

Indicator Description	Indicator Reference	Current				Historic			Comments
		1 April 2009 31 Mar 2010	1 April 2010 31 Mar 2011	Direction of Travel	Target 2010/11	Benchmark (where applicable)	2008/09	2009/10	
% of people who believe people from different backgrounds get on well together in their local area (Worcestershire Viewpoint Survey)	NI 001	71.7%	71.4%	☹	+ve	81.90%	72% (P)	71.7%	This is an annual survey which takes place in November. The results of which were published in quarter 3. Good performance is shown by a higher figure.
Serious violent crime rate	NI 015	0.98	1.28	☹	0.98	NA	0.57	0.98	NI 15 rates (per 1,000 population) in Q4 have increased by 70% (equivalent to 12 additional offences) compared to Q3. Rates have increased by 22% (equivalent to 5 additional offences) compared to the same quarter of last year. These increases illustrate the seasonal nature of these types of offence, which are typically more frequent during Q2 and Q4. However, year to date, rates were 26% greater for 2010/11 compared to 2009/10 (equivalent to 20 additional offences). This indicates a steady increase in the volume of violent offences, although it is uncertain as to whether recording issues are clouding the true picture. Work is ongoing within the CPS to clarify this situation.
Serious acquisitive crime rate	NI 016	11.51	10.90	☺	11.50	NA	12.93	11.51	NI 16 rates (per 1,000 population) in Q4 have decreased by 1% compared to Q3 (equivalent to 3 fewer offences). Rates have increased by 51% (equivalent to 82 additional offences) compared to the same quarter of last year. It is worth noting that Q4 of 2009/10 did see particularly lower rates than other quarters, and during Q4 this year there was a spike of offences in January and February. Often, a small number of prolific offenders can generate a large number of offences in a short period of time which can have a large impact on overall volume. Over the full year to date, rates were 5% lower for 2010/11 compared to 2009/10 (equivalent to 53 fewer offences).
Perceptions of anti-social behaviour (Worcestershire Viewpoint Survey)	NI 017	12.9%	13.5%	☹	19.5% by 2011	13.6	21.1% (P)	12.9%	This is an annual survey which takes place in November. The results were published in quarter 3. Good performance is shown by a lower figure.
Dealing with local concerns about anti-social behaviour and crime issues by the local council and police (Worcestershire Viewpoint Survey)	NI 021	30.5%	42.9%	☺	30.1% by 2011	30.8	24.8% (P)	30.5%	This is an annual survey which takes place in November. The results were published in quarter 3. Good performance is shown by a higher figure.
Understanding of local concerns about anti-social behaviour and crime issues by the local council and police (Worcestershire Viewpoint Survey)	NI 027	31.6%	Viewpoint Survey	NA	TBC	28.5	25.1% (P)	31.6%	This is an annual survey which takes place in November, however this question was not asked in the November 2010 Worcestershire Viewpoint Survey and as such there is no comparison.
Perceptions of drunk or rowdy behaviour as a problem (Worcestershire Viewpoint Survey)	NI 041	23.9%	25.2%	☹	TBC	20.5	30.8% (P)	23.9%	This is an annual survey which takes place in November. The results were published in quarter 3. Good performance is shown by a lower figure.

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Number of affordable homes delivered (gross)	NI 155	111	100	☹	64	250	10	111	18 Homebuy Direct units at Windsor Road have completed and 3 mortgage rescue units. Although the report shows a negative direction of travel compared to the same period last year, the target of 64 for 2010/11 has been exceeded by 36 units.
Residual household waste per household (kg)	NI 191	574.94	569.17*	☺	570kg	480	566.74	574.94	Target of 570 achieved, but note that the figures are not finalised until the final return to waste data flow is made in September.
Percentage of household waste sent for reuse, recycling and composting	NI 192	28.30%	28.73%*	☺	30%	51.91%	31.43%	28.30%	Target of 30% not achieved but the figures are not finalised until the end of year return to Waste Data Flow is completed around September time.
Improved street and environmental cleanliness - levels of litter	NI 195(a)	8%	5%	☺	6%	0%	5%	8%	This is a good score and shows that the streets have a high standard of cleanliness with regards to litter levels and the target for the current year of 6% has been met.
Improved street and environmental cleanliness - levels of detritus	NI 195(b)	26%	28%	☹	25%	1%	11%	26%	Levels of detritus remain comparable with the previous year's performance but the target (25%) has just been missed; we are continuing to make improvements to mechanical sweeping schedules.
Improved street and environmental cleanliness - graffiti	NI 195(c)	2%	2%	☹	2%	0%	1%	2%	Very low levels of graffiti found and the target (2%) has been met
Improved street and environmental cleanliness - fly-posting	NI 195(d)	0%	5%	☹	0%	0%	0%	0%	Very low levels of fly-posting found but the target (0%) has not been achieved
Improved street and environmental cleanliness – fly tipping (Level 1 - Good, Level 4 - Poor)	NI 196	1	3	☹	Level 1	1	2	1	The final score is a level 3 because the total number of fly-tips is slightly up from last year - but only by 15! However, the total number of enforcement actions has increased significantly from last year - up by 126 actions. Unfortunately the indicator does not take into account these factors and because the number of fly-tips has slightly increased, performance is classed as 'good' rather than 'effective (level2) or 'very effective' (level 1)
The number of racial incidents recorded by the authority per 100,000 population	BV 174	24.15	29.21	NA	Contextual measure	NA	12.56	24.15	Racially motivated crimes have remained relatively stable in the Borough so an increase in reporting can be seen as a positive as it suggests increased confidence and engagement in the reporting system.
The percentage of racial incidents that resulted in further action	BV 175	100%	100%	☺	Contextual measure	NA	100%	100%	All racial incidents reported via the Hate Incident Reporting Scheme have further action taken ranging from liaison with the victim and witnesses and referral to the responsible agency to multi-agency case meetings through Redditch Anti Harassment Partnership.

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Number of British Crime Survey Comparator crimes reported	CS 002	3,469	3,241	☺	Contextual measure	NA	3,690	3,469	BCS Crime rates (per 1,000 population) in Q4 2010/11 have increased by 4% (equivalent to 29 additional offences) compared to Q3, and rates have increased by 14% (equivalent to 91 additional offences) compared to the same quarter of last year. Despite small increases between quarters, over the full year to date, rates were 6% lower for 2010/11 compared to 2009/10 (equivalent to 228 fewer offences).
Number of people using the Dial-A-Ride service	WMO 016	32,865	35,196	☺	34,330	NA	NA	32,865	In comparison to previous year end of 2009/10 we have achieved 2331 more single journeys for year end 2010/11. I believe this is due to having the balance right with staff / resources and marketing the service well.
Number of people using the Shopmobility service	WMO 017	19,238	16,252	☹	19,238	NA	NA	19,238	In comparison to end of 2009/10 visits are down by 2986. Introduction of car park fees, closing on bank holidays and Christmas Sundays, poor economic climate and extreme weather conditions have all had a part in the falling figures. However, new registrations are increasing and a new leaflet design will be produced which should improve on last years total.
Morton Stanley Park - number of visitors to the festival	CG 001	NA	NA	NA	Baseline year	NA	NA	NA	This is an annual indicator which is reported in quarter 2.
Satisfaction with parks and open spaces (%) (Worcestershire Viewpoint Survey)	CG 002	79%	77%	☹	Baseline year	NA	73% (P)	79%	This is an annual survey which takes place in November. The results were published in quarter 3. Good performance is shown by a higher figure.
Number of visitors to the Abbey Stadium and Hewell Road Swimming Pool	EC 005	291,081	296,945	☺	296,903	NA	NA	291,081	Increase against annual performance 09/10. 4th quarter affected by closure of Abbey Stadium Sports Hall due to water damage to floor.
Number of visitors to the Palace Theatre	EC 006	44,857	53,015	☺	45,756	NA	NA	44,857	Increase in annual performance comparable with 09/10 due to additional marketing of shows and higher attendances for pantomime. All ancillary room hire usage now reported.
Number of visitors to leisure centres	EC 007	565,157	569,187	☺	576,460	NA	NA	565,157	Increase comparable with annual performance 09/10.
Number of visitors to the Museum and Bordesley Abbey Visitors Centre	EC 008	15,068	21,347	☺	15,369	NA	NA	15,068	Significant increase comparable with annual performance 09/10 due to increase in attendances through events and summer exhibitions as well installation of new play area and interpretation posts.
Number of over 60's swimming usage	EC 009	8,340	7,385	☹	9,176	NA	NA	8,340	Reduction in annual performance due to end of free swimming programme and closure of facilities due to adverse weather.
Number of under 16's swimming usage	EC 010	23,203	16,337	☹	23,667	NA	NA	23,203	Reduction in annual performance due to end of free swimming programme and closure of facilities due to adverse weather.

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Attendance at community events	EC 011	44,364	62,073	☺	43,248	NA	NA	44,364	Annual performance significantly increased comparable with 09/10 due to three large events and fine weather positively affecting attendances of regular events in annual programme. No events planned into programme during winter months.
Attendance at community centres	EC 012	151,650	180,439	☺	154,683	NA	NA	151,650	Significant increase in annual performance due to additional hires.
Attendance at sports development sessions	EC 013	59,741	62,241	☺	60,935	NA	NA	59,741	Increase in attendances compared with annual performance 09/10 due to additional activities and summer youth festival event.
Attendance at arts development sessions	EC 014	9,851	14,236	☺	10,048	NA	NA	9,851	Annual performance is significantly higher due to externally funded projects, arts festival / events in second and third quarters, and a School's Theatre In Health Education Tour.
Number of visits to Arrow Valley Countryside Centre	EC 015	335,025	342,973	☺	341,726	NA	NA	335,025	Increase on annual performance compared with 2009/10 due to fine weather in period 2 and additional attendances at events.

Key to Terms and Symbols

Improving performance compared to same quarter last year	☺	Data is provisional	*
Worsening performance compared to same quarter last year	☹	Recovery plan in place	(RP)
No change in performance compared to same quarter last year	☺	To be confirmed	TBC
No data available for the period	#	Proxy indicator	(P)
Not applicable for this indicator/period	NA	Lower Super Output Area	LSOA