



**Quarterly Corporate Performance Management Report
Summary for
Select Committee on Regeneration, Culture
& Adult Education**

Quarter 3 (October to December 2009)

Quarterly Corporate Performance Management Report

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Section 1

Introduction

This Summary is taken from the third Quarterly Corporate Performance Management Report of 2009/10 highlighting performance for the period October to December 2009.

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

The main body of the report focuses on the six key themes contained in the Council Plan and progress against the key performance indicators and activities used to determine our delivery of Council priorities is included in **Section 3**. Following the recent revision of the Risk Management Guidance, risk monitoring aligned to Council Plan priorities, will be on an exception basis only. Council Plan risks will be included only when they show a 'major' risk rating.

A performance summary, incorporating the key service achievements and issues affecting Dudley MBC during quarter 3, is included in **Section 2**.

Section 4 provides latest performance information on the LPSA 2 stretch targets attracting reward grant.

Section 5 gives a progress report on the Council's partnership working.

Section 6 provides an update on the recession 10 Point Plan, together with statistical information on the impact locally of the current economic climate.

To view copies of all Quarterly Corporate Performance Management Reports please use the link below:

<http://www.dudley.gov.uk/council--democracy/performance-matters-in-dudley/performance-reporting>.

Section 2

Performance Summary

Quarter 3 2009/10

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

Dudley MBC was judged the best performing local authority in the West Midlands in the organisational assessments published in December 2009. Across scored categories of the organisational assessment, the Council performed 'well' in four and 'adequately' in the remaining one. The organisational assessment, along with those of partner agencies, contributes to the Comprehensive Area Assessment (CAA) which judges services delivered to people across the Borough.

The CAA gave a positive assessment of services received by people in Dudley and there were no areas for concern. We have been advised by the Audit Commission that focus for the CAA in 2010-11 will be on the contribution of partners in the areas of jobs, skills and regeneration, health inequalities and the public perception of services. Work has already started to consider our response.

A successful bid to the Homes and Communities Agency for grant funding to deliver new build council homes for rent has attracted £4.3 million investment.

In line with national trends, Dudley has seen a significant slowdown in the numbers of Jobseeker's Allowance claimants during the quarter, to the point that numbers reduced to 10,737 in December 2009 compared to the high in September 2009 of 11,132.

The Council and partners have focussed on the delivery of the 10 Point Plan to tackle the effects of the recession locally (more on this in Section 6), as well as looking at longer term arrangements to promote regeneration in the Borough.

There follows a brief summary of performance for each Council Plan theme, including significant achievements and challenges and updates on the Major Projects programme. The detail behind these headlines is included in Section 3 of the report.

Environment Matters

Performance Review – Quarter 3

Achievements:

- A successful bid to the Homes and Communities Agency (HCA) for grant funding to deliver new build council homes for rent has attracted £4.3 million investment. This represents a third of the grant awarded in the West Midlands (£13 million).

A total of 81 new council homes, the first in Dudley for twenty years, will be completed by the end of March 2012. The funding will enable the Council to provide a range of energy efficient homes including two-storey apartments, bungalows and houses and the schemes will assist in contributing to local employment opportunities. The Council will match the funding through land and capital contributions.

Pre-planning application discussions are now being carried out and ground investigation and survey work as a prerequisite to the applications and finalising the scheme layouts. It is anticipated, subject to obtaining planning permissions in Spring 2010 and the appointment of suitably qualified contractors, starting on site will be achieved by the Autumn 2010 and scheme completions are expected to follow within a 15 month build programme.

(See page 13).

Progress on the Major Projects:

Wren's Nest Seven Sisters Stabilisation

Ripples through Time – Heritage Lottery Fund project

- The Council received its Stage 2 approval in December 2009 and therefore the project is now moving into its implementation phase.
- Initial project work is now taking place, with an anticipated start date on site of April/May 2010.
- Main engineering works should be completed by the end of 2010, with the learning/education, landscaping and community engagement work continuing to April 2014.

Regeneration Matters

Performance Review – Quarter 3

Achievements:

- In line with national trends, Dudley has seen a significant slowdown in the numbers of Jobseeker's Allowance claimants during the quarter to the point that numbers reduced to 10,737 in December 2009 compared to the September 2009 figure of 11,132.

(See Section 6 starting on page 27).

- See the Major Projects updates for details of significant regeneration activity during the quarter.

Progress on the Major Projects:

Castle Hill Regeneration

- A draft vision for the comprehensive redevelopment of the site has been prepared and a strategic project team created, represented by the Council, partners and New Heritage Regeneration.
- Progress is being made on the preparation of the AWM full funding application and the planning application for the Tipton Road access is due to be determined in early February.
- Regeneration activity is being coordinated via a Strategic Management Board at which the key operators of the site's attractions are represented.

North Priory Regeneration

- Contractors are now off site and site handed back to Building Services.
- Licence granted to Bromford/KeepMoat to enable them to go on site to continue site preparation.
- Development Agreement now signed with Bromford/Keepmoat.
- Planning application submitted. Planning permission granted with detailed planning permission for phase 1 and outline for phases 2 and 3.

Progress on the Major Projects *continued*:

Town Centre Regeneration

Dudley Town Centre

- The first Townscape Heritage Initiative contract has been awarded for the renovation of the former The Crown Public House and the appointment of Architects/Surveyors for the renovation of Merlins and Carvers Café. Tenders are due back for the renovation works at Merlins at the end of January.
- A delivery strategy has been agreed with Dudley College for the relocation proposals and the Dudley Town Centre Partnership continues to be engaged in regeneration activity in the town.
- Submission to AWM of application for £6.8m under the ERDF SUDS Place Project Pipeline.

Brierley Hill Town Centre

- Brierley Hill AWM full application for High Street enhancements is being advanced.
- Brierley Hill LIFT Health & Social Care Centre due for opening May 2010.
- Continued engagement with Stourbridge College to identify alternative funding routes.
- £200,000 Growth Point funding secured for Harts Hill master planning and appointment for preparation of this is due at the end of January.
- Submission to AWM of application for £4.3m towards the delivery of the High Street public realm work under the ERDF SUDS Place Project Pipeline.

Halesowen Town Centre

- The Public Realm Study has been completed under the supervision of the Town Centre Working Group and the members of the group have been consulted on the emerging proposals.
- As a result of this, the first project, environmental enhancements to the Husky Dog island, is due to start in March 2010.
- The consultation exercise has closed on the public art proposals for Grange Island, associated with the current highways improvements, which has demonstrated support for the proposals.

Quality Service Matters Performance Review – Quarter 3

Achievements:

- Additional funding has been released to enable RFID technology in Dudley and Stourbridge libraries, improving customer choice as part of our transformation programme. Orders have been placed with plans in place for implementation during the first half of 2010. Pensnett Library Link should also be commissioned during this period.

(See page 23).

Progress on the Major Projects:

Dudley Civic Quadrant

- Policy updated and approved at October 2009 Cabinet. New action plan to be implemented through 2010.

Section 3




Reporting on Council Action Plan Priorities for 2009-10

The 2009 review of the Council Action Plan 2010 sets out the Authority's priorities for 2009-10. It outlines how we are planning to meet the aspirations of the Community Strategy and the challenges of the Next Generation Local Area Agreement.

This section provides a detailed review of the progress of the key performance indicators and activities contained within the Council Action Plan, plus an assessment of the risks to the delivery of the Council's priorities where the net rating is 'major'.




Traffic light status indicators are used to denote performance as follows:

In terms of the **key activities** they represent the following progress:

-  Good (ahead of schedule)
-  Fair (on schedule)
-  Poor (behind schedule)

NB: The Directorate of Children's Services provide narrative only and do not apply a performance alert.

For **key performance indicators** they represent performance as:




-  Better than target limits
-  Within target limits
-  Worse than target limits

NB: A zero tolerance has been set for the target limits of key performance indicators with a stretch target.

Comments are included for key performance indicators where performance is below target limits or where additional intelligence is available.

Comparator data against all England councils and Metropolitan councils is included where available. The figures were taken from Oneplace, the website launched to provide information to the public on the Comprehensive Area Assessments published in December 2009.

Direction of travel arrows compare performance for the latest year with the previous year:

-  Improving
-  No change
-  Deteriorating

Dudley is also **ranked** against all England and Metropolitan councils. The rank calculation uses the Microsoft excel method of working out percentiles. It orders the data from highest to lowest value and assigns a percentage to each value.

The **average** figures are also shown for all England and Metropolitan councils for information. This represents the mean unless otherwise stated. The calculation is arrived at by adding up all areas' values for the performance indicator and dividing by the number of values available. Where an area does not have data in the range (that is; if the value is missing or not available) it is not used as part of this calculation.

For further information visit the Oneplace website at:

<http://oneplace.direct.gov.uk/infobyarea/region/area/Pages/areaoverview.aspx?region=55&area=340>

Use the link below to view the Council Action Plan 2010 and the 2009 review:

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

Caring Matters Priority CM1 – To improve people's health, well-being and quality of life

Outcome 1 Increased participation in cultural & leisure activities

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
DUE	C1.1a	Increase participation in cultural and leisure activities	●	●	●	<ul style="list-style-type: none"> Initiatives continue to generate increased attendances as outlined previously; health and fitness developments, free swimming initiative, walk fit programme, Sport unlimited, Sports zone etc. 	Duncan Lowndes
DACHS	C1.1b	Support the Heritage, Culture and Leisure Partnership review of the Cultural Strategy	●	●	●	<ul style="list-style-type: none"> Draft Cultural Strategy ready to be considered at a Heritage, Culture and Leisure Partnership review day in January 2010. 	Kate Millin
DACHS	C1.1c	Develop plans to transform the Archives and Local History Service and implement the Archives new build project	●	●	●	<ul style="list-style-type: none"> Plan progressing. Project with High Arcal School and part of the learning revolution are supporting this objective. 	Kate Millin

Key Performance Indicators – annually or biennially reported							
Direct.	Ref.	Definition	09/10 Target	Latest Comment	All England Average 2007/08	Met Councils Average 2007/08	Direction of Travel
DUE	NI 8 NGLAA	% of adult population doing sport or active recreation for 30 mins on 12 days in the last 4 weeks (Active People Survey)	19%	<ul style="list-style-type: none"> The Active People Survey is a 2-year rolling survey. The results of the survey completed between October 2007 and October 2009 will form the 2008/09 performance figure. This information will be released by the Department for Culture, Media and Sport in January 2010. Interim data received in June 2009 (based on survey responses between April 2008 and April 2009 only) shows a result for Dudley of 17.8%, showing a slight increase in participation rates. 	22.1%	20.51%	Not calculated
					In worst 10%	In worst 20%	
DUE	NI 10	% of adult population (16 years and above) in the local area who have attended a museum or gallery at least once in the last 12 months (Active People Survey)	Baseline to be agreed	<ul style="list-style-type: none"> The question in the Active People Survey relating to attendance at museums and galleries was not introduced to the survey until 2008. The results of the survey completed between October 2008 and October 2009 will form the 2008/09 performance figure. This information will be released by the Department for Culture, Media and Sport in January 2010. Interim data received in June 2009 (based on survey responses between April 2008 to October 2008 only) shows a result for Dudley of 43.6%. 	53.24%	51.14%	Not calculated
					In worst 20%	In worst 20%	

Caring Matters Priority CM2 – Tackling Poverty

Outcome 1 Increased benefit take-up

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
FIN	C2.1a	Promote take-up of Income Support (IS) and Attendance Allowance (AA)	★	★	●	<ul style="list-style-type: none"> Performance has fallen behind slightly due to staff absence. 	Mike N Williams
FIN	C2.1b	Raise level of unclaimed benefits through Benefits Shop	★	★	★		Mike N Williams
DACHS	C2.1c	To ensure appropriate services are delivered to all community groups through a programme of Equality Impact Assessments	★	●	●	<ul style="list-style-type: none"> Continuing link with ADs Group and a range of EIAs to be put on the Corporate Database. 	Andrew Leigh
DACHS	C2.1d	Reducing overall deprivation in communities by the implementation of the Neighbourhood Partnerships Framework as agreed by the Community Renewal Steering Group to focus on deprivation, local problem solving and community engagement	●	●	●	<ul style="list-style-type: none"> Implementation of the Neighbourhood Steering Groups to bring together services and communities and address deprivation. Co-ordination of task-working on areas that make a difference. 	Sue McGavin

Key Performance Indicators – quarterly reported

Direct.	Ref.	Definition	09/10 Target	Q1 YTD Actual	Q1 YTD Status	Q2 YTD Actual	Q2 YTD Status	Q3 YTD Target	Q3 YTD Actual	Q3 YTD Status	All England Average	Met Councils Average	Direction of Travel
FIN	FIN BEN 002a	Level of previously unclaimed benefits raised	£2,000,000	£628,157	★	£1,216,549	★	£1,485,062	£1,677,305	★	n/a – local PI		
FIN	FIN BEN 002b	Number of successful new income support and attendance allowance claims	800	164	★	414	★	590	578	●	n/a – local PI		




Environment Matters Priority EM1 – Improve the overall appearance of the Borough

Outcome 1 Improving the quality of public spaces

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
DUE	E1.1b	Support and develop the management of council owned local nature reserves and areas of nature conservation value	●	●	●	<ul style="list-style-type: none"> Stage 2 bid for Ripples Through Time project at Wrens Nest approved. Countryside Stewardship and Woodland Grant applications for a number of staffed and non-staffed sites ongoing. 	Sally Orton
DUE	E1.1c	Priory Park improvements – bid for Heritage Lottery funding (HLF)	●	●	●	<ul style="list-style-type: none"> Supporting plans and documentation for the Stage 2 application to HLF have been completed and the project is on track for submission of the bid at the end of January. 	Duncan Lowndes

Environment Matters Priority EM3 – Provision of Decent Homes

Outcome 1 Residents live in decent homes and have a choice

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
DACHS	E3.1a	Increase the provision of appropriate affordable housing within the Borough				<ul style="list-style-type: none"> A successful bid to the Homes and Communities Agency (HCA) for grant funding to deliver new build council homes for rent has attracted £4.3 million investment. This represents a third of the grant awarded in the West Midlands (£13 million). A total of 81 new council homes, the first in Dudley for twenty years, will be completed by the end of March 2012. The funding will enable the Council to provide a range of energy efficient homes including two-storey apartments, bungalows and houses and the schemes will assist in contributing to local employment opportunities. The Council will match the funding through land and capital contributions. The HCA criteria for the bid was targeted at council owned infill and difficult to develop sites and in Dudley the homes will be built on number of council owned infill and former garage sites at the following locations: <ul style="list-style-type: none"> Wood Road, Lower Gornal (19 homes) Norwood Road, Brockmoor (22 homes) Blackthorn Road, Wordsley (21 homes) Tenacre Lane, Upper Gornal (6 homes) Woodlands Avenue, Quarry Bank (13 homes) Pre-planning application discussions are now being carried out and ground investigation and survey work as a prerequisite to the applications and finalising the scheme layouts. It is anticipated, subject to obtaining planning permissions in Spring 2010 and the appointment of suitably qualified contractors, starting on site will be achieved by the Autumn 2010 and scheme completions are expected to follow within a 15 month build programme. 	Andrew Leigh/ Gordon Wilkes

Learning Matters Priority LM4 – Learning opportunities for adults

Outcome 1 Adult community learning

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
DACHS	L4.1a	Widen participation in formal adult and community learning	★	●	★	<ul style="list-style-type: none"> Storytelling training provided for LAAL staff. Storytelling and lantern parades project delivered as part of Family Learning Festival. New spring programme begun in Adult Community Learning, marketing distributed and enrolment begun. 	Kate Millin
DACHS	L4.1b	Supporting the implementation of the Parenting and Family Learning Strategy (led by Dudley Community Partnership)	★	●	★	<ul style="list-style-type: none"> Held 2 library-based activities in North Dudley during Family Learning Week in partnership with Family Learning staff. Family Learning Impact Fund targeted work to engage learners in progress. 	Kate Millin

Key Performance Indicators – quarterly reported													
Direct.	Ref.	Definition	09/10 Target	Q1 YTD Actual	Q1 YTD Status	Q2 YTD Actual	Q2 YTD Status	Q3 YTD Target	Q3 YTD Actual	Q3 YTD Status	All England Average 2008/09	Met Councils Average 2008/09	Direction of Travel
DACHS	ACL KPI 2 (CP 13)	Individual adult learners 19+ in ALL adult learning programmes	6500	1875	★	3237	★	-	5226	★	n/a – local PI		
DACHS	ACL KPI 8.9	Number of individual learners aged 60+ participating in an adult learning programme	850	503	★	770	★	-	1073	★	n/a – local PI		
DACHS	ACL KPI 8.10	Number of individual learners aged 60+ retained on an adult learning programme	800	496	★	752	★	-	1024	★	n/a – local PI		
DACHS	ACL KPI 8.6	% adults with disabilities in adult learning (as a % of individual learners on ALL adult learning programmes)	10%	18%	★	19%	★	10%	20%	★	n/a – local PI		
DACHS	ACL KPI 8.3	% BME groups (as a % of individual learners on ALL adult learning programmes)	14%	16%	★	15%	★	14%	14%	●	n/a – local PI		
DACHS	ACL KPI 8.5	% males in adult learning (as a % of individual learners on ALL adult learning programmes)	25%	24%	●	28%	★	25%	28%	★	n/a – local PI		

Key Performance Indicators – annually reported								
Direct.	Ref.	Definition	09/10 Target	Latest Actual 2008/09	Latest Comment	All England Average	Met Councils Average	Direction of Travel
DACHS	ACL KPI 8.8	% new adult learners	50%	44%	<ul style="list-style-type: none"> Current progress at the end of Qtr 3 is 60%. 	n/a – local PI		
DACHS	ACL KPI 8.4	% learners from priority wards/neighbourhoods	25%	23%	<ul style="list-style-type: none"> Current progress at the end of Qtr 3 is 22%. 	n/a – local PI		
DACHS	DACHS Local PI	Maintain the number of Library emergent reader collections	13	13		n/a – local PI		
DACHS	ACL KPI 11	Number of adults participating in Wider Family Learning programmes	900	814	<ul style="list-style-type: none"> Current progress at the end of Qtr 3 is 648, but please be aware this is an Academic Year KPI and the final figure will not be available until the end of July 2010. 	n/a – local PI		
DACHS	ACL KPI 11.3	Number of adults participating in Family Literacy and Numeracy programmes	200	213	<ul style="list-style-type: none"> Current progress at the end of Qtr 3 is 105, but please be aware this is an Academic Year KPI and the final figure will not be available until the end of July 2010. 	n/a – local PI		

Regeneration Matters Priority RM1 – Creating a prosperous Borough

Outcome 1 Increased availability of land for development opportunities

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
DUE	R1.1a	Facilitate delivery of major development schemes in the Borough	●	●	●	<ul style="list-style-type: none"> Progress is being made to facilitate major development schemes in the Borough by increasing opportunities to access the planning services. Establishing a development team approach to focus and steer pre-application discussions on more significant schemes. Project management approach to dealing with major schemes through to determination. Similarly, the Council operates a Developers Forum approach and is preparing a management/project plan for a development team approach to applications whereby developers can access the interdisciplinary services of the decision making process in the Council. This aids in the development industry's ability to navigate the development process and facilitates delivery in Dudley Borough. Proposals for the delivery of the Area Development Framework for Dudley Town Centre are well advanced via the adoption by its Company Board of the New Heritage Regeneration Ltd Business Plan, with development proposals being prepared for Tower St East and the year 2 action plan under the Townscape Heritage Initiative (THI). The first THI contract has been awarded for the renovation of the former The Crown Public House and the appointment of Architects/Surveyors for the renovation of Merlins and Carvers Café. Tenders are due back for the renovation works at Merlins at the end of January. A delivery strategy has been agreed with Dudley College for the relocation proposals and the Dudley Town Centre Partnership continue to be engaged in regeneration activity in the town. The Council continues to be engaged with Dudley Infracare Lift Co in the delivery of Healthcare based facilities at a number of locations in the Borough, by the activity of a Strategic Management Board and an Operational Meeting structure. In addition, a Strategic Cross Directorate steering group has been convened to coordinate regeneration activity in Brierley Hill. 	Rupert Dugdale Helen Martin
DUE	R1.1b	Deliver a spatial plan for the Borough which can deliver the Sustainable Community Strategy (SCS)	●	●	●	<ul style="list-style-type: none"> Progress remains positive on production of the Joint Core Strategy (JCS) and subsequent plans. The JCS is out for the final round of consultation prior to submission in February 2010. 	Helen Martin

Key Performance Indicators – annually reported								
Direct.	Ref.	Definition	09/10 Target	Latest Actual 2008/09	Latest Comment	All England Average 2007	Met Councils Average 2007	Direction of Travel
DUE	NI 170	Proportion of the area of developed land that has been vacant or derelict for more than 5 years	3.42%	0.64%		2.09%	2.04%	Not calculated
						In best 10%	In best 5%	

Outcome 2 Promote the regeneration of the Borough's towns and local centres

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
DUE	R1.2a	Develop Town Centre Action Plans for: <ul style="list-style-type: none"> Brierley Hill Halesowen Stourbridge 	●	●	●	<ul style="list-style-type: none"> Brierley Hill Area Action Plan currently on track to meet Local Development Scheme timetable and out to final consultation prior to submission in February 2010. Halesowen Area Action Plan currently on track to meet Local Development Scheme timetable. Stourbridge Area Action Plan currently on track to meet Local Development Scheme timetable and being reported to Cabinet in February for approval for consultation on draft options. 	Rupert Dugdale
DACHS	R1.2b	Lead on the regeneration of the North Priory Estate to create a mixed sustainable community	●	★	★	<ul style="list-style-type: none"> Contractors now off site and site handed back to Building Services. Licence granted to Bromford / KeepMoat to enable them go on site to continue site preparation. Development Agreement now signed with Bromford / Keepmoat. Planning application submitted. Planning permission granted with detailed planning permission for phase 1 and outline for phases 2 and 3. Regular reporting to Project Board. Project Board meeting held at end of September 2009, with next one scheduled for early February 2010. 	Andrew Leigh

Key Performance Indicators – annually reported								
Direct.	Ref.	Definition	09/10 Target	Latest Actual 2007	Latest Comment	All England Average 2007	Met Councils Average 2007	Direction of Travel
DUE	NI 171 NGLAA	Rate of business registrations per 10,000 resident population aged 16 and above	37	50.6	<ul style="list-style-type: none"> Awaiting latest data from the Office for National Statistics (ONS). 	62.18 In worst third	49.94 Average	↗

Outcome 3 Improved enterprise and investment

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
DACHS	R1.3a	To lead on housing regeneration within the Borough	●	★	★	<ul style="list-style-type: none"> A successful bid to the Homes and Communities Agency (HCA) for grant funding to deliver new build council homes for rent has attracted £4.3 million investment. This represents a third of the grant awarded in the West Midlands (£13 million). A total of 81 new council homes, the first in Dudley for twenty years, will be completed by the end of March 2012. The funding will enable the Council to provide a range of energy efficient homes including two-storey apartments, bungalows and houses and the schemes will assist in contributing to local employment opportunities. The Council will match the funding through land and capital contributions. The HCA criteria for the bid was targeted at council owned infill and difficult to develop sites and in Dudley the homes will be built on number of council owned infill and former garage sites at the following locations: <ul style="list-style-type: none"> Wood Road, Lower Gornal (19 homes) Norwood Road, Brockmoor (22 homes) Blackthorn Road, Wordsley (21 homes) Tenacre Lane, Upper Gornal (6 homes) Woodlands Avenue, Quarry Bank (13 homes) Pre-planning application discussions are now being carried out and ground investigation and survey work as a prerequisite to the applications and finalising the scheme layouts. It is anticipated, subject to obtaining planning permissions in Spring 2010 and the appointment of suitably qualified contractors, starting on site will be achieved by the Autumn 2010 and scheme completions are expected to follow within a 15 month build programme. 	Helen Barlow/ Steve Betteridge/ P Radford






Key Performance Indicators – quarterly reported													
Direct.	Ref.	Definition	09/10 Target	Q1 YTD Actual	Q1 YTD Status	Q2 YTD Actual	Q2 YTD Status	Q3 YTD Target	Q3 YTD Actual	Q3 YTD Status	All England Average	Met Councils Average	Direction of Travel
DACHS	BV 064	Number of empty properties brought back into use or demolished	100	42	★	79	★	75	88	★	n/a – local PI		

Regeneration Matters Priority RM2 – Optimise the opportunities for local people to obtain local jobs

Outcome 1 Reducing worklessness and improving skills, qualifications and knowledge of priority groups

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
DUE	R2.1a	Optimise the opportunities for local people to develop and improve their skills and obtain jobs	●	●	●	<ul style="list-style-type: none"> 151 disadvantaged residents placed into work through Future Skills Dudley against a target of 220 for the year. 	Jean Brayshay
DUE	R2.1b	<p>Working with local partners to reduce levels of worklessness in the 5 City Strategy wards of:</p> <ul style="list-style-type: none"> Brierley Hill Castle & Priory Netherton, Woodside & St Andrews St James's St Thomas's 	▲	●	●	<ul style="list-style-type: none"> Community Information Events have now taken place in every City Strategy ward. The main objective of each event is to bring together local organisations and residents in order to engage people by addressing specific barriers to employment and assisting people on a journey towards sustainable employment. The most recent event at Hawbush (Brierley Hill ward) attracted 100 residents, most of whom signed up to an intervention, i.e. a course/training or advisory session. The importance of this engagement process lies in the fact that before the introduction of such events very few residents in question would have sought employment-related support. Where 'targeted' residents have not attended such events, trial house-to-house client engagement has taken place, with encouraging results in terms of the numbers/proportion of residents who have responded positively. However, given the duration of unemployment experienced by some residents, together with various barriers to employment, it could be some time before some are sufficiently up-skilled to enter the labour market. Evaluation is now underway from those events that have taken place in order to share good practice and develop further ways to engage with, and address the needs of, out-of-work residents. 	Jean Brayshay
DUE	R2.1c	Progress the delivery of the South Black Country Enterprise and Innovation Centre	●	●	●	<ul style="list-style-type: none"> The Council commissioned a study to identify the most appropriate mechanism to deliver the South Black Country Enterprise and Innovation Centre which was completed in November 2009. A gap funding application will be submitted to Advantage West Midlands by February 2010. 	Jean Brayshay
DUE	R2.1d	To support local people into local jobs through the provision of employability skills and training	★	●	●	<ul style="list-style-type: none"> 1121 disadvantaged people received training and/or achieving recognised qualifications through Future Skills Dudley against a target of 1100 for the year. 	Jean Brayshay
DACHS	R2.1e	Target engagement and learning support to reduce worklessness for residents from priority wards and groups	★	★	★	<ul style="list-style-type: none"> 3 new successful job clubs established - Brierley Hill, Dormston School and Gibbs Hostel. Adult Learning Team has supported 132 local people back into employment since April 2009. 	Kate Millin

Key Performance Indicators – quarterly reported													
Direct.	Ref.	Definition	09/10 Target	Q1 YTD Actual	Q1 YTD Status	Q2 YTD Actual	Q2 YTD Status	Q3 YTD Target	Q3 YTD Actual	Q3 YTD Status	All England Average	Met Councils Average	Direction of Travel
DUE	EDE 4.1.1 LPSA2	Number of people aged 18-64 moving into employment (sustained and permitted) from either within priority areas or from key priority groups	153	8	★	33	★	86	88	★	n/a – local PI		
CEX	Local PI	Number of working age people in the Borough claiming Job Seeker's Allowance (JSA)	Not targeted	10,614	-	11,132	-	-	10,737	-	n/a – local PI		
CEX	Local PI	Percentage of working age people in the Borough claiming Job Seeker's Allowance (JSA)	Not targeted	5.8%	-	6.1%	-		5.8%	-	n/a – local PI		

Key Performance Indicators – annually reported								
Direct.	Ref.	Definition	09/10 Target	Latest Actual May 2009	Latest Comment	All England Average Q1 2009	Met Councils Average Q1 2009	Direction of Travel
DUE	NI 152 NGLAA	% of working age people claiming out of work benefits (16-64 males and 16-59 females)	12.4%	14.4%	<ul style="list-style-type: none">As at May 2009, increase of 1,338 people since February 2009.	12.7%	16.11%	
						Average	In best 25%	
DUE	NI 153 NGLAA	% of working age people claiming out of work benefits in the worst performing neighbourhoods (16-64 males and 16-59 females)	28.7%	29.8%	<ul style="list-style-type: none">As at May 2009, increase of 154 people since February 2009.	29.68%	31.1%	
						In best third	In best 5%	
DUE	NI 163 NGLAA	% of population aged 19-64 for males and 19-59 for females qualified to at least level 2 or higher	<ul style="list-style-type: none">Reported annually in arrears by the Department for Innovation, University and Skills (DIUS) from the ONS Annual Population Survey.The latest available data as at September 2008 is 68.2%.	69.25%	65.99%			
				Average	Average			
DUE	NI 165 NGLAA	% of population aged 19-64 for males and 19-59 for females qualified to at least level 4 or higher	<ul style="list-style-type: none">Reported annually in arrears by the Department for Innovation, University and Skills (DIUS) from the ONS Annual Population Survey.The latest available data as at September 2008 is 24.7%.	30.65%	25.16%			
				In worst third	Average			
DUE	NI 166	Median earnings of full-time employees in the local authority area (gross weekly pay)	<ul style="list-style-type: none">Data released annually by the Office for National Statistics (ONS).Latest available data for 2007/08 is £399.10.	£481.58	£437.62			
				In worst 10%	In worst 10%			
DUE	DUE NI 166a NGLAA	Median earnings of full time employees in the local authority area as a % of earnings in the region	<ul style="list-style-type: none">Data released annually by the Office for National Statistics (ONS).Latest available data for 2007/08 is 88.9%.	n/a – local PI				

Quality Service Matters Priority QSM1 – Customer access to services

Outcome 1 Increased range of service areas offered to customers

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
DACHS	Q1.1b	Implement the next phase of the Library Modernisation Plan	●	★	★	<ul style="list-style-type: none"> Implemented to plan. Pensnett Library Link due to open Q4. Q3 Information Services review approved by DMT and implementation plan produced. Stock editing at Dudley Library in preparation for self service. 	Kate Millin

Key Performance Indicators – annually reported

Direct.	Ref.	Definition	09/10 Target	Latest Comment	All England Average 2008	Met Councils Average 2008	Direction of Travel
DACHS	NI 9	% of adult population (16 years and above) in the local area who have used a public library at least once in the last 12 months (Active People Survey)	Baseline to be established	<ul style="list-style-type: none"> The question in the Active People Survey relating to public library usage was not introduced to the survey until 2008. The results of the survey completed between October 2008 and October 2009 will form the 2008/09 performance figure. This information will be released by the Department for Culture, Media and Sport in January 2010. Interim data received in June 2009 (based on survey responses between April 2008 to October 2008 only) shows a result for Dudley of 49.6%. 	48.85%	47.04%	Not calculated
					Average	In best third	

Direct.	Ref.	Definition	09/10 Target	2009/10 Actual	2009/10 Status	Latest Comment	All England Average	Met Councils Average	Direction of Travel
DACHS	DACHS Local PI	Adult satisfaction rates (with libraries/ survey due 2009)	>94%	92% (Oct '09)	●	<ul style="list-style-type: none"> Latest survey completed in October 2009 and due every three years. 	n/a – local PI		

Quality Service Matters Priority QSM4 – ICT Strategy and service transformation

Outcome 1 Implementation of the priorities of the corporate ICT Strategy

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
DACHS	Q4.1b	Implementation of an RFID solution to enable library customer self service	★	★	★	<ul style="list-style-type: none"> Additional funding released to enable RFID in Dudley and Stourbridge libraries. Orders placed with plans in place for implementation during first half of 2010. Pensnett Library Link should also be commissioned during this period. 	Glyn Peach John O'Neill

Quality Service Matters Priority QSM6 – Effective partnerships

Outcome 3 Local impact of recession

Key Activities							
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Update	Lead Officer
CEX	Q6.3a	Develop, implement and monitor a coordinated action plan to tackle the local impact of recession with our partners	●	●	●	<ul style="list-style-type: none"> Ten point plan in place and developing "The Next Steps to Recovery" plan (see Section 7 for further information). 	Geoff Thomas

Key Performance Indicators – quarterly reported

Direct.	Ref.	Definition	09/10 Target	Q1 YTD Actual	Q1 YTD Status	Q2 YTD Actual	Q2 YTD Status	Q3 YTD Target	Q3 YTD Actual	Q3 YTD Status	All England Average	Met Councils Average	Direction of Travel
FIN	FIN BV 008a	Average number of days to pay creditor invoices	10	11	●	10.2	●	10	10	●	n/a – local PI		

Section 4

Local Public Service Agreement 2

Stretch Targets

The 2007/10 Local Area Agreement (LAA) was superseded in May 2008 by the Next Generation Local Area Agreement (NGLAA). It has been confirmed by Government, however, that they will honour all commitments arising from the stretch targets negotiated as part of the 2007/10 LAA. As such, our existing 14 targets highlighted in the following tables will continue to attract the Performance Reward Grant (PRG) originally agreed and it is therefore important that we continue to resource, deliver and monitor their progress.

The 14 targets are supported by 28 indicators and they are distributed across thematic partnerships as follows:

- Health & Wellbeing Partnership – 1 target supported by 1 indicator
- Children's Trust – 5 targets supported by 9 indicators (5 reported on once a year, i.e. either financial or academic year)
- Stronger Group – 1 target supported by 5 indicators (all reported on annually)
- Economic Development & Regeneration Partnership – 2 targets supported by 4 indicators
- Safe & Sound Partnership – 5 targets supported by 9 indicators

Traffic light indicators denote latest performance as follows:-

★ Better than target limits

● Within target limits

▲ Worse than target limits

NB: A zero tolerance has been set for the target limits of these indicators.

Those marked **KPI** are Key Council Plan Performance Indicators included in **section 3**.

Use the link below to access further information on the 2007/10 LAA and current NGLAA:-

<http://www.dudleypsp.org/local-area-agreements>

3. Economic Development & Regeneration Partnership

Indicator	Latest Performance Q3 09/10			Cumulative Target	Cumulative Actual	% of cumulative achieved to date	Final 3 year Target	Final 3 year 60% Target
	Target	Actual	Status					
EDE 04.1.1 Number of people aged 18 - 64 moving into sustained employment from within either our Priority Areas or from Key Priority Groups (as defined) KPI	86	88	★	306	309	101%	374	254

Delivery continues above target and based on current performance 100% achievement remains likely. This quarter 82% of the final target was reached thereby guaranteeing at least 82% of the reward (£779,000), however a further 65 people will need to move into sustained employment during the final quarter to achieve 100%. The final "count" for this target will not take place until 7 July 2010, i.e. people starting work on or before 31 March 2010 can be counted toward the final achievement for up to 14 weeks after 31 March 2010. The total amount of PRG attached to achieving this target is £950,000 which will have, in effect, already been spent as it was agreed that the full reward would be "drawn down" to fund the activity required during the three years of delivery.

Indicator	Latest Performance Q3 09/10			Cumulative Target	Cumulative Actual	% of cumulative achieved to date	Final 3 year Target	Final 3 year 60% Target
	Target	Actual	Status					
EDE 04.4.4.1 Number of working aged adults (18 – 64) drawn from within either Priority Wards or Priority Groups (as defined) with NVQ Level 1 or equivalent	13	15	★	58	72	124%	110	93
EDE 04.4.4.2 Number of working aged adults (18 – 64) drawn from within either Priority Wards or Priority Groups (as defined) with Skills for Life at levels 1 & 2	12	15	★	79	87	110%	113	84
EDE 04.4.4.3 Number of working aged adults (18 – 64) drawn from within either Priority Wards or Priority Groups (as defined) who possess Skills for Life within entry levels 1 - 3	20	23	★	90	93	103%	118	90

Performance on all three of the skills targets above continues to be strong and all are delivering above target. It is also worth noting that the final "count" for these targets will not take place until 1 October 2010.

Pleasingly during quarter 3 the 60% threshold has been exceeded for all three targets (EDE 04.4.4.1 - 65%, EDE 04.4.4.2 - 77% and EDE 04.4.4.3. - 83%) which together guarantee at least 74% of the total £600,000 reward i.e. £444,000, however this has in effect already been spent as it was agreed that the full reward would be "drawn down" to fund the activity required during the three years of delivery.

Section 5

Partnership Working Progress Report

February 2010

This section is intended to give an overall picture of developments with the Council's partnership working.

Partnership Evaluation

The Council's most significant partnerships have been engaged in the annual programme of self evaluation, and this has now been completed with the following results. 14 evaluations have resulted in the agreement of a green status or equivalent, 2 have resulted in amber, and in all cases improvement plans are being implemented to ensure that best practice is evident throughout or partnership working.

Partnership Strategy Development

The Council's Partnership Strategy was published in 2004, following which a number of revisions and updates have been made to parts thereof. Work is now underway to produce a comprehensive update of a number of elements of the strategy, namely:

- "Guide to Partnership working" document - to be revised to reflect the latest requirements of legislation and policy in relation to our partnership working. Also to reflect relevant updates to the constitution as they are published. We are looking to develop this in consultation with our major partners in order to facilitate a more joined up approach across the Borough.
- Partnership Evaluation Tool - to be revised to provide a greater emphasis on measuring effectiveness and efficiency, and the ongoing viability of every partnership on the database.
- Partnership Database - to be updated to provide the key current information on our significant partnerships.

Section 6

Recession Update

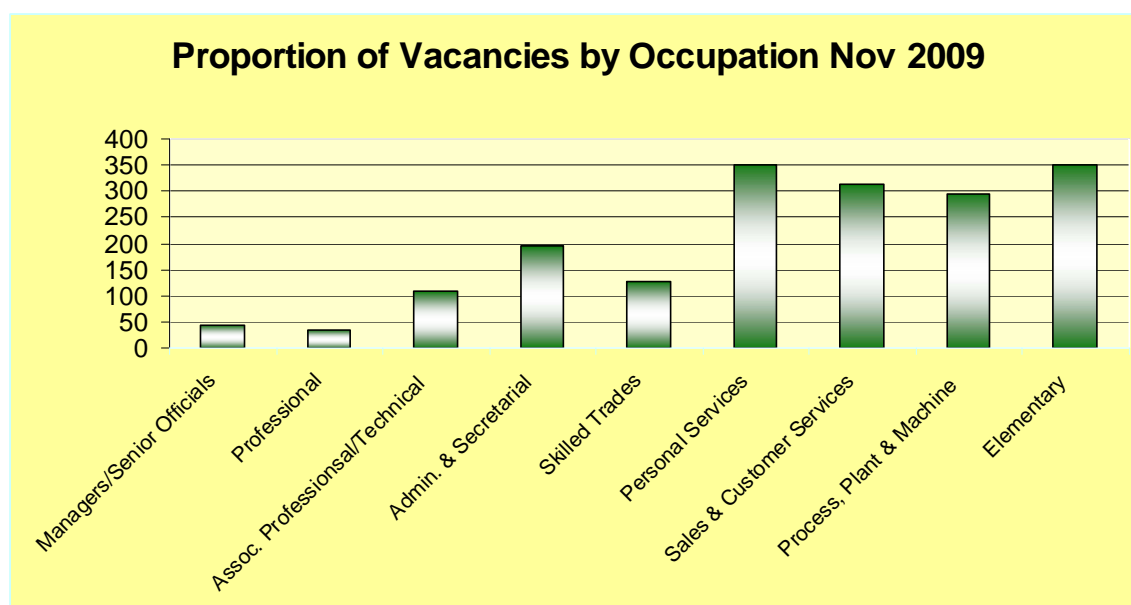
This section includes the latest statistical information to show the impact of the economic downturn on the Borough.

The Dudley Means Business campaign, comprising the Council and partners, was set up to tackle the issues arising locally from the recession and put together a 10 Point Action Plan. There has been good progress in delivering the priorities outlined in the Plan and a current update is included at the end of this section. The Dudley Means Business group is now working towards a Recession Recovery Plan

- Latest figures show that, in line with national trends, Dudley has seen a significant slowdown in the numbers of Jobseeker's Allowance claimants during quarter 3, to the point that numbers reduced to 10,737 in December 2009 compared to the September 2009 high of 11,132 (see charts starting on page 34).
- In the Borough, 1,816 job vacancies were notified during November, an increase from October of 348 vacancies.
- Increase or decrease by occupational sector month on month is dynamic, but in September-November, the greatest increases were in personal service occupations, with an increase of 100.6% (175 vacancies) and sales and customer service occupations with an increase of 96.9% (154 vacancies).

The greatest decreases were in associate professional/technical occupations, decreasing by 36% (61 jobs). This was 1 of 3 occupation groups of a total of 9 which saw a decrease in jobs over the 3 months.

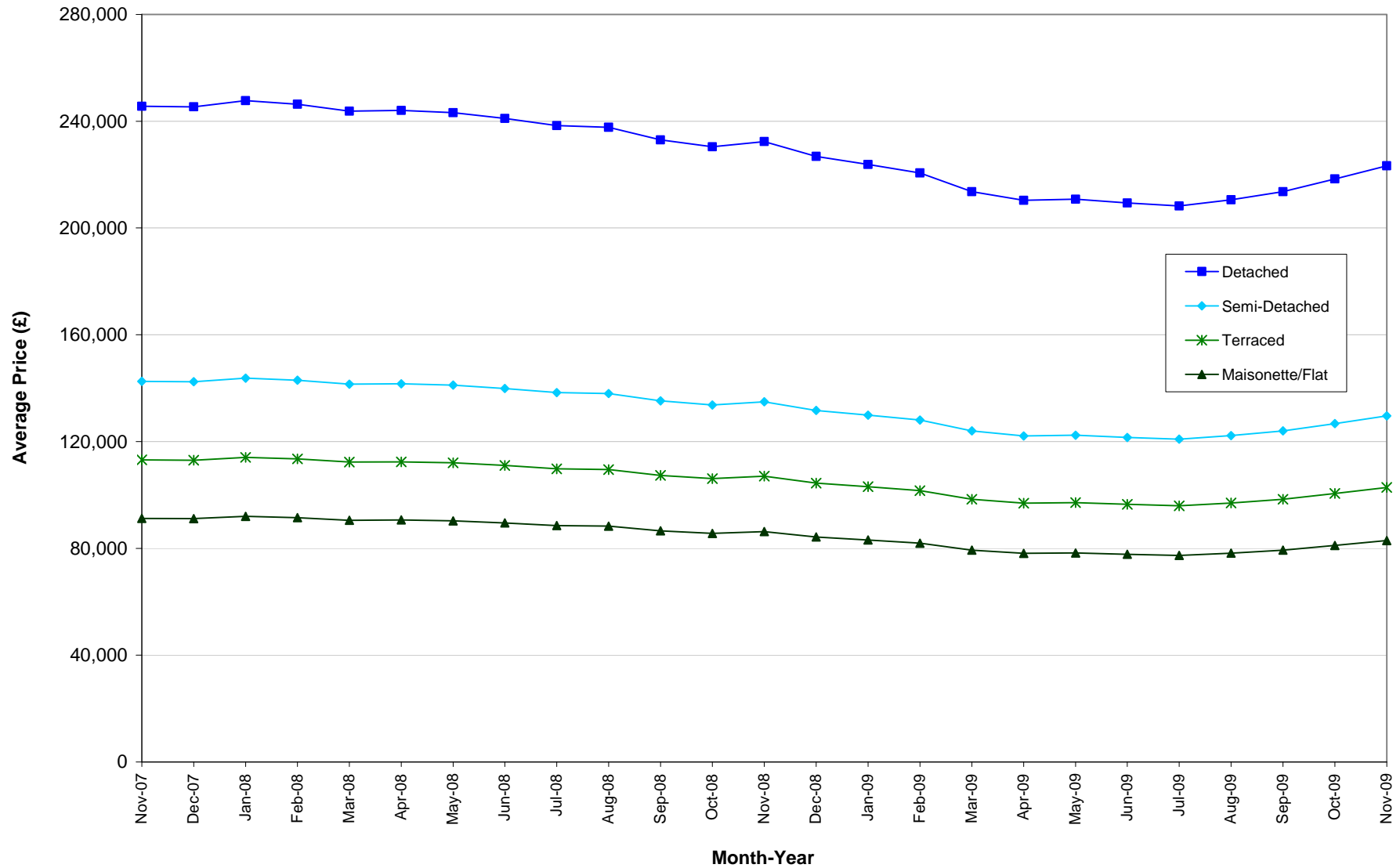
(Source: November Labour Market Bulletin, DMBC Regeneration)



- During 2009 the Citizens' Advice Bureau has seen:
 - Benefit enquiries increase by 40% since the previous last year and 69% in the previous 2 years for the first 6 months of 2009.
 - Top areas of enquiry – Council Tax Benefit, Housing Benefit, Job Seekers Allowance and Working and Child Tax Credits.
 - Debt enquiries have increased by 49% since the previous year and 85% in last two years.
 - Top areas of enquiry – Unsecured personal loans, credit and store card debts, bank overdrafts, mortgage and secured loans, Council Tax arrears, catalogue debts and fuel debts.
- Children's Services believe that the recession and economic hardship is a factor in some of the increased number of referrals of children and young people to Children's Social Care – noting, however, that this is just one element and it is difficult to quantify.
- There are fewer training and apprenticeship places available in sectors like manufacturing and construction and this may have affected our NEET figures (young people not in education, training or employment).
- The charts on the follow pages provide additional information.

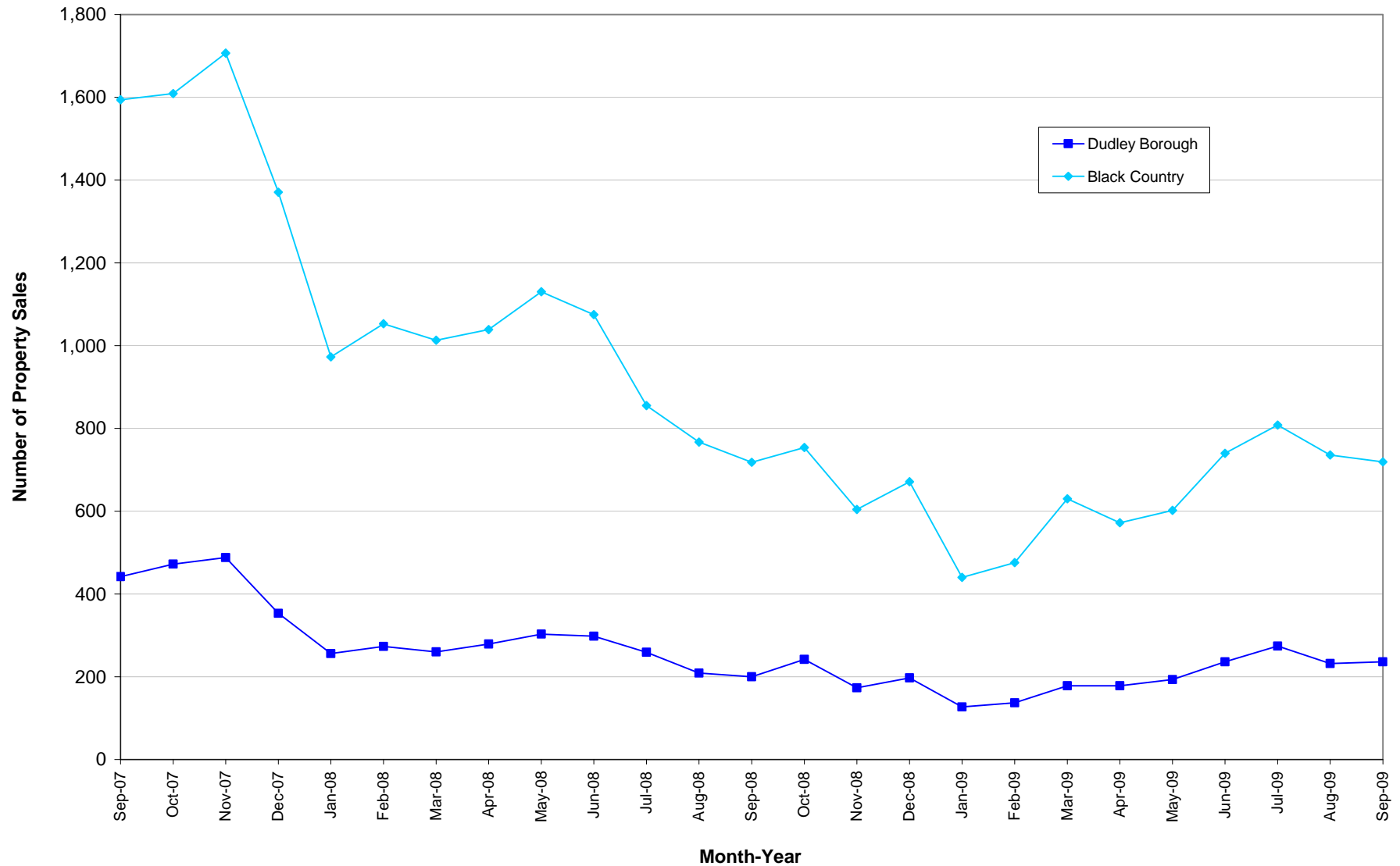
Average House Price by Housing Type, Dudley Borough, November 2007 - November 2009

Source: Land Registry

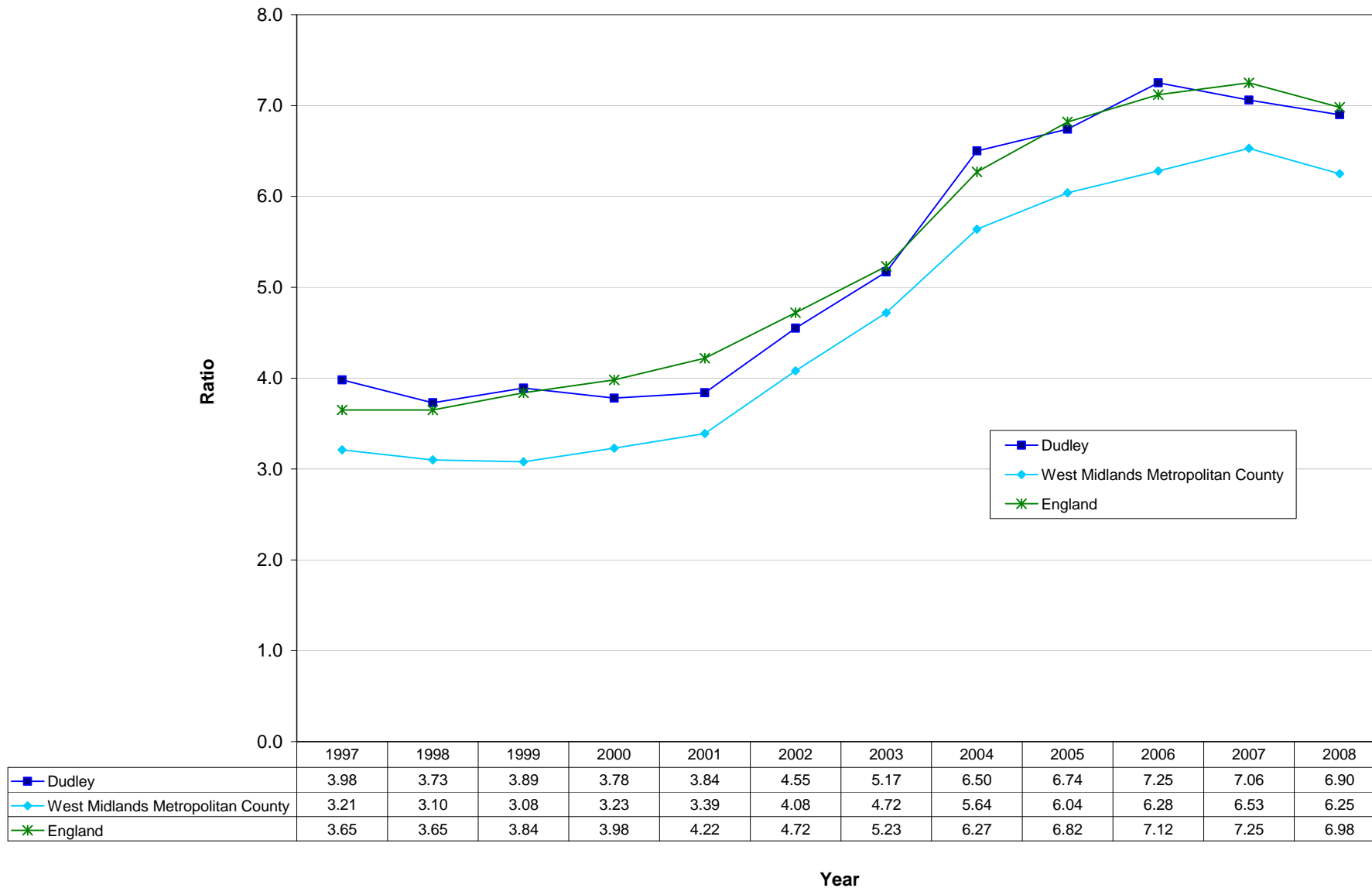


Housing Sales by Area, September 2007 - September 2009

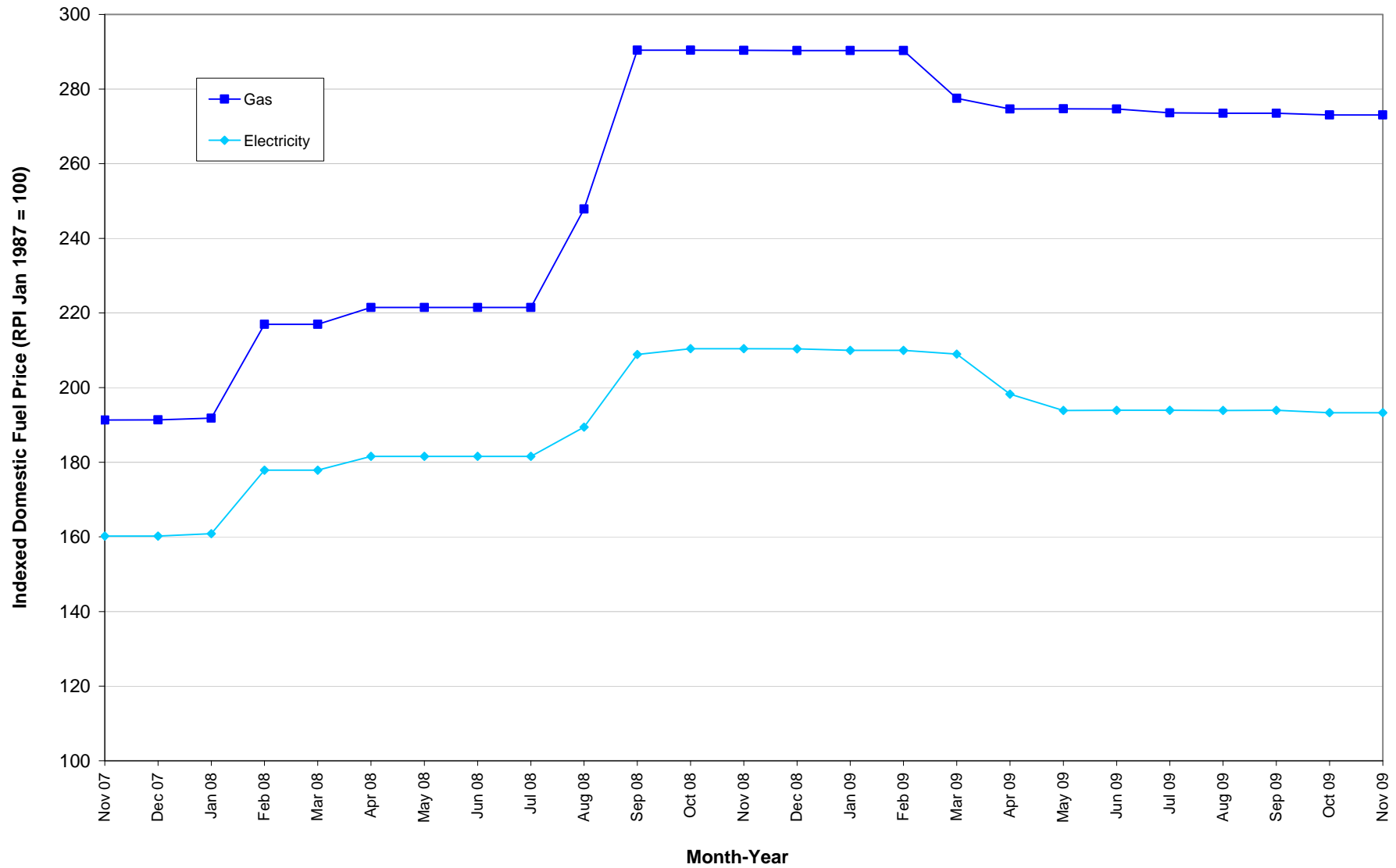
Source: Land Registry



Ratio of Lower Quartile House Price to Lower Quartile Earnings, 1997-2008
Source: Annual Survey of Hours and Earnings (ASHE)/HM Land Registry/DCLG Live Housing Table 576

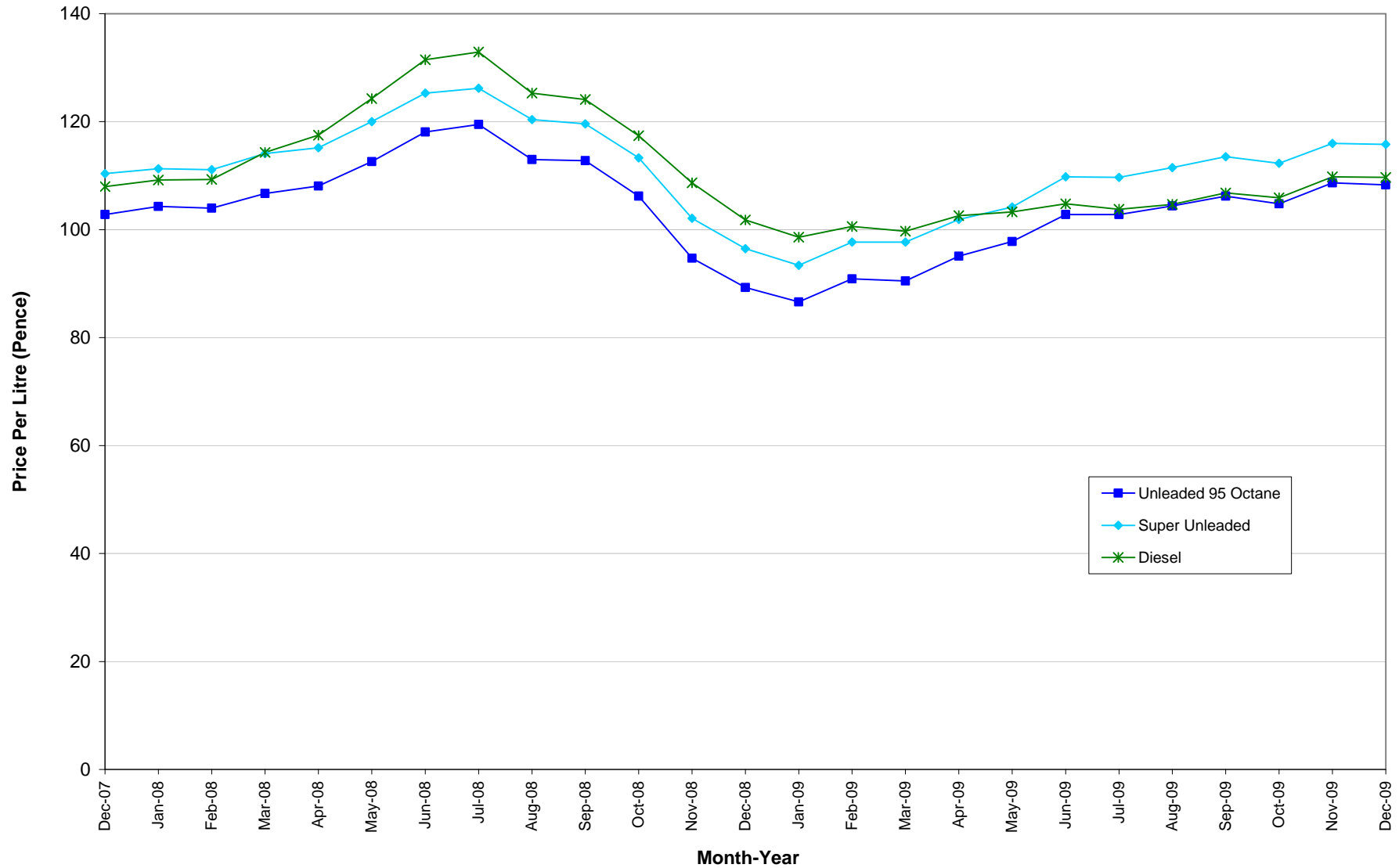


Domestic Fuel Retail Prices Index, November 2007 - November 2009
Source: Office for National Statistics (ONS)/Quarterly Energy Prices, Table 2.1.3, DECC

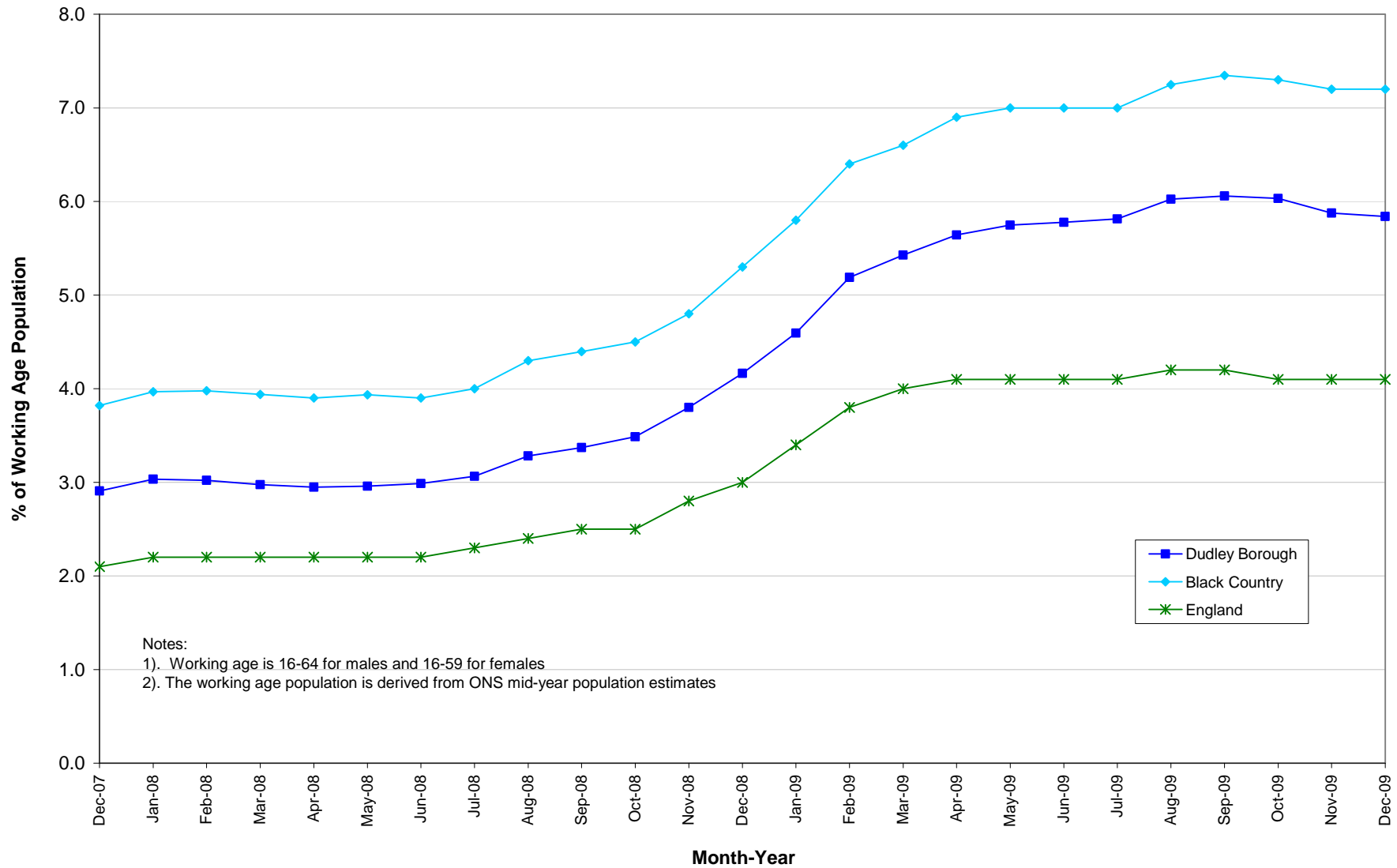


Average Mid-Month Fuel Price at Garages and Supermarkets, West Mids Region, Dec 2007 - Dec 2009

Source: AA Monthly Fuel Price Reports/Experian Catalist in cooperation with Arval UK Ltd

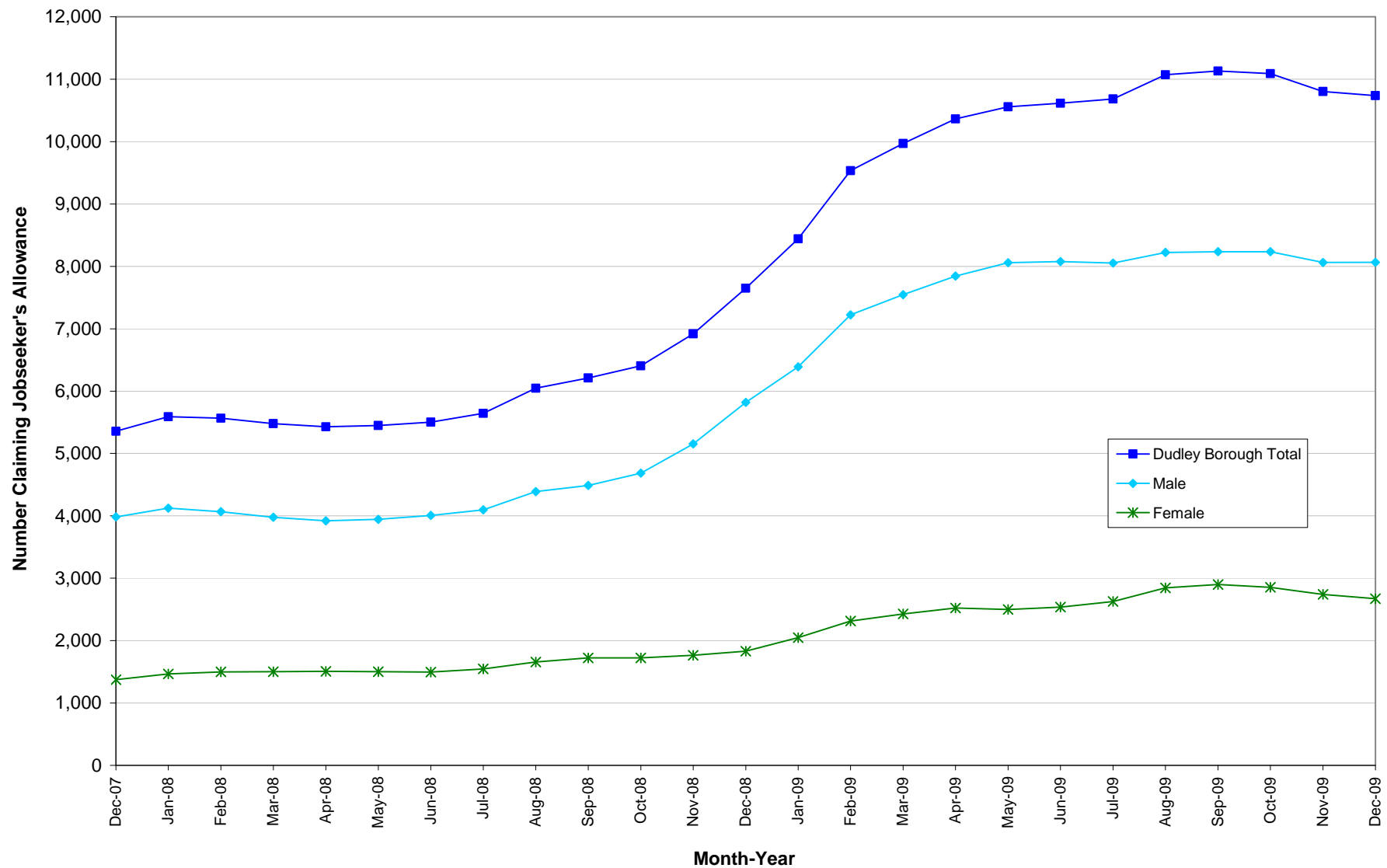


Percentage of Working Age Population^{1,2} Claiming Jobseeker's Allowance (JSA), Dec 2007 - Dec 2009
Source: Office for National Statistics (ONS)



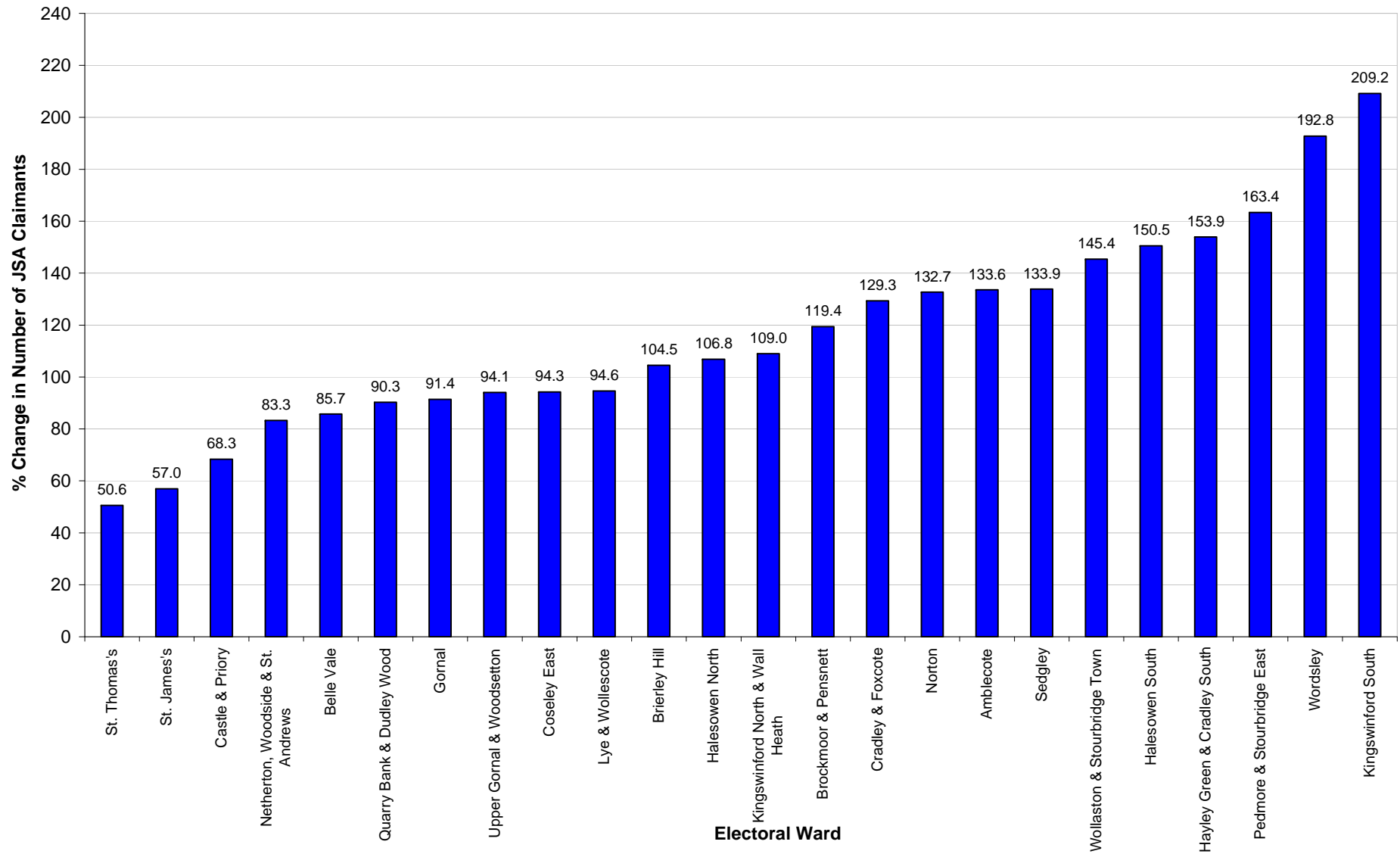
Number of Working Age People¹ Claiming Jobseeker's Allowance (JSA), Dec 2007 - Dec 2009

Source: Office for National Statistics (ONS)



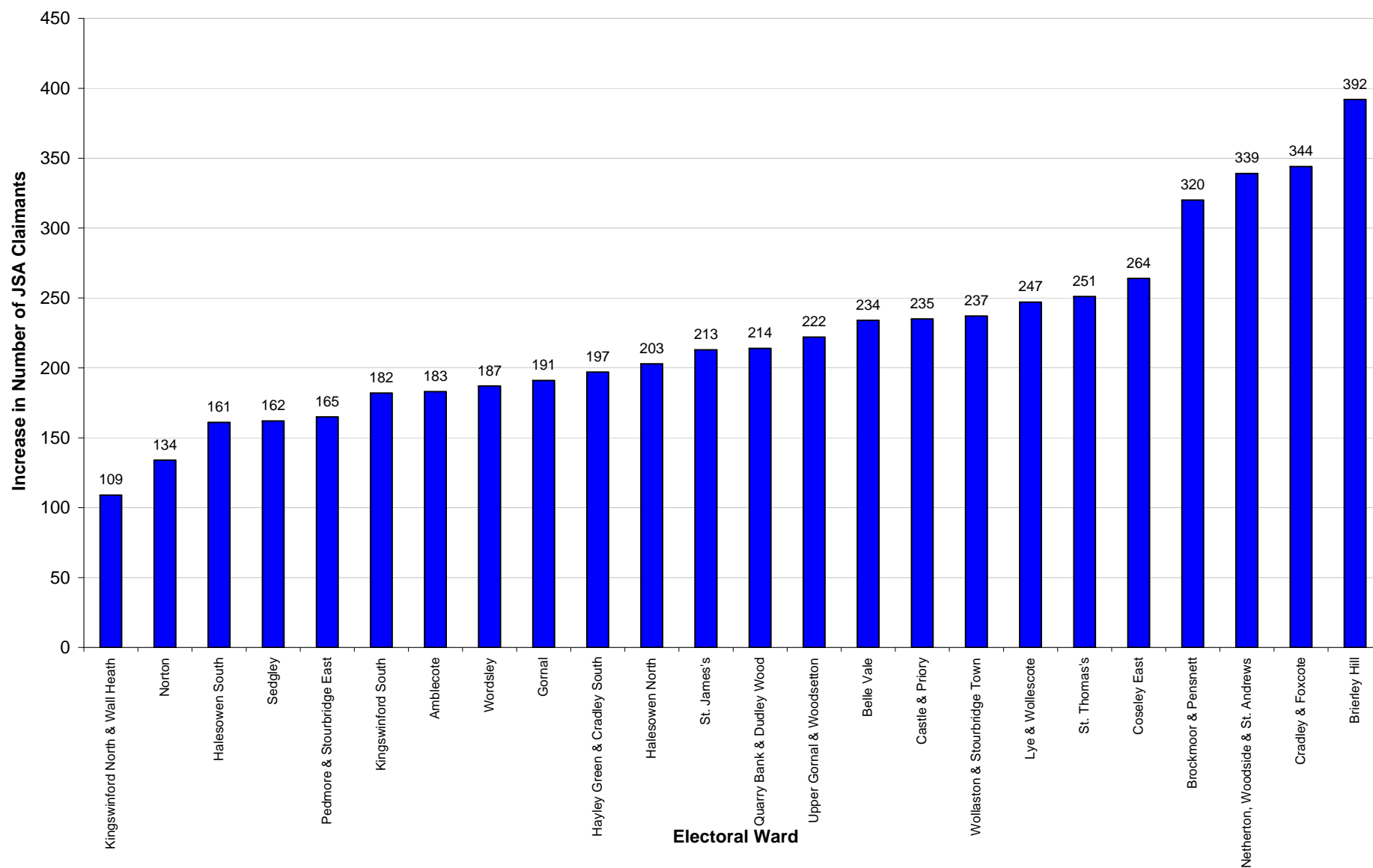
Percentage Change in the Number of People Claiming Jobseeker's Allowance (JSA), Dec 2007 - Dec 2009

Source: Office for National Statistics (ONS)

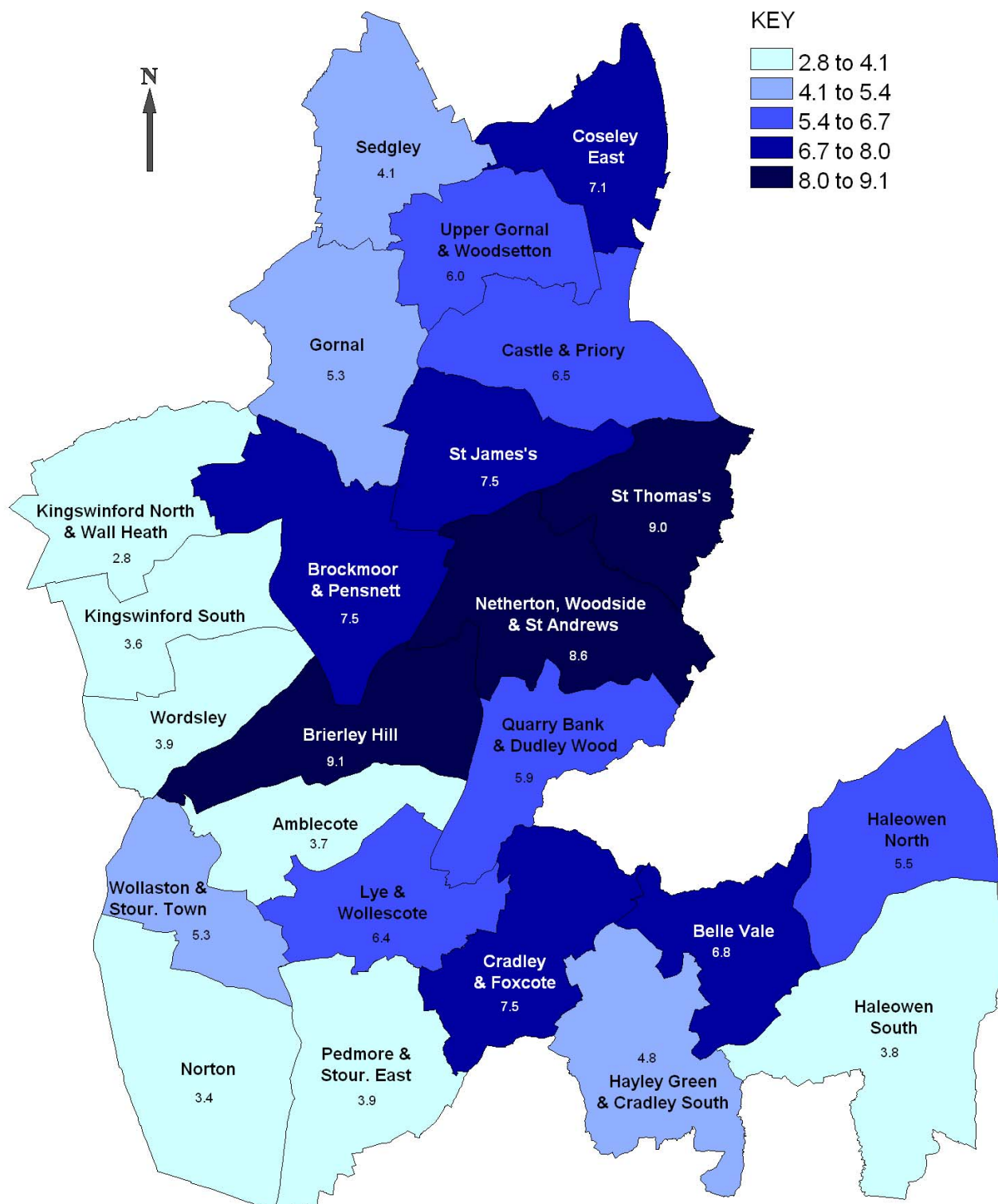


Increase in the Number of People Claiming Jobseeker's Allowance (JSA), Dec 2007 - Dec 2009

Source: Office for National Statistics (ONS)



Percentage of Working Age People Claiming Jobseeker's Allowance (JSA), Electoral Ward, December 2009

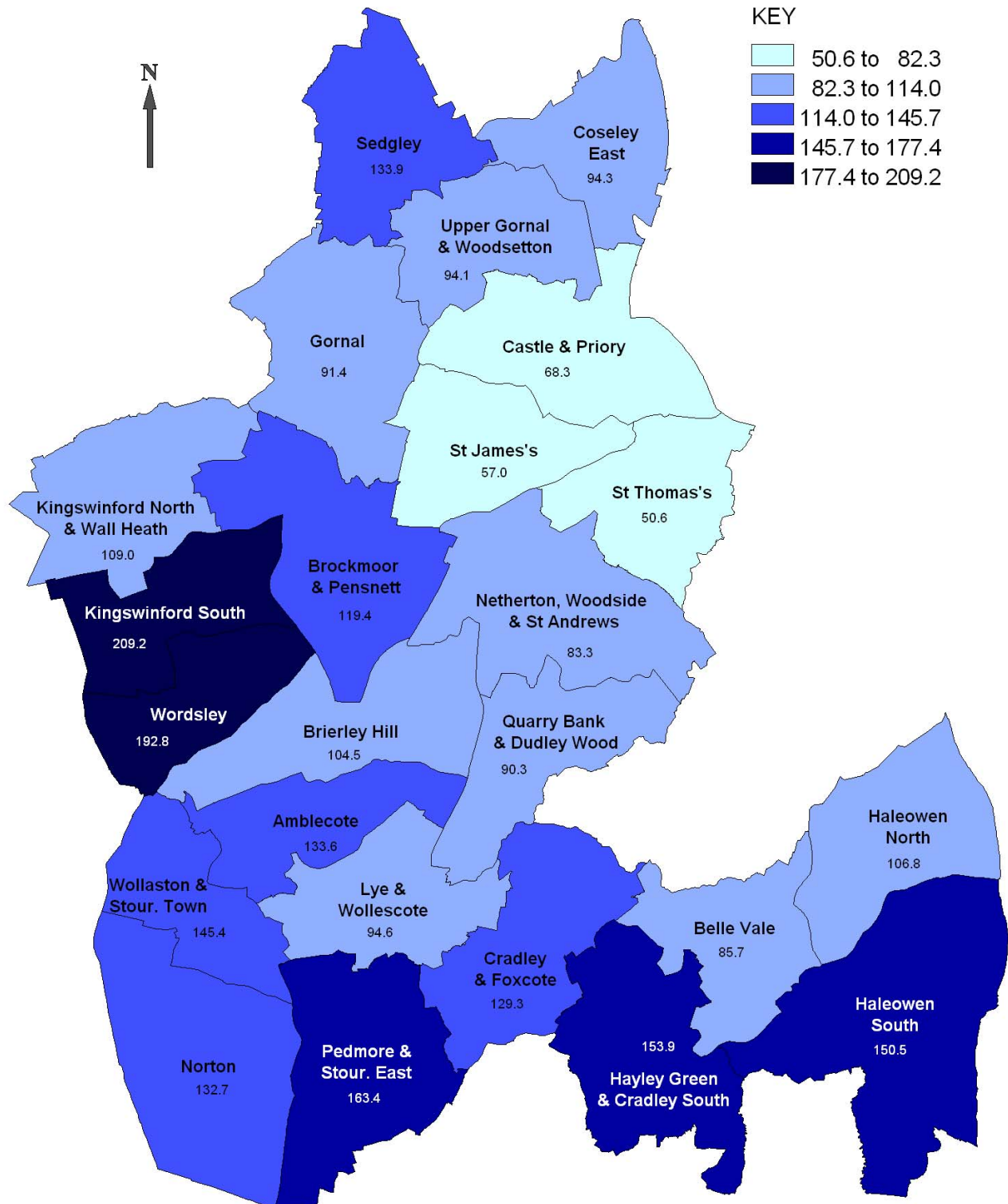


Source: Office for National Statistics (ONS)

Produced by: NL, 21/01/2010, Strategic Research & Intelligence Team, Dudley M.B.C.

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Percentage Change in the Number of People Claiming
Jobseeker's Allowance (JSA), Electoral Ward,
December 2007 - December 2009



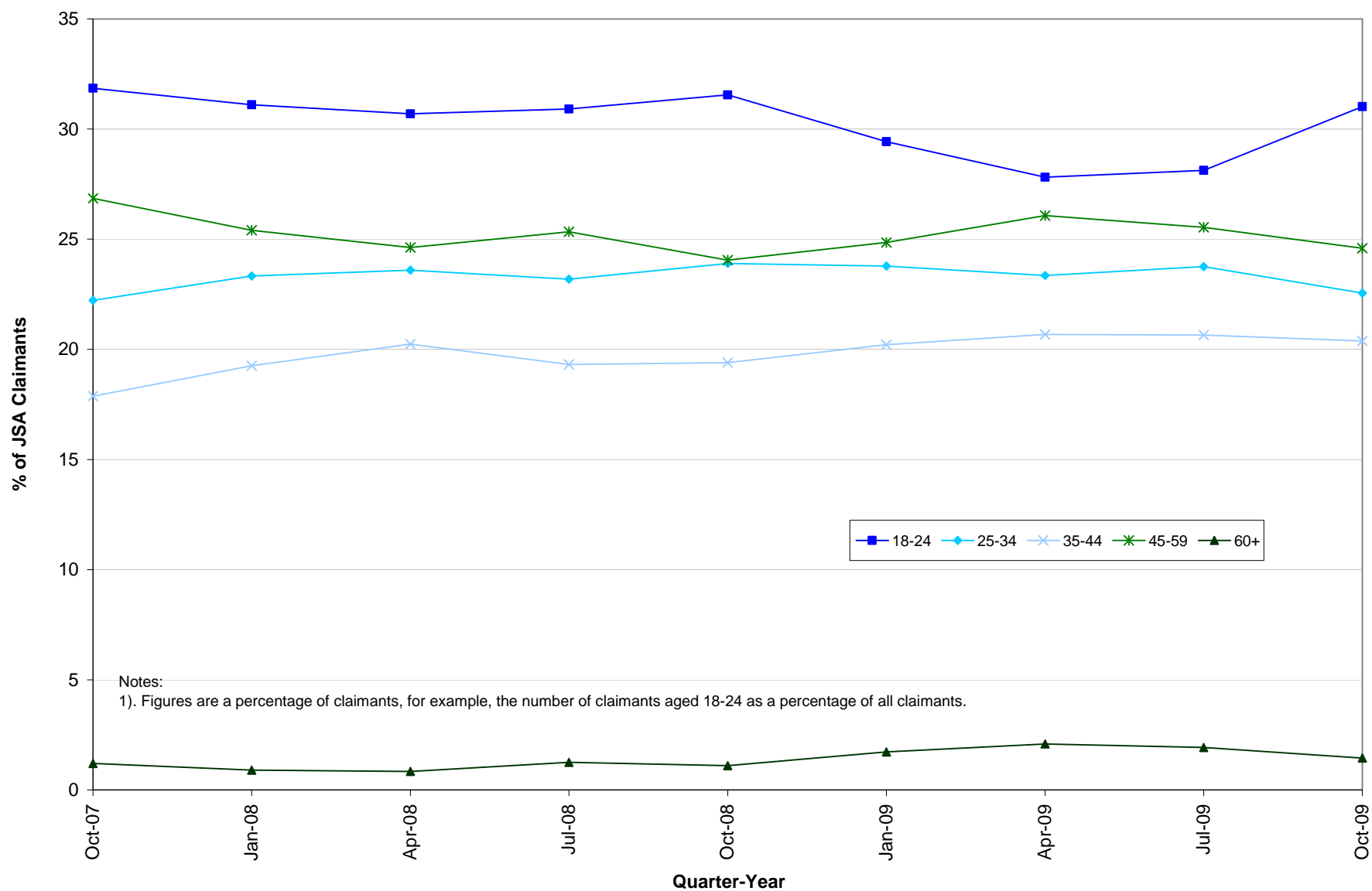
Source: Office for National Statistics (ONS)

Produced by: NL, 21/01/2010, Strategic Research & Intelligence Team, Dudley M.B.C.

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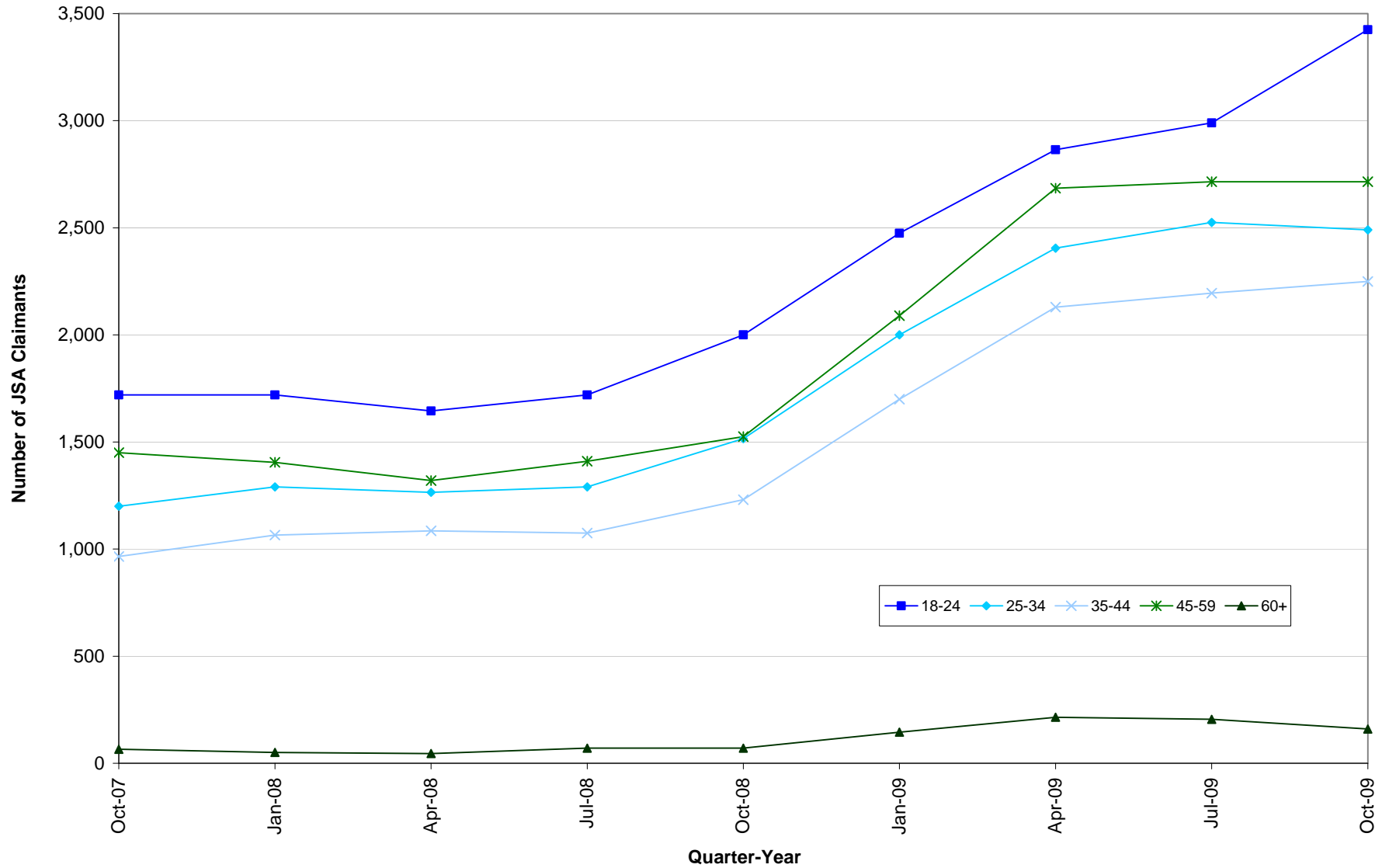
Percentage of Jobseeker's Allowance (JSA) Claimants From Each Age Group¹, Oct 2007 - Oct 2009

Source: Office for National Statistics (ONS)



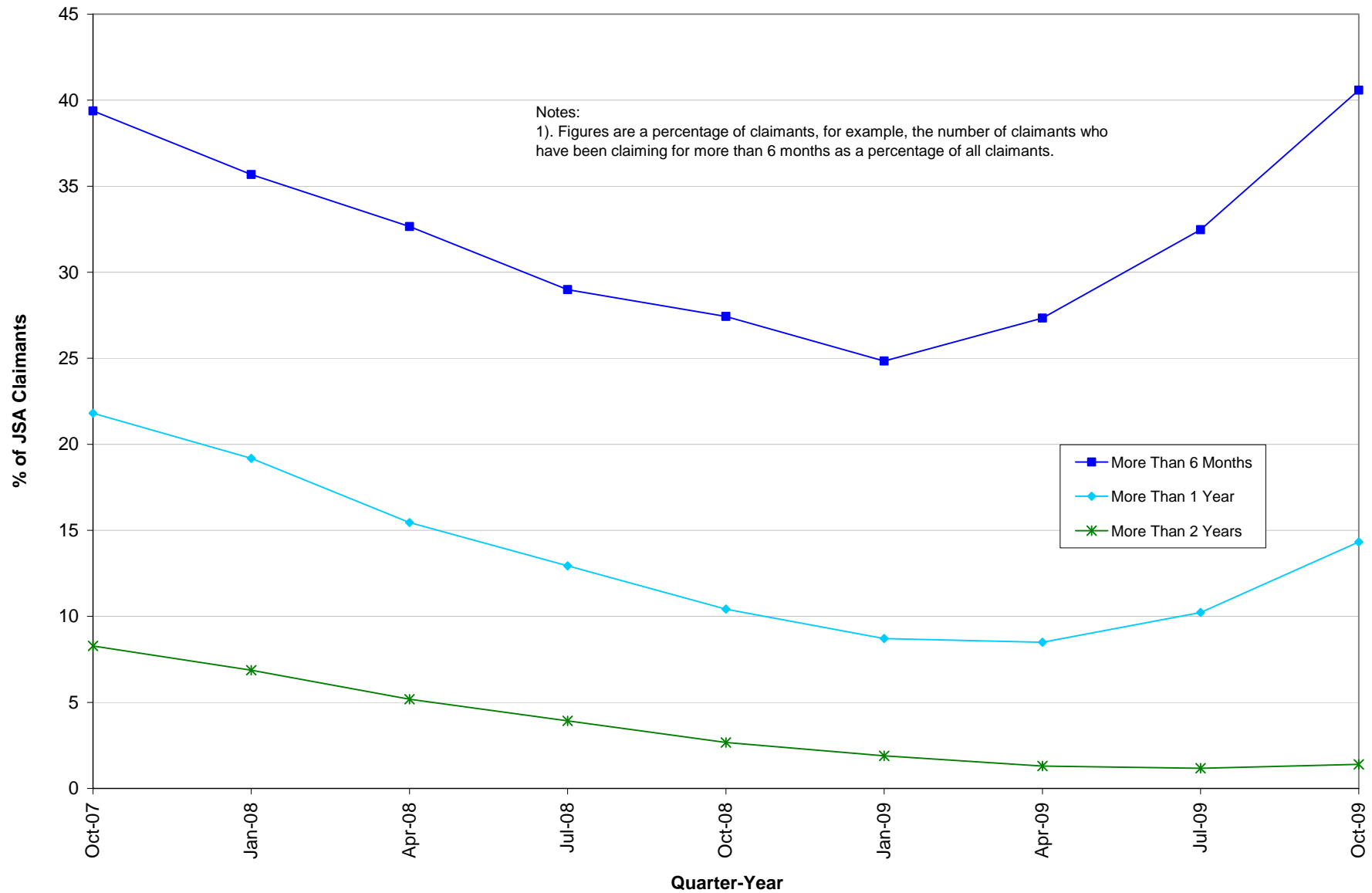
Number of Jobseeker's Allowance (JSA) Claimants From Each Age Group, Oct 2007 - Oct 2009

Source: Office for National Statistics (ONS)



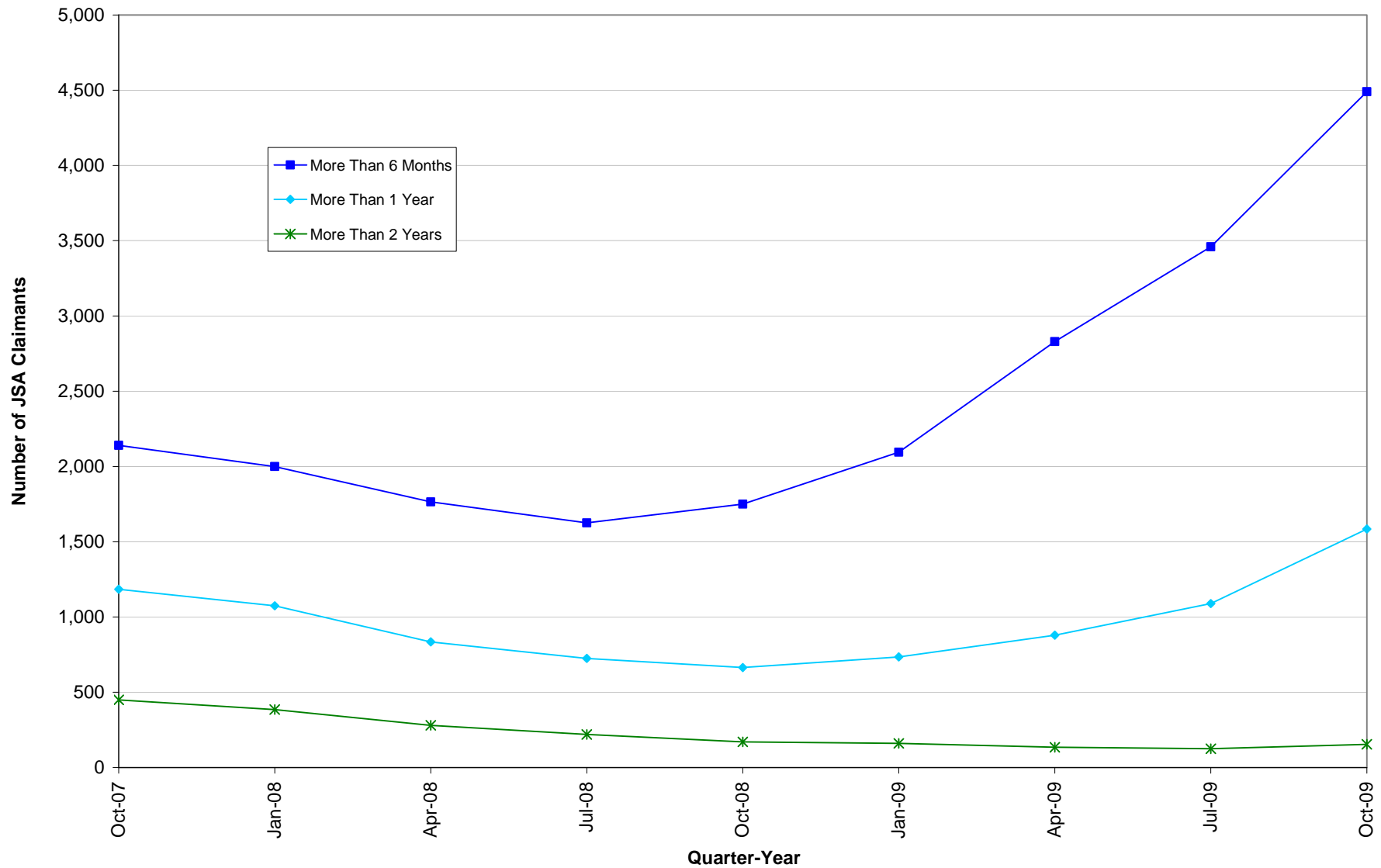
Percentage of Jobseeker's Allowance (JSA) Claimants by Duration of Claim¹, Oct 2007 - Oct 2009

Source: Office for National Statistics (ONS)



Number of Jobseeker's Allowance (JSA) Claimants by Duration of Claim, Oct 2007 - Oct 2009

Source: Office for National Statistics (ONS)



Dudley Means Business – 10 Point Plan

Action		Update @ end of Quarter 3 2009/10
1)	<p>Council invoices from local businesses to be paid within 10 days as opposed to the current 28 days.</p> <p>(Responsible Officer: Ian Clarke)</p>	<ul style="list-style-type: none"> Quarter 1 2009/10 – Average of 11 days Quarter 2 2009/10 – Average of 10.2 days Quarter 3 2009/10 – Average of 10 days
2)	<p>Working with local businesses to develop an employment plan to ensure contractors in the borough take advantage of public sector contracts on offer to them.</p> <p>(Responsible Officer: Jean Brayshay)</p>	<ul style="list-style-type: none"> Pilot scheme underway in procurement to utilise Targeted Recruitment & Training (TR&T) conditions within appropriate contracts. The aim is to deliver employment opportunities, apprenticeships and training for local people. Work on the first pilot project commenced in August 2009. Actions underway to stimulate opportunities for local Small & Medium Sized Enterprises (SMEs). Currently reviewing Sandwell's Contracting Portal 'Find it in Sandwell' to explore if this is suitable to roll out as a 'Find it In the Black Country' portal. Sandwell's portal requires all council contracting and sub-contracting opportunities to be advertised on the portal.
3)	<p>Rent freeze approved on industrial units at Lye Business Centre for 2009/10 financial year. This will help lighten the burden of the economic downturn, and help businesses remain competitive following the recent rises in energy costs, raw material, water charges and business rates.</p> <p>(Responsible Officer: Jean Brayshay)</p>	<ul style="list-style-type: none"> All existing and new tenants have benefited from the rent freeze at Lye. Nevertheless trading conditions have, for the majority, been very difficult and cash flow has been a problem for many. This has resulted in an increase in the numbers of tenants either ceasing to trade, moving to sites with lower rents/flexible deals or working from home. Approval has now been given to continue the rent freeze for 2010/11.
4)	<p>Roadshows to be held in town centres and industrial estates across the Borough to offer support and advice to individuals and businesses.</p> <p>(Responsible Officer: Diane Shenton)</p>	<ul style="list-style-type: none"> 4 Recession Roadshows have been held in: <ul style="list-style-type: none"> Dudley Stourbridge Halesowen Sedgley <p>These roadshows proved to be very successful and evidence collated indicated training and employment to be the most requested service</p> <ul style="list-style-type: none"> 2 Business Recession Roadshows were held: <ul style="list-style-type: none"> Narrow Boat Way – Netherton Pensnett Trading Estate

Dudley Means Business – 10 Point Plan

Action	Update @ end of Quarter 3 2009/10
<p>(Roadshows to be held in town centres and industrial estates across the Borough to offer support and advice to individuals and businesses continued ...)</p>	<p>Unfortunately the business roadshows were not as successful as the resident's roadshows. However an event was arranged at Himley on 14th July 2009 and businesses were made aware of the business opportunities through the Competefor website which contains Olympics 2012 procurement opportunities.</p> <ul style="list-style-type: none"> • 3 Bankers Breakfast meetings have been held (March 2009, 24th September 2009 and 22nd January 2010) <p>These meetings were to share issues and experiences between the Banking Sector and Businesses – Guest speakers MP Patrick McFadden and a representative from HMRC.</p> <ul style="list-style-type: none"> • Information Sharing and Sign posting meeting took place between High St Bank Managers, CAB and Benefits Shop on 25th January 2010. A further meeting will be arranged and a guest speaker from HMRC will be attending.
<p>5) Launch of 'Dudley means business' web pages on the Dudley Council website to signpost individuals and businesses for support.</p> <p>http://www.dudley.gov.uk/business/dudley-means-business</p> <p>(Responsible Officer: Phil Parker)</p>	<ul style="list-style-type: none"> • Website statistics show an increase in usage across the board on virtually all areas of the DMBC website pertaining to procurement. Increased usage of the following web pages: <ul style="list-style-type: none"> • Current tenders up 40% • Tenders & contracts up 59% • Procurement contacts up 43% • Tendering process up 77% • How to Trade with DMBC up 87% • Trading with SMEs up 71% • Users viewing 10 or more pages of the website are up 35% & users spending more than 19 minutes on the website per session is up 30% <p>Figures are based on a comparison of web statistics for the periods April – August 2008 (inclusive) & April – August 2009 (inclusive). These are the most up to date validated figures available.</p> <p>The website attracts around 200 hits per month.</p>

Dudley Means Business – 10 Point Plan

Action		Update @ end of Quarter 3 2009/10
6)	<p>In partnership with Prince's Trust, a series of new 2-day workshops will be held throughout the year for people looking to start their own business. The workshops will be for people aged between 18 and 30 who may need financial help in order to set up their business. Loans ranging from £500 to £4000 are available.</p> <p>(Responsible Officer: Jean Brayshay)</p>	<ul style="list-style-type: none"> For the period 1st April – 30th December 2009, 17 2-day business workshops have taken place at venues across the Black Country. 50 young people from Dudley have attended these workshops with 25 going on to start their own businesses with financial support from the partnership with The Prince's Trust.
7)	<p>Encourage council tax and housing benefit take-up for Borough residents.</p> <p>(Responsible Officer: Sharon Whale)</p>	<ul style="list-style-type: none"> Dealt with 18% more new applications for the period 1/4/09 – 31/12/09 compared to the same period last year. Dealt with 78% more change of circumstances for the period 1/4/09 – 31/12/09 compared to the same period last year. Increase of 12% in Housing Benefit and Council Tax Benefit caseload from March 2008 to date. <p>How have we achieved this:</p> <ul style="list-style-type: none"> Talks specifically as result of the recession: <ul style="list-style-type: none"> Omron Brierley Hill 2nd & 3rd April 2009 B & Q Stourbridge 12th May 2009 Open Days – Community Renewal Team Open Day, Savoy Centre, Netherton 9th March 2009 Dudley Wood Neighbourhood Learning Event 21st August 2009 Virgin Media 7th August 2009 Halesowen pensioners' convention 15th October 2009. <i>Struggling to pay</i> (your rent or council tax) leaflets launched July 2009. Participation on recession bus – Dudley 24th April; Stourbridge 3rd July; Halesowen 10th July; and Sedgley 17th July 2009. Customer Consultation Group – recession on agenda for quarterly meetings. Provided customer contact points at Dudley, Stourbridge, Halesowen, Sedgley and Brierley Hill.

Dudley Means Business – 10 Point Plan

Action		Update @ end of Quarter 3 2009/10
8)	<p>Promote support on offer from Castle and Crystal Credit Union to discourage people from resorting to loan sharks.</p> <p>(Responsible Officer: Rebecca Blakeman)</p>	<ul style="list-style-type: none"> During the period 1st January 2009 – 31st December 2009 membership grew by 855 to 3,945, and a total of 1154 loans were granted with a value of £874,195.42. Participated in recession roadshows - informing public about our services, distributed membership applications.
9)	<p>Dudley Council has signed up to a local employment partnership (LEP) with Job Centre Plus (JCP) to secure employment opportunities for local people.</p> <p>(Responsible Officer: Sharon Hartill)</p>	<ul style="list-style-type: none"> The LEP agreement signed by John Polychronakis. JCP became a member of our own current recruitment review process. Contact with Temp Solutions has taken place to maximise their opportunities and bank places and encourage the use of the LEP agreement. Major delivery relationship with JCP is with the Economic Regeneration Division, Future Skills Dudley and Adult & Community Learning team, who are partners along with Stourbridge College in supporting Westfield Academy to recruit to all new vacancies at Merry Hill Shopping Centre. This included the new jobs created in the new food hall which opened at the centre in October 2009. Merry Hill Jobsfair took place on 11th & 12th September 2009, organised by JCP and involving partners including our own internal providers of training and employment opportunities. This is an annual event but this year it offered training as well as Christmas vacancies available at the Merry Hill complex.
10)	<p>Support and promote work of New Heritage Regeneration Ltd, an arms length company, launched to deliver Borough regeneration projects that will create jobs for local people.</p> <p>(Responsible officer Bill Kirk)</p>	<ul style="list-style-type: none"> New Heritage Regeneration Ltd, first project is the Crown Hotel, and work has commenced on the project. A further 2-3 projects will follow shortly. Wherever possible local firms will be included on the tender lists for these works, and in particular, the Crown Hotel will also contribute to the Dudley Future Skills Contractor Placement Scheme. The second project is out to tender, and projects three and four are being designed.