive | | | |
| Calendar Week ending: | 21/08/09 | Report prepared by: K Dicks | |
| Status: Red/Amber/Green | Green | % Complete: | 100% |
| Project Start | 1/8/08 | Projected Completion | 31/7/09 |
| Summary position: | | | |
| <p>The initial pilot phase is now complete – progress with regard to the short term wins is as follows:</p> <ul style="list-style-type: none"> • Elections – business case completed and agreed by both councils – BDC host. IT migration progressing. Draft SLA produced. Staff positions recruited to. Implementation progressing in accordance with the project timescales. • Community Safety – business case completed and agreed by both councils – RBC host. SLA being prepared. Implementation progressing in accordance with the project timescales. • Equalities – Claire Felton is supporting Kevin Dicks on progressing the equalities agenda at RBC. Main areas of focus include member and officer training, impact assessments, integration with business planning and setting up a community forum. • Performance Management – Kevin Dicks is using his experience to implement a new performance framework based upon his experience at BDC. New Council Priorities agreed. New Performance Management Framework introduced including new format for service business plans and Performance Development Scheme. • Member Development – RBC currently developing their member development programme which will then be aligned to BDC's to identify areas of Joint Working. <p>The Shared Services Board have agreed medium term wins with progress as follows:</p> <ul style="list-style-type: none"> ➤ IT – draft business case produced – proposed BDC as host. SSB want more to be done on cost sharing based on Activity Based Costing. Further report to SSB on 8th September. ➤ CCTV / Lifeline – draft business case produced – proposed RBC as host. SSB want more to be done on cost sharing based on Activity Based Costing. Further report to SSB on 8th September. ➤ Economic Development (being led by Wyre Forest – PID produced – meeting of Chief Execs took place in May) – some concerns that Wyre Forest do not have the capacity to undertake this work to the quality RBC and BDC would expect. RBC | | | |

recruited additional resources to assist. Further meeting held and agreed need to push on with development of business case.

Overall business case – agreed by both Councils – Kevin Dicks appointed as Joint Chief Executive with effect from 30th July 2009 for a 3 ½ year period to oversee potential sharing of services covering all services except the HRA. Now moving to implementation of single management team to serve both councils – draft proposals to Shared Services Board on 8th September and then on to full Councils later in to September – 6 week consultation period with a view to recruiting to new management team being in post by early April.

A Shared Services Programme Board (comprising officers at both Councils) has been established to oversee implementation of the approved business cases, development of medium term win business cases, development of the full business case and also ensure that appropriate linkages are made. The role of this Board will also include overseeing any concerns over performance – e.g., payroll. It will also make sure that the proper linkages are made with the WETT programme for which another overarching board has been established which Kevin Dicks chairs.

| Key Tasks for next month | Measure of Success |
|---|--|
| <ul style="list-style-type: none"> • Management structure to be developed for consultation | <ul style="list-style-type: none"> • Draft structure developed |
| <ul style="list-style-type: none"> • Consultation process developed | <ul style="list-style-type: none"> • Consultation process developed |
| <ul style="list-style-type: none"> • Staff briefings at both councils to inform them of the detailed proposals | <ul style="list-style-type: none"> • Staff briefings held |
| <ul style="list-style-type: none"> • Progression of implementation for 2 approved business cases in accordance with timescales | <ul style="list-style-type: none"> • Projects progressing |
| <ul style="list-style-type: none"> • Risk register and mitigating actions to be reviewed | <ul style="list-style-type: none"> • Risk Register reviewed |
| <ul style="list-style-type: none"> • Medium Term wins business cases reviewed (including Activity Based Costings) | <ul style="list-style-type: none"> • Business cases completed |
| Risks, issues and concerns | Mitigating Action |
| <ul style="list-style-type: none"> • Lack of capacity at BDC to ensure continued improvement | <p>Support from WMRIEP and external support adds capacity</p> <p>Main risks are outlined in feasibility study and risk register (including mitigating actions) will be</p> |

| | |
|-------------------------|--|
| | continually reviewed over the coming months. One risk, that of political buy in has increased. See report. |
| Financial Update | |
| Within budget | |

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BROMSGROVE DISTRICT COUNCIL

PERFORMANCE MANAGEMENT BOARD

21 SEPTEMBER 2009

PERFORMANCE MANAGEMENT BOARD PROPOSED PROGRAMME 2009/10

| | |
|-----------------------------|--|
| Responsible Member | Councillor – Kit Taylor, Performance Management Board Chairman |
| Responsible Head of Service | Hugh Bennett -Assistant Chief Executive |

1. SUMMARY

1.1 This report sets out the agreed work programme for 2009/10.

2. RECOMMENDATIONS

2.1 It is recommended that:

i. The Board considers the programme.

3. BACKGROUND

3.1 The Board now has an established programme for work, which links to the integrated financial/performance management cycle operated by the Council. This cycle will produce the usual run of reports, but the Board has an opportunity to consider including additional reports on areas it wishes to focus on.

4. FINANCIAL IMPLICATIONS

4.1 The proposed new timetable links to the financial planning cycle.

5. LEGAL IMPLICATIONS

5.1 No legal implications to the report.

6. CORPORATE OBJECTIVES

6.1 The Board's programme applies to all the Council's objectives.

7. RISK MANAGEMENT

7.1 The Board has previously expressed an interest in risk management. This falls under the remit of the Audit Board; however, PMB can make recommendations to this Board or Cabinet on issues around risk management identified through its work.

8. **CUSTOMER IMPLICATIONS**

- 9.1 The Board will receive customer complaints data during 2009/10 as part of the quarterly integrated financial and performance reports.

9. **OTHER IMPLICATIONS**

| |
|--|
| Procurement Issues N/A |
| Personnel Implications N/A |
| Governance/Performance Management N/A |
| Community Safety including Section 17 of Crime and Disorder Act 1998 N/A |
| Policy N/A |
| Environmental N/A |
| Equalities and Diversity N/A |

10. **OTHERS CONSULTED ON THE REPORT**

| | |
|---|-------------------------------|
| Portfolio Holders | Via E-Mail and at PMB. |
| Chief Executive | Via e-mail. |
| Corporate Director (Services) | Via e-mail. |
| Assistant Chief Executive | Yes |
| Head of Service | Via e-mail. |
| Head of Financial Services | Via e-mail. |
| Head of Legal & Democratic Services | Via e-mail. |
| Head of Organisational Development & HR | Via e-mail. |
| Corporate Procurement Team | No |

11. **APPENDICES**

Appendix 1 – PMB Work Programme 2009/10

12. **BACKGROUND PAPERS**

2008/09 PMB Work Programme.

CONTACT OFFICERS

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Tel: (01527) 881430

Proposed Performance Management Board Work Programme 2009/10

| Date | Agenda Item |
|--------|---|
| Apr 09 | <p>TRAINING SESSION</p> <p>Period 11 09/10 Performance Report (distributed only, no meeting)</p> <p>Period 11 09/10 Improvement Plan Mark 2 progress report (distributed only, no meeting).</p> |
| May 09 | <p>Period 12 09/10 Integrated Finance & Performance report</p> <p>Period 12 09/10 Improvement Plan Mark 2 progress report</p> <p>VFM Licensing Review (agreed with Chairman to delete this item).</p> <p>Outturn and Targets Report.</p> <p>Customer Access Strategy.</p> <p>PMB Work Programme.</p> <p>Quarterly Recommendation Tracker.</p> |
| Jun 09 | <p>Period 1 09/10 Performance Report</p> <p>Period 1 Improvement Plan 2009/2010 Mark 4</p> <p>CPA Report and Direction of Travel</p> <p>PMB Work Programme</p> |
| Jul 09 | <p>Period 2 09/10 Performance Report</p> <p>Period 2 09/10 Improvement Plan Mark 4</p> <p>Annual Financial and Performance Report 2008/2009.</p> <p>Local Neighbourhood Partnerships Business Case (deferred to September)</p> <p>Quarterly Recommendation Tracker.</p> <p>PMB Work Programme</p> |

| | |
|--------|---|
| Aug 09 | No meeting. |
| Sep 09 | <p>Period 4 09/10 performance report</p> <p>Period 4 09/10 Improvement Plan Mark 4 progress report</p> <p>Shared Services Highlight Report</p> <p>Council Plan 2010/2013 Part 1</p> <p>Place Survey</p> <p>Community Safety Partnership</p> <p>PMB Work Programme</p> |
| Oct 09 | <p>Period 5 09/10 Performance Report.</p> <p>Period 5 09/10 Improvement Plan Mark 4 progress report.</p> <p>Shared Services Highlight Report</p> <p>Bromsgrove Profile.</p> <p>Data Quality Strategy 6 Month Update (proposed move to September to create space for Profile and Place Survey).</p> |
| Nov 09 | <p>Quarter 2 09/10 Integrated Finance & Performance report.</p> <p>Period 6 09/10 Improvement Plan Mark 4 progress report.</p> <p>Community Strategy Annual Report 2008/09.</p> <p>Shared Services Highlight Report</p> <p>Community Strategy 2010/2013.</p> <p>Quarterly Recommendation Tracker</p> <p>PMB Work Programme.</p> |
| Dec 09 | <p>Period 7 09/10 Performance Report.</p> <p>Period 7 09/10 Improvement Plan Mark 3 progress report.</p> <p>Annual Artrix Performance Report</p> <p>What is Excellence?</p> <p>Shared Services Highlight Report</p> <p>Spatial Project Benefits Review</p> |

| | |
|--------|---|
| | <p>2008/2009 Predicted Outturn for Corporate Indicators.</p> <p>PMB Work Programme.</p> |
| Jan 10 | <p>Period 8 09/10 Performance Report</p> <p>Period 8 09/10 Improvement Plan Mark 4 progress report.</p> <p>Shared Services Highlight Report</p> <p>Local Neighbourhood Partnership Review</p> <p>Quarterly Recommendation Tracker</p> <p>PMB Work Programme.</p> |
| Feb 10 | <p>Quarter 3 09/10 Integrated Finance & Performance report.</p> <p>Period 9 09/10 Improvement Plan Mark 4 progress report.</p> <p>Shared Services Highlight Report</p> <p>Performance Management Strategy Annual Update</p> <p>6 Month Review of Data Quality Strategy.</p> <p>PMB Work Programme.</p> |
| Mar 10 | <p>Period 10 07/08 Performance Report.</p> <p>Period 10 09/10 Improvement Plan Mark 4 progress report.</p> <p>Shared Services Highlight Report</p> <p>Staff Survey Results (if undertaken)</p> <p>Housing Strategy Action Plan Update and Housing Inspection Action Plan.</p> <p>Council Plan 2010-2013.</p> <p>PMB Work Programme 2010/2011.</p> |

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