

BROMSGROVE DISTRICT COUNCIL

19 OCTOBER 2009

PERFORMANCE MANAGEMENT BOARD

BROMSGROVE PROFILE

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 attached Bromsgrove Profile (Appendix 1).

2. RECOMMENDATION

- 2.1 That the Board considers the Bromsgrove Profile and refers items to Overview and Scrutiny or to Cabinet or commissions a further piece of work for the Board itself.

3 BACKGROUND

- 3.1 The new Comprehensive Area Assessment (CAA) regime for local government requires councils to gather intelligence on their locality and assess what are the most pressing issues. The identified issues should then become priorities of the Council or the Local Strategic Partnership, depending on who the lead organisation is for responding to the identified issue.
- 3.2 As part of the work on updating both the Council Plan and the Sustainable Community Strategy, the Council commissioned the production of a Bromsgrove Profile, which as the name suggests, provides a profile of the District against six themes.
- 3.3 The Profile was recently discussed at the CAA Member Briefing and some examples given of the information it contains. The Profile contains useful information on population projections, which has led to the Task and Finish exercise on Older People, alcohol related admissions to hospitals which has risen sharply over the last decade, school performance tables, health profiles by wards, crime profiles by ward and so on. The Profile provides a useful source document for any policy maker.
- 3.4 The Board is asked to consider the Profile and identify any issues arising, which it may wish to refer to Overview and Scrutiny, Cabinet or undertake some work itself.

4. FINANCIAL IMPLICATIONS

- 4.1 No financial implications.

5. LEGAL IMPLICATIONS

5.1 No legal implications.

6. COUNCIL OBJECTIVES

6.1 The Profile provides a back drop to all the Council's objectives.

7. RISK MANAGEMENT

Corporate Risk Title	Link to Profile
KO2: Effective corporate leadership	Profile helps set strategic direction.
KO7: Effective partnership working	Profile helps set strategic direction.
KO8: Effective communications (internal and external)	Profile helps set strategic direction.
KO19: Effective Business and Performance Management	Profile helps set strategic direction.
KO20: Effective Customer Focused Authority	Profile helps set strategic direction.

8. CUSTOMER IMPLICATIONS

8.1 The Profile provides detailed information about the Profile of our residents (our customers') age, behaviour, health etc.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 As above.

10. VALUE FOR MONEY IMPLICATIONS

10.1 The more the Council and its partners target spending on the key issues in the District, the more effective we should be.

11. OTHER IMPLICATIONS

Procurement Issues: None.
Personnel Implications: None.
Governance/Performance Management: None.
Community Safety including Section 17 of Crime and Disorder Act 1998: None.
Policy: None.
Environmental: None.

12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director (Partnerships and Projects)	No
Executive Director (Services)	No
Assistant Chief Executive	Yes
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 Bromsgrove Profile.

15. **BACKGROUND PAPERS:**

15.1 The full Improvement Plan for August 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

Name: Hugh Bennett
E Mail: h.bennett@bromsgrove.gov.uk
Tel: (01527) 881400.