

Regeneration, Culture and Adult Education Scrutiny Committee – 11th June 2012

Report of the Chief Executive

Chief Executive's Directorate's Equality Annual Report 2011/12

Purpose of Report

1. To consider the Chief Executive's Directorate's equality annual report for 2011/12.

Background

2. The production of directorate equality annual reports is an important part of the council's approach to promoting equality, ensuring that all directorates report on the work they have done to deliver appropriate services for communities in the borough, on making sure employees are treated fairly and in meeting the requirements of equality legislation.
3. Overview and scrutiny of corporate equality issues is included in the terms of reference of the Regeneration, Culture and Adult Education Scrutiny Committee. Consideration of individual directorates' annual reports is split up amongst the different scrutiny committees, with this committee responsible for the Chief Executive's Directorate's report.
4. The Chief Executive's Directorate's action plan, which sets out its equality targets for 2012/13, was circulated to the scrutiny committee for its meeting held on 7th March 2012. Attached is the annual report which details progress on the targets agreed by the scrutiny committee in the directorate's action plan for the previous year, 2011/12.

Finance

5. Any costs associated with the annual report will be met from within existing budgets.

Law

6. The Equality Act 2010 replaced the previous anti-discrimination laws with a single Act. The first duties of the Act came into force on 1st October 2010.

7. The general public sector equality duty under the Act came into force on 5th April 2011 requiring public authorities to pay due regard to the need to eliminate discrimination, harassment and victimisation, advance equality of opportunity and foster good relations covering the protected characteristics of age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
8. The Equality Act 2010 (Specific Duties) Regulations 2011 require public authorities to publish equality information by 31 January 2012 and equality objectives by 5th April 2012.

Equality Impact

9. The annual report contains details of progress in implementing the Chief Executive's equality action plan for 2011/12. Performance measures or outcomes were identified against each target so that progress in achieving the action plan can be monitored and reviewed. The report also contains some feedback from equality impact assessments undertaken. Issues relating to children and young people are covered in more detail in the Directorate of Children's Services' action plan and annual report.

Recommendation

10. That the scrutiny committee considers the Chief Executive's Directorate's equality annual report for 2011/12.

John Polychronakis

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John Polychronakis
Chief Executive

Contact Officer: Simon Manson, Chief Executive's Directorate
Telephone: 01384 814713
Email: simon.manson@dudley.gov.uk

List of Background Papers

Guidance for the preparation of directorates' equality and diversity action plans and annual reports (December 2011)

Chief Executive's Directorate

Equality Annual Report 2011/12

1. Introduction

1.1 The annual report is produced in accordance with the Council's equality policy and sets out progress with implementing the Chief Executive's Directorate's equality action plan for 2011/12. The directorate's action plan for 2012/13 was circulated to the Regeneration, Culture and Adult Education Scrutiny Committee for its meeting on 7th March 2012.

1.2 The annual report covers the period from April 2011 to March 2012 and contains:

- key facts about the directorate, including a workforce profile
- issues from equality impact assessments
- achievements against the directorate's equality and diversity action plan for 2011/12.

2. Key facts

2.1 Each directorate produces a strategic plan which sets out its priorities, objectives and targets for the year and provides the directorate context for its equality and diversity action plan. The strategic plan for 2011/12 set out the mission statement for the directorate which was:

"The role of the Chief Executive's Directorate is to promote a high performing, customer-focused council, with accessible, quality public services that measurably improve the quality of life. We aim to achieve this through: corporate leadership and direction, developing our staff, and developing collaborative partnerships that make a difference."

2.2 During 2011/12 the directorate contained the following sections:

- Community safety
- Corporate policy and research/Customer access to services
- Credit union
- Elections and electoral registration
- Communications and public affairs
- Secretariat and Mayor's office

- 2.3 The directorate employed 97 staff as at 31 March 2012, compared with 115 at 31 March 2011 (the figure includes a number of occasional elections assistants working only a few hours a year), the reduction in the total largely reflecting voluntary redundancies made in order to achieve budget reductions.
- 2.4 The directorate's workforce profile is set out in table 1 below, showing a breakdown by grade. This can be compared with the council's profile as a whole which is set out in table 2. The equivalent figures for 31 March 2011 and 31 March 2010 are set out in italics in the two tables. The voluntary redundancies during 2011/12 have had the effect of reducing the proportion of disabled employees in the directorate (although NB the actual numbers of staff involved is very small). However, the proportion remains well above the council average.

Table 1. Chief Executive's Directorate workforce profile 31 March 2012 (compared with previous two years)

Chief Executive's		Female (%)	Male (%)	BME ² (%)	Disabled (%)
Scale point 34 and above (higher grades)¹	31/03/12	53.3	46.7	10.0	16.7
	<i>31/03/11</i>	<i>62.5</i>	<i>37.5</i>	<i>8.3</i>	<i>16.7</i>
	<i>31/03/10</i>	<i>59.6</i>	<i>40.4</i>	<i>8.5</i>	<i>12.8</i>
Below scale point 34 (lower grades)	31/03/12	79.9	20.9	6.2	1.5
	<i>31/03/11</i>	<i>71.6</i>	<i>28.4</i>	<i>6.3</i>	<i>1.5</i>
	<i>31/03/10</i>	<i>74.5</i>	<i>25.7</i>	<i>7.1</i>	<i>1.4</i>
Total	31/03/12	71.1	28.9	7.4	6.2
	<i>31/03/11</i>	<i>67.8</i>	<i>32.2</i>	<i>7.2</i>	<i>7.8</i>
	<i>31/03/10</i>	<i>68.4</i>	<i>31.6</i>	<i>7.7</i>	<i>6.0</i>

- 2.5 A full summary of the workforce profile of the council is attached at the appendices to this report and a detailed analysis will be included in the annual review of equality and diversity prepared for the Cabinet.

Table 2. Dudley MBC workforce profile 31 March 2012 (compared with previous two years)

Dudley MBC		Female (%)	Male (%)	BME² (%)	Disabled (%)
Scale point 34 and above (higher grades)¹ (excluding schools)	31/03/12	50.1	49.9	10.4	4.6
	31/03/11	52.5	47.4	9.7	4.7
	31/03/10	51.3	48.7	8.8	4.5
Below scale point 34 (lower grades) (excluding schools)³	31/03/12	68.2	31.7	7.6	3.0
	31/03/11	68.7	31.3	7.5	3.1
	31/03/10	69.2	30.8	7.1	2.6
Total (excluding schools)⁴	31/03/12	64.7	35.3	8.1	3.3
	31/03/11	65.6	34.3	7.8	3.4
	31/03/10	66.4	33.6	7.3	2.9
Total (including schools)	31/03/12	75.3	24.7	6.2	1.9
	31/03/11	75.0	24.9	6.2	2.0
	31/03/10	75.2	24.8	6.0	1.7

Notes to tables 1 and 2:

¹Scale point 34 on 31 March 2012 equates to a salary of £28,600 approx.

²BME figures exclude those employees for whom no ethnic origin data is held

³Grade breakdown excludes schools due to the different grading structure for teachers

⁴Includes some employees not allocated to pay grades

2.6 The Directorate has undertaken very little recruitment over the last three years so no recruitment analysis is presented in this report.

3. Equality impact assessments

3.1 The directorate has been closely involved in helping to ensure that the equality impact assessment process is now embedded in the council's budget processes, with relevant budget proposals being required to undergo an assessment and consultation with appropriate groups. This has been backed up by a series of briefings run with Learning and Organisational Development, Corporate Resources Directorate, for the Cabinet and a number of senior

managers on the public sector equality duty and the role of equality impact assessments.

- 3.2 A review and updating of the Local Compact with the voluntary and community sector is being carried out. This has been accompanied by an equality impact assessment. To reflect the reality of the current reductions in public expenditure, the principals of joint review and negotiation of funding reductions with organisations involved and of not disproportionately cutting funding to the sector have now been written into the compact (alongside implementing the budget process outlined in paragraph 3.1). The potential impact on different protected groups of the local response to legislation and national policy initiatives which affect the council's work with the voluntary and community sector locally, particularly the Localism Act 2011 and the 'Big Society', has been identified as an issue and actions included in the directorate's action plan as a result.

4. Achievements against the directorate's equality action plan for 2011/12

- 4.1 The achievements against each of the targets set out in the directorate's equality and diversity action plan for 2011/12 are set out at the Appendix to the report.

Chief Executive's Directorate
May 2012

Chief Executive's Directorate – Equality and Diversity Action Plan for 2011/12 - progress report

Objective	Detailed action/target (and lead officer)	Target date/ milestones	Progress/outcome
Priority 1 Policy development and performance management			
CE1. Assess and implement the requirements of the Equality Act 2010	(1) Publish equality information to meet the requirements of the Equality Act 2010 (AW/SM)	From 31 July 2011	Equality web pages updated and extended. Information published in line with revised statutory date of 31 January 2012
	(2) Produce a revised equality scheme/strategy in light of the Equality Act duties and statutory code of practice (SM)	December 2011	Approved by cabinet in March 2012 (although statutory code of practice will no longer be produced by the EHRC).
	(3) Identify and publish equality objectives for the Council in response to the requirements of the Equality Act (SM/CEDLG)	March 2012	Included in equality scheme and published in line with statutory deadline of 6 th April 2012.
	(4) Revise promoting equality through procurement guidelines to respond to new statutory guidance (SM)	September 2011	Statutory guidance will no longer be produced by the EHRC, although the local guidelines updated in August 2011.
CE2. Improve equality data and performance management	(1) Update council's equality impact assessment guidance in light of Equality	June 2011	Comprehensively updated to take on board the Act

	Act 2010 (SM)		and case law and published in August 2011.
	(2) Undertake equality impact assessments of: Local Compact (SM) Domestic abuse strategy (update) (AB) Relevant budget proposals (GT)	March 2012	Completed Rescheduled - see CE8 None identified
	(3) Work with directorates to develop a plan to close some of the data gaps arising from the publishing of equality information (AW/SM)	December 2011	Revised statutory deadline for publishing information. Work will be progressed alongside results from the EHRC's review of information published by public authorities, due in spring 2012.
	(4) Provide advice and support to Census coordinator to ensure high response rates to the 2011 Census from communities with historically lower response rates (NL)	By May 2011	Completed. First results from Census expected in summer 2012.
	(5) Revise approach to annual review of equality and diversity for the lead Select Committee on corporate equality issues and Cabinet (SM)	September 2011	Revised annual review submitted to scrutiny committee in September and Cabinet in October
Priority 2. Community engagement			
CE3. Undertake further work with partners on promoting the	(1) Support community engagement events such as the BME community	September 2011/ ongoing	Directorate contributed to planning the BME

involvement in public life of people from protected groups	engagement event in 2011 (JW/SM)		community event and workshops and the physical and sensory disability conference on transport led by DACHS. Events both well attended.
	(2) Continue work with existing forums such as Action for Disabled People and Carers (ADC), the Dudley LGBT Forum and the Dudley Muslim women's network (SM/RO/NB/JH)	March 2012	ADC and associated forums continue to be funded and stakeholder meetings held quarterly. Summit House funded through DACHS. Range of joint training sessions and events organised with different groups and communities.
	(3) Work through the DCP Stronger Communities steering group on developing an inclusive approach to the voluntary and community sector in Dudley (AW/SM)	March 2012	Group replaced by 'Our society steering group'. Local Compact being revised. Internal our society and localism groups set up. Range of action being identified, including how to ensure involvement from across protected groups rather than just 'usual suspects'.
	(4) Working with DACHS, respond to the implications of the Localism Bill through preparing proposals for local community engagement that provide opportunities for involvement of people from protected groups (GT)	March 2012	

	(5) Run partnership community engagement training and network events covering engagement with harder to reach communities (LP)	March 2012	c.300 attendees at workshops and events. Evaluation very positive and training will be repeated.
Priority 3. Communications			
CE4. Provide access to equality information	(1) Inform the council, partners and public of key cultural and civic dates and publish information about international and national events on the internet (JW)	Throughout year	Key diversity and civic dates promoted and acknowledged through the website. Civic events delivered in partnership.
	(2) Update the council's equality web pages to reflect the Equality Act 2010 and provide access to equality information published under the Act (JW/SM)	December 2011	Statutory deadline changed to 31 January 2012. New web pages designed and went live in January 2012
CE5. Improve access to information for disabled people	Identify actions to improve further the accessibility of the council's website for disabled people (JJ/E-Communications Group)	March 2012	Council's action plan for improvements to the internet site being implemented.
Priority 4. Employment and training			
CE6. Improve employee equality competencies	(1) All employees in directorate to complete e-learning course on equality (GT)	March 2012	66% of directorate employees completed training. Others have been reminded of requirement.

	(2) Contribute to HR Division's review of equality training for employees (SM)	During 2011 (revised target)	Review being wrapped up in a wider review of learning and development. Series of briefings on equality impact assessments being delivered for senior managers and members. Equality e-learning continues to be rolled out across all directorates.
Priority 5. Community safety and cohesion			
CE7. Update approaches to cohesion and tension monitoring	(1) Review the implications of the Government's integration strategy (RO)	May 2011	Government's strategy not published until Feb 2012 – report being prepared for Cabinet. Work ongoing through existing forums. Hate crime stakeholder event held in March
	(2) Widen buy-in to tension monitoring process (RO)	March 2012	Work ongoing, voluntary sector and interfaith network involved.
CE8. Review and update the domestic abuse strategy	(1) Review findings from the domestic abuse service improvement review (BD/AB)	Findings available May 2011	Review not concluded until late 2011; action plan to Corporate Board in Feb 2012. Update of strategy underway with target for
	(2) Update the existing strategy in light of the review (AB)	Update by December 2011	

			completion September 2012; EIA to be part of this process.
CE9. Improve analysis and understanding of anti-social behaviour in order to target responses more effectively (carried forward)	(1) Review monitoring data and trends relating to ASBU data and activities (AWi)	Quarterly from April 2011	Audit of ASBU work being undertaken and corporate ASB review is continuing with planned completion date now spring 2012.
	(2) Implement findings from corporate ASB Review (AWi)	From July 2011	
CE10. Improve community safety equality data and intelligence	Work with partners to ensure robust data is available about protected groups for needs assessments and the strategic assessment in line with Equality Act requirements (BD/SH)	December 2011 and ongoing	Needs assessments undertaken and work will continue to improve community safety equality data and intelligence.
CE11. Respond to substance misuse issues amongst the young (under 18s) BME population	(1) Continue to monitor the number of young people from BME communities who access the service (AH/SH)	March 2012	Access by young people from BME communities has increased. Additional targeted group work being undertaken by the Zone and the Youth Offending Service.
	(2) Identify any barriers to young people from BME communities accessing the service (AH/SH)		
Priority 6. Access to elections process			
CE12. Increase participation in electoral registration and elections	(1) Issue pictorial guide with all postal voters ballot packs (AM)	May 2011	All undertaken except for action 3 as the Electoral Commission specified what literature could be displayed in polling
	(2) Send voting guide to all rising 18's who will be eligible to vote in elections for the first time (AM)		

	(3) Place copy of pictorial guide to voting and guidance to voters in alternative languages in all polling stations (AM)		stations for the May combined local election and referendum.
Priority 7. Contingency and disaster management			
CE 13. Meet the needs of diverse communities in planning a disaster response	(1) Review multi lingual literature available for rest centres (GT)	March 2012	Literature has been reviewed as part of a rest centre review and exercise programme.
	(2) Continue involvement in community cohesion planning and training (GT)		Team participates actively in CCTME meetings
	(3) Continue efforts to involve different faith communities in response to extreme events (GT)		Efforts continue to invite groups to participate in Crisis Support Team, although with limited success. Meeting with interfaith network arranged.

Glossary

ASBU – Anti-social behaviour unit

BME – black and ethnic minority

CCTME – Community cohesion and tension monitoring executive

CEDLG – Corporate Equality and Diversity Leadership Group (officers group)

DACHS – Directorate of Adult, Community and Housing Services

DCP – Dudley Community Partnership

EHRC – Equality and Human Rights Commission

EIA – equality impact assessment (process to establish what impact a service or policy has on various protected groups)

HR – human resources

LGBT – Lesbian, Gay, Bisexual and Trans

Lead officers for actions

NB – Nina Bahia; AB – Anne Boden; BD - Bob Dimmock; SH – Sue Haywood; AH – Audrey Heer; JH – John Hodt; JJ – Jan Jennings; NL - Neil Langford; SM – Simon Manson; AM – Alison Malkin; RO - Rosina Ottewell; LP – Leighton Pendry; GT – Geoff Thomas; JW – Jason Whyley; AWi – Andy Winning; AWr - Andy Wright

Appendix A. Dudley MBC workforce profile - 31 March 2012

Directorate	All staff	Male	Male %	Male PT	PT % of Male	Female	Female %	Female PT	PT % of Female	White	White %	BME	BME %*	Not known	Disabled	Disabled %
Adult, Comm. & Housing	2502	802	32.1	117	14.6	1700	67.9	1079	63.5	2265	90.5	207	8.4	30	95	3.8
Chief Executive's	97	28	28.9	5	17.9	69	71.1	29	42.0	88	90.7	7	7.4	2	6	6.2
Children's Serv. Head Office	1869	368	19.7	158	42.9	1501	80.3	981	65.4	1616	86.5	202	11.1	51	43	2.3
Children's Serv. Schools	7089	1029	14.5	389	37.8	6060	85.5	4022	66.4	6727	94.9	310	4.4	52	35	0.5
Corporate Resources	935	315	33.7	52	16.5	620	66.3	296	47.7	840	89.8	81	8.8	14	30	3.2
Urban Environment	1453	904	62.2	197	21.8	547	37.6	362	66.2	1382	95.1	51	3.6	20	52	3.6
Total	13945	3446	24.7	899	26.1	10497	75.3	6736	64.2	12918	92.6	858	6.2	169	261	1.9

Appendix B Dudley MBC workforce profile - scale point 34 and above (principal officer and above) - 31 March 2012

Directorate	All staff	Male	Male %	Male PT	PT % of Male	Female	Female %	Female PT	PT % of Female	White	White %	BME	BME %*	Not known	Disabled	Disabled %
Adult, Comm. & Housing	456	243	53.3	10	4.1	213	46.7	33	15.5	404	88.6	47	10.4	5	26	5.7
Chief Executive's	30	14	46.7	1	7.1	16	53.3	3	18.8	29	96.7	3	10.0	0	5	16.7
Children's Serv. Head Office	378	131	34.7	7	5.3	247	65.3	44	17.8	347	91.8	53	14.4	9	16	4.2
Corporate Resources	267	132	49.4	9	6.8	135	50.6	46	34.1	241	90.3	22	8.4	4	7	2.6
Urban Environment	205	146	71.2	6	4.1	59	28.8	9	15.3	192	93.7	12	5.9	1	8	3.9
Total excluding schools	1336	666	49.9	33	5.0	670	50.1	135	20.1	1213	90.8	137	10.4	19	62	4.6

Appendix C Dudley MBC workforce profile below scale point 34 (senior officer and below) - 31 March 2012

Directorate	All staff	Male	Male %	Male PT	PT % of Male	Female	Female %	Female PT	PT % of Female	White	White %	BME	BME %*	Not known	Disabled	Disabled %
Adult, Comm. & Housing	2046	559	27.3	107	19.1	1487	72.7	1046	70.3	1861	91.0	160	7.9	25	69	3.4
Chief Executive's	67	14	20.9	4	28.6	53	79.1	26	49.1	59	88.1	4	6.2	2	1	1.5
Children's Serv. Head Office	1491	237	15.9	151	63.7	1254	84.1	937	74.7	1269	85.1	149	10.3	42	27	1.8
Corporate Resources	668	183	27.4	43	23.5	485	72.6	250	51.5	599	89.7	59	9.0	10	23	3.4
Urban Environment	1248	758	60.7	191	25.2	488	39.1	353	72.3	1190	95.4	39	3.2	19	44	3.5
Total excluding schools	5520	1751	31.7	496	28.3	3767	68.2	2612	69.3	4978	90.2	411	7.6	98	164	3.0

Notes to Appendices A to C:

PT – part-time (fewer than 37 hours a week)

*BME % excludes not knowns

Appendix D Dudley MBC workforce profile by age - 31 March 2012

Directorate	All staff	16-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+
Adult, Comm. & Housing	2502	98	151	180	215	374	472	448	342	181	41
Chief Executive's	97	10	8	8	10	14	11	14	11	7	4
Children's Serv. Head Office	1869	96	112	157	167	290	357	318	209	129	34
Children's Serv. Schools	7089	482	669	754	776	1078	1115	869	753	402	191
Corporate Resources	935	86	86	108	94	153	146	117	83	48	14
Urban Environment	1453	106	104	96	124	174	262	198	190	110	89
Total	13945	878	1130	1303	1386	2083	2363	1964	1588	877	373
Percentage of total		6.29	8.10	9.34	9.94	14.94	16.95	14.08	11.39	6.29	2.67

Regeneration, Culture and Adult Education Scrutiny Committee – 11th June 2012

Report of the Director of the Urban Environment

Directorate of the Urban Environment's Equality Annual Report 2011/2012

Purpose of Report

1. To consider the Directorate of the Urban Environment's equality annual report for 2011/2012.

Background

2. The production of Directorate equality annual reports is an important part of the council's approach to promoting equality, ensuring that all directorate's report on the work that they have done to deliver appropriate services for communities in the borough, on making sure employees are treated fairly and in meeting the requirements of equality legislation.
3. Overview and scrutiny of corporate equality and issues is included in the terms of reference of the Regeneration, Culture and Adult Education Scrutiny Committee. Consideration of individual directorate's annual reports is split up amongst the different scrutiny committees, with this committee responsible for the Directorate of the Urban Environment's report.
4. The Directorate of the Urban Environment's action plan, which sets out its equality targets for 2012/2013, was circulated to the scrutiny committee for its meeting held on 7th March 2012. Attached is the annual report which details progress on the targets agreed by the scrutiny committee in the directorate's action plan for the previous year, 2011/12.

Finance

5. Any costs associated with the annual report will be met from within existing budgets.

Law

6. The Equality Act 2010 replaced the previous anti-discrimination laws with a single Act. The first duties of the Act came into force on 1 October 2010.
7. The general public sector equality duty came into force on 5th April 2011 requiring public authorities to pay due regard to the need to eliminate discrimination, harassment and victimisation, advance equality of opportunity and foster good relations, covering the protected characteristics of age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
8. The Equality Act 2010 (Specific Duties) Regulations 2011 require public authorities to publish equality information by 31st January 2012 and equality objectives by 5th April 2012.

Equality Impact

9. The annual report contains details of progress in implementing the Directorate of the Urban Environment's equality action plan for 2011/12. Performance measures or outcomes were identified against each target so that progress in achieving the action plan can be monitored and reviewed. The report also contains some feedback from equality impact assessments undertaken. Issues relating to children and young people are covered in more detail in the Directorate of Children's Services' action plan and annual report.

Recommendation

10. That the scrutiny committee considers the Directorate of the Urban Environment's equality annual report for 2011/12.



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John Millar
Director of the Urban Environment

Contact Officer: Emma Wright
Principal HR Officer
Supporting the Directorate of the Urban Environment
Telephone: 01384 818826
Email: emma.wright@dudley.gov.uk

Directorate of the Urban Environment's Equality and Diversity Annual Report 2011 / 2012

1 Introduction

- 1.1 As part of implementing the Council's equality policy, each Directorate produces an annual report which sets out progress with implementing the Directorate of the Urban Environment's equality action plan for 2011/2012.
- 1.2 This document is the Annual Report covering the period from April 2011 to March 2012 and contains:
- Key facts about the Directorate, including a workforce profile
 - Key issues from Equality Impact Assessments
 - Achievements against the Directorate's Equality and Diversity Action Plan for 2011/2012
- 1.3 The Action Plan for the Directorate for 2012/2013 was considered by the Regeneration, Culture and Adult Education Scrutiny Committee on 7 March 2012.

2 Key Facts

- 2.1 As at 31 March 2012, the Directorate contains four Divisions.

The four Divisions are:

Culture & Leisure

Culture & Tourism
Sport & Physical Activity
Museums, Parks & Amenities

Planning & Environmental Health

Planning
Environmental Health & Trading Standards

Economic Regeneration & Transportation

Economic Development
Engineering, Traffic & Transportation

Environmental Management

Street & Green Care
Waste Care

- 2.2 Underpinning these functions are the relevant Policy and Executive Support Services (including Performance Management, Information Communication and Technology (ICT), and Management Support), which are administrated by the Executive Support Team.
- 2.3 As at 31 March 2012, the Directorate employed **1453** employees. Information relating to the Directorate of the Urban Environment's workforce breakdown, as compared to the previous 2 years (2011 and 2010), is indicated in Table 1(a). This can be compared with the Council's profile as a whole which is set out in Table 1(b).

Table 1(a)

**Directorate of the Urban Environment's workforce profile 31 March 2012
(compared with previous 2 years)**

Urban Environment		Female (%)	Male (%)	BME (%)	Disabled (%)
Scale point 34 and above (higher grades) ¹	31/03/12	28.8	71.2	5.9	3.9
	31/03/11	30.1	69.0	6.6	3.5
	31/03/10	29.0	71.0	5.6	5.2
Below scale point 34 (lower grades)	31/03/12	39.1	60.7	3.2	3.4
	31/03/11	38.6	61.3	3.7	3.5
	31/03/10	39.2	60.8	3.7	3.5
Total	31/03/12	37.6	62.2	3.6	3.6
	31/03/11	38.0	62.0	4.0	3.7
	31/03/10	38.3	61.7	4.1	3.8

Table 1(b)**Dudley MBC workforce profile 31 March 2012 (compared with previous 2 years)**

Dudley MBC		Female (%)	Male (%)	BME² (%)	Disabled (%)
Scale point 34 and above (Principal officer grades) (excluding schools)¹	31/03/12	50.1	49.9	10.3	4.6
	31/03/11	52.5	47.4	9.7	4.7
	31/03/10	51.3	48.7	8.8	4.5
Below scale point 34 (lower grades) (excluding schools)³	31/03/12	68.3	31.7	7.4	3.0
	31/03/11	68.7	31.3	7.5	3.1
	31/03/10	69.2	30.8	7.1	2.6
Total (excluding schools)⁴	31/03/12	64.7	35.3	8.0	3.3
	31/03/11	65.6	34.3	7.8	3.4
	31/03/10	66.4	33.6	7.3	2.9
Total (including schools)	31/03/12	75.3	24.7	6.2	1.9
	31/03/11	75.0	24.9	6.2	2.0
	31/03/10	75.2	24.8	6.0	1.7

Notes to tables 1(a) and 1(b):

¹Scale point 34 on 31 March 2012 equates to a salary of £28,600 approx.²BME figures exclude those employees for whom no ethnic origin data is held³Grade breakdown excludes schools due to the different grading structure for teachers⁴Includes some employees not allocated to pay grades

- 2.4 A full summary of the workforce profile of the Council is attached at the appendices to this report and a detailed analysis will be included in the annual review of equality and diversity prepared for the Cabinet.

3 **Equality Impact Assessments (April 2011 – March 2012)**

- 3.1 The Directorate has reviewed a number of services and functions during 2011/2012. Equality Impact Assessments have taken place for Development Control, Green Care and Traffic and Road Safety and a summary of the outcomes of these reviews are outlined below. The scheduled review for Himley Hall was put on hold due to other operational and managerial priorities.

(a) Development Control

Actions arising from the EIA completed in this service area include: to continue and develop the involvement and consultation with people with a disability and to look at ways to improve and raise knowledge levels of the Development Control service within the community.

(b) Green Care

Following completion of the initial EIA, actions currently being developed are around closer links with Landscape and Urban Design and Culture and Leisure to ensure any associated maintenance work required, such as on play areas and shrub beds, does not have any adverse impact and to carry out an up to date EIA on the current Tree Strategy.

(c) Traffic and Road Safety

Future actions identified from the EIA completed for this service include: raising the profile of equality issues as a standard item at group meetings and taking appropriate steps to promote the availability of relevant documents in alternative formats.

(d) Himley Hall

Although the EIA for this service was put on hold during the 2011/2012 year, actions that have taken place within this service include: installing hearing loops in conference rooms and designating and clearly marking additional disabled parking spaces. Future planned actions include improved toilet facilities that are accessible to people with a disability.

4 **Achievements against the Directorate's Equality Action Plan for 2011/2012**

4.1 Table 2 (attached) reports on the achievements against the Directorate's objectives outlined in the Equality Action Plan for 2011/2012.

Table 2
Directorate of the Urban Environment – Equality Action Plan for 2011 / 2012

Objective	Target Date/ Milestones	Planned Outcome/ Performance Indicator	Progress/ Final Outcome
<p align="center">DUE 1</p> <p>Complete equality impact assessments for 2011/2012</p> <ul style="list-style-type: none"> - Development Control <ul style="list-style-type: none"> - Green Care - Traffic and Road Safety <ul style="list-style-type: none"> - Himley Hall 	<p>March 2012</p>	<p>Identified equality impact assessments completed within the timescales</p> <p>Integration of identified actions into Service Plans</p> <p>Achievement of Equality Scheme objectives</p>	<p>Identified equality impact assessments for Development Control, Green Care and Traffic and Road Safety completed.</p> <p>Actions identified through impact assessments will be addressed in future Directorate Equality and Diversity Action Plans</p>
<p align="center">DUE 2</p> <p>Expand opportunities to work with and support local communities, multi cultural organisations and stakeholder groups to clean and improve their local environment</p> <p>Lead officer – Dave Wesson</p>	<p>March 2012</p> <p>March 2012</p>	<p>35 Community Litter picks/Environmental cleanses</p> <p>Direct impact on Local Environment cleanliness standards</p>	<p>The Street Cleansing Team supported 48 community organised litter picks in 2011/12, with a number already planned for 2012/13. Through Dudley CVS, joint working is planned with Dudley’s Volunteer Centre to develop Big Society opportunities across the Borough relating to environmental management.</p> <p>All Street Cleansing key performance indicator targets were achieved in 2011/12/</p>

<p>Lead officer – Hugh Murphy</p>	<p>March 2012</p>	<p>5 Educational awareness / presentations to local community groups / local schools</p>	<p>Enforcement Officers have delivered a number of assemblies at Dormston School and High Arcal School, Sedgley. In addition they have attended tenants and resident association meetings and taken part in community clean-ups in order to provide awareness of environmental issues. Officers also had a stand at the Stourbridge in Bloom event in July 2011.</p>
<p>DUE 3</p> <p>To enable access to the Fix A Home Approved Traders List by those with visual impairments</p> <p>Lead officer – Mike Chambers</p>	<p>June 2011</p> <p>June 2011</p> <p>June 2011</p>	<p>Files to be accessed via the Fix A Home pages of the Trading Standards website.</p> <p>Audio cd available for circulation.</p> <p>Large print format available on request</p>	<p>Completion delayed due to some technical issues encountered with regard to use of 'text aloud' software for this purpose. Work is ongoing to ascertain the best resolution to this issue.</p> <p>Audio cd and large print format are now available and in use.</p>
<p>DUE 4</p> <p>To review the assessment of need and process for 'assisted' collections for residents for collection of household waste, 'green' garden waste, and also for black recycling box collections.</p>	<p>March 2012</p>	<p>Confirmed arrangements in place for operating 'assisted collections' within wastecare.</p>	<p>Assisted collections are offered to all eligible residents. Requests are assessed and dealt with as they come in and reviewed on an ongoing basis.</p>

<p>Lead officer – Heidi Marsh Geyton</p>	<p>March 2012</p>	<p>The number of ‘assisted collections’ in each service area</p>	<p>The number of assisted collections are currently: Household waste – 2328 Green waste – 1964 over a 2 week cycle However, these do change as new requests are received and ongoing arrangements are reviewed.</p>
<p>DUE 5</p> <p>Engage with BME Groups in order to raise awareness about services offered by Environmental Protection, and ensure that the service we provide is meeting the needs of people from BME communities.</p> <p>Lead officer – Tim Glews</p>	<p>March 2012</p>	<p>Improved understanding of how the Environmental Protection service can better respond and meet the needs of BME communities.</p>	<p>The feed back forms used for customer requests for service have been reviewed by the Peer Review Communications group (chaired by Head of Service) New format forms used from 01 04 12.</p>
	<p>March 2012</p>	<p>An increased understanding within BME communities of issues associated with Environmental Protection, such as air quality and contaminated land.</p>	<p>The Peer Review Communications Group is investigating how the information can be best used to improve service delivery as part of the ongoing project.</p>
	<p>March 2012</p>	<p>Increased knowledge of the needs of BME communities in order to make the service we provide more effective.</p>	<p>The Environmental Protection service have taken part in the following during 2011 / 12:</p> <ul style="list-style-type: none"> (i) A presentation to carers and disabled persons (ii) BME Community Engagement Event

<p style="text-align: center;">DUE 6</p> <p>Run the Inclusive Sportszone programme during the holiday periods to offer disabled children and young people an opportunity to participate in various sports sessions at Leisure Centres in the borough. This is designed to encourage disabled youngsters to participate in sport.</p> <p>Lead officer – Greg Southall</p>	<p>March 2012</p> <p>March 2012</p> <p>March 2012</p>	<p>Participation rates in the Inclusive Sportszone programme.</p> <p>Retention rates on the programme now this operates across different age ranges</p> <p>Participants of Sportszone programme that subsequently access other sport and physical activities services</p>	<p>Through targeting special schools there are now 5 regular BME participants. This is a significant increase as previously there were no BME participants.</p> <p>Work has taken place to keep older participants in mentoring roles with younger children. There are now former participants carrying out these roles.</p> <p>Written evaluations were circulated through swimming lessons with over 80 responses received. Feedback was also obtained through a parental consultation day. All feedback was recorded and evaluated. The information obtained indicated that parents and carers are happy with what is provided.</p>
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<p style="text-align: center;">DUE 7</p> <p style="text-align: center;">Complete the implementation of the Healthy Towns Programme</p> <p>The programme's key aim is to contribute to the prevention of (primarily) childhood obesity through environmental infrastructure change designed to illicit increased physical activity. The programme is designed to cut through barriers to activity by providing, free, local and accessible to all facilities and programmes. The programme is available to all children and families within the borough.</p> <p>It is based around two main components; the development and implementation of five family health hubs in parks and open spaces, and the development and delivery of active travel corridors that provide opportunities to walk and cycle to, from in and between the hubs.</p> <p style="text-align: center;">Lead officer – Dean Hill</p>	<p>March 2012</p>	<p>Promote physical activity to ensure that as many people as possible in the borough are able to access a free gym experience</p>	<p>All sites have now got a building with toilets, a working kitchen and an activity room. The buildings are staffed by Park Activity Rangers who deliver a wide range of programmes top all ages abilities. In the first year of delivery, the service had 26,465 attendances. The service is ongoing and forms a major part of the Borough's Obesity Strategy work.</p>
	<p>March 2012</p>	<p>Provide facilities that assist and enable other organisations to deliver their services, including services targeted at vulnerable groups such as Age UK and Tandrusti</p>	
	<p>March 2012</p>	<p>To enable easier and safer walking and cycling in and around the hubs</p>	
	<p>March 2012</p>	<p>Ensure that the parks infrastructure, buildings and pathways are fully accessible</p>	<p>Just Under 30km of infrastructure has been implemented across the borough, including on road and off road walking and cycling paths, directional signs to the hubs with timing information for walkers and cyclists, road crossings, warning signs and dropped kerbs. The work will continue via the active corridor group who will develop a walking and cycling plan for the borough.</p>

<p style="text-align: center;">DUE 8</p> <p>Support the Heritage, Culture and Leisure Partnership in its aim to increase the participation in leisure, recreational and cultural activities for learning, health, improvement, socialising and personal growth.</p> <p style="text-align: center;">Lead officer – Andy Webb</p>	<p>March 2012</p>	<p>Numbers of people with a disability that are accessing Sport and Physical Activity services run by the Culture and Leisure Division within the Directorate.</p>	<p>The number of people with a disability accessing the Sport & Physical Activity service during 2011/12 was 1,701. This includes participation in the Sportlink School Programme, the Adaptive Sports Programme and swimming instruction and coaching.</p> <p>The services available have been promoted through representation at events at special schools and open days for carers, editorials in appropriate newsletters and using regular mailing lists.</p>
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Appendix A. Dudley MBC workforce profile - 31 March 2012

Directorate	All staff	Male	Male %	Male PT	PT % of Male	Female	Female %	Female PT	PT % of Female	White	White %	BME	BME %*	Not known	Disabled	Disabled %
Adult, Comm. & Housing	2502	802	32.1	117	14.6	1700	67.9	1079	63.5	2265	90.5	207	8.4	30	95	3.8
Chief Executive's	97	28	28.9	5	17.9	69	71.1	29	42.0	88	90.7	7	7.4	2	6	6.2
Children's Serv. Head Office	1869	368	19.7	158	42.9	1501	80.3	981	65.4	1616	86.5	202	11.1	51	43	2.3
Children's Serv. Schools	7089	1029	14.5	389	37.8	6060	85.5	4022	66.4	6727	94.9	310	4.4	52	35	0.5
Corporate Resources	935	315	33.7	52	16.5	620	66.3	296	47.7	840	89.8	81	8.8	14	30	3.2
Urban Environment	1453	904	62.2	197	21.8	547	37.6	362	66.2	1382	95.1	51	3.6	20	52	3.6
Total	13945	3446	24.7	899	26.1	10497	75.3	6736	64.2	12918	92.6	858	6.2	169	261	1.9

Appendix B Dudley MBC workforce profile - scale point 34 and above (principal officer and above) - 31 March 2012

Directorate	All staff	Male	Male %	Male PT	PT % of Male	Female	Female %	Female PT	PT % of Female	White	White %	BME	BME %*	Not known	Disabled	Disabled %
Adult, Comm. & Housing	456	243	53.3	10	4.1	213	46.7	33	15.5	404	88.6	47	10.4	5	26	5.7
Chief Executive's	30	14	46.7	1	7.1	16	53.3	3	18.8	29	96.7	3	10.0	0	5	16.7
Children's Serv. Head Office	378	131	34.7	7	5.3	247	65.3	44	17.8	347	91.8	53	14.4	9	16	4.2
Corporate Resources	267	132	49.4	9	6.8	135	50.6	46	34.1	241	90.3	22	8.4	4	7	2.6
Urban Environment	205	146	71.2	6	4.1	59	28.8	9	15.3	192	93.7	12	5.9	1	8	3.9
Total excluding schools	1336	666	49.9	33	5.0	670	50.1	135	20.1	1213	90.8	137	10.4	19	62	4.6

Appendix C Dudley MBC workforce profile below scale point 34 (senior officer and below) - 31 March 2012

Directorate	All staff	Male	Male %	Male PT	PT % of Male	Female	Female %	Female PT	PT % of Female	White	White %	BME	BME %*	Not known	Disabled	Disabled %
Adult, Comm. & Housing	2046	559	27.3	107	19.1	1487	72.7	1046	70.3	1861	91.0	160	7.9	25	69	3.4
Chief Executive's	67	14	20.9	4	28.6	53	79.1	26	49.1	59	88.1	4	6.2	2	1	1.5
Children's Serv. Head Office	1491	237	15.9	151	63.7	1254	84.1	937	74.7	1269	85.1	149	10.3	42	27	1.8
Corporate Resources	668	183	27.4	43	23.5	485	72.6	250	51.5	599	89.7	59	9.0	10	23	3.4
Urban Environment	1248	758	60.7	191	25.2	488	39.1	353	72.3	1190	95.4	39	3.2	19	44	3.5
Total excluding schools	5520	1751	31.7	496	28.3	3767	68.2	2612	69.3	4978	90.2	411	7.6	98	164	3.0

knowns

Notes to Appendices A to C:
 PT – part-time (fewer than 37 hours a week)
 *BME % excludes not

Appendix D Dudley MBC workforce profile by age - 31 March 2012

Directorate	All staff	16-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+
Adult, Comm. & Housing	2502	98	151	180	215	374	472	448	342	181	41
Chief Executive's	97	10	8	8	10	14	11	14	11	7	4
Children's Serv. Head Office	1869	96	112	157	167	290	357	318	209	129	34
Children's Serv. Schools	7089	482	669	754	776	1078	1115	869	753	402	191
Corporate Resources	935	86	86	108	94	153	146	117	83	48	14
Urban Environment	1453	106	104	96	124	174	262	198	190	110	89
Total	13945	878	1130	1303	1386	2083	2363	1964	1588	877	373
Percentage of total		6.29	8.10	9.34	9.94	14.94	16.95	14.08	11.39	6.29	2.67

Quarterly Corporate Performance Management Report

Summary for Scrutiny Committee on Regeneration, Culture and Adult Education

Quarter 4 (January to March 2012)

Quarterly Corporate Performance Management Report

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Section 1: Introduction

This Summary is taken from the fourth Quarterly Corporate Performance Management Report of 2011/12 highlighting performance for the period 1st January to 31st March 2011.

The report represents local people matters and priorities contained within a number of key activities and indicators. There has been a radical reduction in the number of indicators in the Council Plan, and a determination to operate a revised, slimmed down performance reporting system that focuses on the key local outcomes. Our aim is to reduce the bureaucracy of performance reporting but to make our local priorities and our performance more open and transparent.

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

The main body of the report focuses on the seven priorities contained in the Council Plan and progress against the key performance indicators and activities used to determine our delivery of these priorities is included in **Section 3**.

A performance summary, incorporating the key service achievements and issues affecting Dudley MBC during quarter 4, is included in **Section 2**.

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 4 2011/12

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

There follows a brief summary of performance for each Council Plan priority, including any significant achievements and challenges. The detail behind these headlines is included in Section 3 of the report.

Individual and Community Learning Performance Review

Section 3: Reporting on Council Action Plan Priorities

The Council Plan 2013 sets out the Authority's priorities for the three year period 2010-2013. It provides a focus on where we want to be over the next three years and outlines how we are planning to meet a combination of key drivers:

- National priorities set by Central Government
- Aspirations of the Dudley Community Strategy 2020
- Issues that matter most to local people
- The unique challenges arising from the economic climate

This section provides a detailed review of the progress of the key performance indicators and activities contained within the Council Action Plan.

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)

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

- ★ Better than target limits
- Within target limits
- ▲ Worse than target limits

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

Scrutiny Committees receive a summary of this report based on their areas of interest. For clarity, key performance indicator scorecards include reference to the Scrutiny Committee monitoring its performance.

Use the link below to view the Council Action Plan 2013:

[http://www.dudley.gov.uk/council--democracy/plans-policies--strategies/council plan](http://www.dudley.gov.uk/council--democracy/plans-policies--strategies/council-plan)

Jobs and Prosperity

Priority JP1 Provide employment opportunities for residents of the borough, and ensure they possess the necessary range of skills				
Objective 1 To increase the number of people in the borough able to access training and job opportunities, leading to sustained employment.				
ref	Key Activities	Status	Progress	Lead Officer
JP1.1a	Working with partners to reduce levels of worklessness in the borough	●	<p>Partnership arrangements with the three Work Programme Prime Contractors have continued to strengthen, both at a strategic and operational level. The Dudley Borough Employment & Skills Management Group meets on a bi-monthly basis and now includes representatives from the main 3 Work Programme Prime Contractors in addition to local employability training providers and DMBC colleagues.</p> <p>The Employment & Skills Management Group is now able to feed issues into a newly-formed 'Black Country Operational Group', consisting of the Black Country local authorities and Jobcentre Plus.</p> <p>The Department for Work and Pensions (DWP) contract to assist families with multiple barriers to employment has been awarded to EOS Ltd. Dudley Council is a key partner in this project, and will be expected to identify the families who would benefit most from participation.</p> <p>In addition to, and enlarging on, the EOS contract, a 'Troubled Families Steering Group' has been formed, and has a cross-Directorate membership, led by Brendan Clifford, who will report directly to the Chief Executive on this initiative. This Steering Group will now meet monthly.</p> <p>A 'Key Worker' approach is being taken, with Workers being assigned to a caseload of families requiring support. However, it has not yet been agreed whether current staff, partner staff or a commissioned approach with an external provider will be used to deliver the actual service. Government funds are available for this broader initiative, but only retrospectively, which again raises issues regarding delivery, which is resource intensive.</p> <p>Data 'protection' and data sharing continues to be an issue, both within the local authority and with its partners and DWP. Lewis Bourne is now involved in order to advise on efficient and sound information governance.</p>	Rupert Dugdale DUE

JP1.1b	Working with partners and other agencies to support local people into local jobs through the provision of employability skills and training.	●	<p>The Employment & Skills Management Group encapsulates these activities at a strategic level, since it includes the Work Programme Primes, Adult & Community Learning, and voluntary sector.</p> <p>Operating at a Neighbourhood level, the Neighbourhood Employment & Skills Partnerships bring together local partners – including private sector organisations- in order to influence and add value to local arrangements and provision.</p>	Rupert Dugdale DUE
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Priority JP2 Develop and diversify the local business base

Objective 1 To increase the number of higher- value businesses attracted to the Borough

ref	Key Activities	Status	Progress	Lead Officer
JP1.1d	Target learning engagement for employability with priority groups and in priority neighbourhoods to support Dudley Employment Hub and reduction of worklessness agenda	★	Effective recruitment of unemployed adults to employability programmes has exceeded targets. Learners have made good progress and 158 adults have been supported into employment. 75 employers have been supported in a number of ways including trainee support and job matching. ACL provide a number of Job Clubs including in libraries: Gornal Library and Coseley Library job clubs are very well attended, with an average of 18+ adults throughout Quarter 4 at Gornal. Job clubs at Brierley Hill and Kingswinford Libraries continue to be well attended. Job club runs regularly on Monday evening at Dudley Library with attendance averaging 10 people.	Kate Millin DACHS

Priority JP2 Develop and diversify the local business base

Objective 1 To increase the number of higher- value businesses attracted to the Borough

ref	Key Activities	Status	Progress	Lead Officer
JP1.2a	Provide skills for life support and learning for adults with poor literacy language (ESOL) and numeracy and digital skills.	★	Good recruitment to skills for life (642), Family literacy language and numeracy (223) ESOL (287) and IT (1291) classes. Qualifications: excellent success rates in these subject areas 95% (target was 90%). Race on Line count in March - 476 people helped during sample week.	Kate Millin DACHS
JP1.2b	Libraries providing free access to computers and the Internet with library staff, partner and volunteer supported use	★	PC upgrade at Stourbridge Library has been well received, with one customer commenting that using the new PCs is like driving a Porsche. Weekly IT drop-in sessions at Coseley Library have been introduced and are well attended. New and additional PCs have been installed in the Brierley Hill Locality	Kate Millin DACHS

			libraries and are well received and we have observed increased usage. Dudley Library staff, run regular ICT sessions on Friday's and Sunday's, and Adult Care Learning (ACL) run an ICT session on Monday morning in Dudley. Library. Number of library run IT sessions: 260. Number of partner run IT sessions: 61. Race on Line stats for quarter - 6188 people helped to go online in libraries. People's Network usage 27.7%.	
JP1.2c	Castle & Crystal Credit Union to provide efficient and cost effective financial services, offering loans through the Growth Fund.	★	Feasibility Study ongoing to 31 st March. All loan targets up to 31/03/12 already hit by 31/12/11 in terms of total loans, potential financial reward forthcoming from DWP (Department of Working Pensions) as a result of over performance.	Dharminder Dhaliwal CEX

Key Performance Indicators

Direct	Ref	Definition	10/11 Target	10/11 Actual	11/12 Target	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Actual	Select Committee
DACHS	ACL KPI 7	Number of individuals (learners) gaining employment	100	138	100	50 ★	95 ★	131 ★	158 ★	Regeneration, Culture and Adult Education
DACHS	ACL KPI 6	Number of employers supported	125	126	46	7 ▲	32 ★	69 ★	75 ★	Regeneration, Culture and Adult Education
DACHS	ACL KPI 16	Number of individuals adults in employability programmes	400	773	400	148 ★	536 ★	665 ★	759 ★	Regeneration, Culture and Adult Education
CEX	SRI 003	Number of working age people in Borough claiming Job Seekers Allowance (JSA)	Not targeted	9,722	9,722	9,587 ●	10,058 ●	9,982 ●	10,352 ▲	Regeneration, Culture and Adult Education
CEX	SRI 004	% of working age people in the Borough claiming Job Seekers Allowance (JSA)	Not targeted	5%	5%	5% ●	5.2% ●	5.2% ●	5.4% ▲	Regeneration, Culture and Adult Education

Comment for: SRI 003 – A slight increase which may be due to the end of seasonal contracts and the overall economic situation.

Comment for SRI 004 – Same as above.

Key Performance Indicators

Direct	Ref	Definition	10/11 Target	10/11 Actual	11/12 Target	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Actual	Select Committee
DACHS	ACL 03	Number of individual adults in Skills for Life/literacy, language and numeracy	450	614	500	200 ★	271 ★	516 ★	642 ★	Regeneration, Culture and Adult Education
DACHS	KPI 24	% of learners from the top 20% of deprived neighbourhoods	-	33%	30%	30% ●	29% ●	29% ●	29% ●	Regeneration, Culture and Adult Education
CEX	CEX CU 001	Credit Union membership	4,500	4,433	4,850	4,464 ●	3,879 ▲	4,041 ●	3,959 ▲	Regeneration, Culture and Adult Education
Comment for CEX CU 001 - Consistent clearance of dormant accounts on a periodic basis affects membership levels										

Priority JP2 Develop and diversify the local business base

Objective 1 To increase the number of higher- value businesses attracted to the Borough

ref	Key Activities	Status	Progress	Lead Officer
JP2.1a	To work proactively with the development industry and business community to promote Dudley as allocation for new investment and to facilitate the growth of existing businesses.	●	<p>Engagement with strategic companies has continued throughout quarter 4 of 2011/12 (inc. Mayoral visits).</p> <p>An Access to Finance Event was held on 20th March in conjunction with Beer and Partners and attended by local businesses and representatives from the financial sector.</p>	Rupert Dugdale DUE

Objective 2 To create a thriving local enterprise economy				
ref	Key Activities	Status	Progress	Lead Officer
JP2.2a	To work with partner agencies to ensure those wishing to establish new enterprises have access to maximum support	●	<p>Dudley Business Loan Fund launched on 22nd March in conjunction with Black Country Reinvestment Society (BCRS); a £1m pot of money to support SMEs (Small, Medium Enterprises) within Dudley Borough.</p> <p>Dudley Business First is assisting local companies, via the Local Enterprise Partnership, submitting applications for Regional Growth Fund Round 3 funding (Deadline for submission to central Government: 15th June 2012).</p> <p>Black Country manufacturers are being encouraged to make the most of a new £125 million fund. The government's Advanced Manufacturing Supply Chain Initiative has been created after the Black Country LEP (Local Enterprise Partnership) together with partners Coventry and Warwickshire, Greater Birmingham and Solihull and Liverpool City Region, made a successful joint £25 million bid for regional growth funding. After approving the bid, the government put up an additional £100 million in order to offer support to more manufacturing supply chain initiatives across the country.</p>	Rupert Dugdale DUE
JP2.2b	To support a thriving local enterprise economy through effective regulation	●	100% of food standards inspections for high and medium risk premises that were due were carried out. (184)	Nick Powell DUE

Priority JP3 Create an attractive environment for people to live, work and invest in

Objective 1 Improve the vibrancy and attractiveness of the Borough's town centres

JP3.1a	To deliver the regeneration framework for the borough through Area Action Plans and Development Strategy Plan	●	Production of Local Development Framework documents is on target in line with the Local Development Scheme.	Helen Martin DUE
JP3.1b	To deliver Area Action Plans for the town centre's of Brierley Hill, Halesowen and Stourbridge in accordance with approved Local Development Scheme	●	<p>Brierley Hill Area Action Plan (BHAAP) – Adopted.</p> <p>Stourbridge Area Action Plan (SAAP) - The 'publication' document is currently undergoing consultation from 20th March to 1st May with a public consultation event being undertaken in the Ryemarket on 23rd March. Assessment of the consultation responses and submission of the document to the Secretary of State for examination in June.</p> <p>Halesowen Area Action Plan (HAAP) - The 'preferred options' consultation was undertaken between 9th January and 20th February with a one day consultation event at Cornbow Shopping Centre on 1st February. General support was received for the proposals. The representations are now being assessed leading to preparation of the final publication document for October Cabinet.</p>	Helen Martin DUE
JP3.1c	To deliver actions against Dudley's Area Development Framework	●	<p>Dudley Townscape Heritage Initiative (THI): Grant offer has been made for 270-272 Castle Street & reassessment of European Regional Development Fund (ERDF) elements of the project is complete.</p> <p>Dudley Market Place; engagement on detailed design is continuing with market traders.</p> <p>Work has commenced on the second Dudley College town centre development, the 6th Form Centre on Priory Road.</p> <p>The owners of Cavendish House have announced the intention to develop a town centre foodstore on the site, which will involve the demolition of the existing building, and the Council and New Heritage Regeneration are working with the owners to bring the project forward.</p>	Rupert Dugdale DUE

Priority JP3 Create an attractive environment for people to live, work and invest in

Objective 2 Improve and maintain the environmental quality and security of the surroundings of tourist attractions, retail areas and business parks

ref	Key Activities	Status	Progress	Lead Officer
JP3.2a	To work with local businesses and the community in the improvement and maintenance of local town centres and the local environment	●	<p>The Street Cleansing Team is undertaking a joint anti-fly tipping campaign with Bromsgrove District and Redditch Borough Councils, focusing on boundary areas such as Pedmore Lane and Illy Lane in Stourbridge.</p> <p>The Team have supported 48 community litter picks during the year, and continue to successfully remove reported incidents of fly-tipping well within the target of 1 day.</p>	Garry Dean DUE

Objective 3 Improve the transport network

JP3.3a	Delivery of transport initiatives.	●	The West Midlands Local Transport Plan Integrated Transport Block programme of works valued at approximately £1.7m for the financial year 2011/12 was completed on programme and budget.	Martyn Holloway DUE
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Key Performance Indicators

Direct.	Ref:	Definition	09/10 Actual	10/11 Actual	11/12 Target		
DUE	ERT 001	Number of sites identified and, where appropriate, actively promoted to attract inward investment and facilitate the growth of existing businesses	-	-	15	Annually reported	15.00
							●
DUE	ERT 002	Number of strategic company engagements	-	-	50	Annually reported	52.00
							●
DUE	NI 159	% of supply of housing sites above requirement of 100% (additional housing sites coming forward)	105%	115%	5%	Annually reported	5%
							●

Heritage, Culture and Leisure

Priority CL1 Ensuring that heritage and culture is preserved, developed and promoted for all; and celebrated and used by all				
Objective 1 To increase participation in leisure, recreational and cultural activities for learning, health improvement, socialising and personal growth.				
ref	Key Activities	Status	Progress	Lead Officer
CL1.1a	Provision of a range of, and the development and enhancement of new/additional, cultural and leisure facilities and services	●	Facilities including leisure centres, Healthy Hubs and other settings are provided across the authority. The revised Obesity Strategy includes a lengthy list of facilities that are available for local people to use to be active. The Legacy promise from the Olympic/Paralympics bid is beginning to be delivered with £50,000 investment being secured by both Priory Park Boxing Club and Kewford Eagles Football Club who are among the first clubs to benefit from the Inspired Facilities programme. Services are being developed in response to national programmes and in conjunction with partner organisations.	Andy Webb DUE
Objective 2 To increase the number of people accessing up-to-date and co-ordinated information about recreational and cultural activities & venues				
CL1.2a	Provision of the community information directory and leaflet service	●	Number of hits to website Jan - Mar 4,777. This is the highest seen over the course of the year and quarter 4 visits alone account for 33% of the total visits to the website between April 2011 – March 2012. Number of leaflets distributed 5,165 from quarter 3 high of 6,170 but still represents an increase from both quarters during the first half of the year. A total of 20,120 leaflets given out during the year.	Kate Millin DACHS
Objective 3 To increase the number of people having influence over the type and availability of recreational and cultural activities & venues				
CL1.3a	Establish and maintain community engagement across all cultural and leisure services, working with agencies and partners on a range of initiatives to develop participation.	●	Ongoing work with the community sector and other public sector organisations in the delivery of services as per previous quarters. A specific workshop event was held by the Councils Community Sports Network utilising the services of Dudley Community Voluntary Services to identify mechanisms to extend community influence, particularly focusing on sports clubs and provision, and integrate within the PAiCE Action Plan (Physical Activity in Community Environment).	Duncan Lowndes DUE

Objective 4 To protect, preserve and develop for appropriate use the unique heritage of the borough for this and future generations

CL1.4a	Conservation and management of the Borough's green spaces	●	Design Team now appointed for Mary Stevens Park Stage 2 HLF Bid. Priory Park Heritage Lottery Fund (HLF) agreed start on site for construction works. 3 Green Flag Applications submitted for The Leasowes, Silver Jubilee and Netherton Parks.	Sally Orton DUE
CL1.4b	Protect, preserve and promote the uniqueness of the borough through its historic assets, glass and geological heritage	●	Works on the Ripples Through Time HLF (Heritage Lottery Fund) project still ongoing. Active management of the Turners Hill geological (Site of Special Scientific Interest) SSSI.	Sally Orton Penny Russell DUE
CL1.4c	Implementing the archives new build project	★	Contractors are on site and building work has commenced. The architect and Borough Archivist have been working on shelving plans and accurate storage volume. Work has commenced at archives to re-package material. Research into removal contractors has begun.	Kate Millin DACHS

Priority CL1 Ensuring that heritage and culture is preserved, developed and promoted for all; and celebrated and used by all

Objective 5 To increase the contribution of creative industries and the visitor economy to the economic regeneration of the borough

ref	Key Activities	Status	Progress	Lead Officer
CL1.5a	Implementation of the Borough Visitor Economy Strategy	●	The Discover Dudley group continues to deliver its action plan to support the Tourism Action Plan. Working with Marketing Birmingham on delivery of a joint ERDF (European Regional Development Fund) project between Marketing Birmingham, the Black Country and Solihull councils.	Penny Russell DUE
CL1.5b	Seek to develop/ provide affordable studio space in the borough for creative industries	●	As per Quarter 3 with the ongoing provision of units at Red House Cone and potential developments included as part of proposals for Glass Museum. Additional retail space available following purchase of the Stuart Crystal shop currently being marketed.	Duncan Lowndes DUE

Key Performance Indicators

Direct.	Ref:	Definition	09/10 Actual	10/11 Actual	11/12 Target	Q1 Actual	Q2 YTD Actual	Q3 YTD Actual	4 YTD Actual
DUE	CL 02	% of adults very, fairly satisfied with sports provision in their local area	N/A	67%	68%	Annually reported			Data not available until June
DACHS	LAA 009	Number attending archive events and activities	-	1,122	35,000	Annually reported			35,299 ●

Objective 6 Local people participating in 2012 Olympiad activities

CL1.6a	Support the implementation of national and regional plans for the London 2012 Olympiad through a local programme of activities and other initiatives	<p>● Full details of the Olympic torch relay route have been revealed and planning for the event is now under way.</p> <p>St Thomas's Community Games are planned to start on 22 June 2012 and to run through to early July, coinciding with the visit of the Torch Relay.</p> <p>Other activities on route, at The Coseley School or the Silver Jubilee Healthy Hub, that coincide with the visit of the Torch Relay could be registered as Community Games.</p> <p>On 25 March 2012 the Sainsbury's Sport Relief Mile took place at The Dell Stadium with over 200 participants</p> <p>As per Quarter3 details of other elements of the programme remain as they were:</p> <p>The Get Set programme creates opportunities for children and young people to get involved in the excitement of the London 2012 Olympic and Paralympic Games, with members of the Get Set Network gaining access to exclusive rewards and opportunities.</p> <p>91 schools and colleges from the Borough are registered with Get Set with 35 of these being Get Set Network members. Get Set schools will be encouraged to welcome the Torch Relay.</p> <p>Part of the Cultural Olympiad that has been running for some four years, Dancing for the Games is the culmination of work that has been ongoing over that period. Performances are planned for a week in mid-May using equipped playground settings with further performances in early July.</p> <p>Other notable dates for the forthcoming year are set out below:</p> <p>May 2012 – Dancing for the Games.</p> <p>2-5 June 2012 – Queen's Diamond Jubilee.</p>	Duncan Lowndes DUE
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Individual and Community Learning

Priority ICL1 Widen participation in adult and family learning to enhance personal and social development, knowledge and skills, employability, health and wellbeing

Objective 1 To increase the number of adults and families engaged in learning for personal interest.

ref	Key Activities	Status	Progress	Lead Officer
ICL1.1a	Widen participation in learning for adults and families in their communities.	●	A new adult craft group has started at Wordsley Green Library in Q4 and attendance is growing.	Kate Millin DACHS

Key Performance Indicators

Direct	Ref	Definition	10/11 Target	10/11 Actual	11/12 Target	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Actual	Select Committee
DACHS	ACL KPI 2	Total number of individual adults participating in learning (Adult Community Learning)	6,000	6,644	6,000	1,913	3,799	4,761	5,973	Regeneration, Culture and Adult Education
						●	★	●	●	