

REGENERATION, COMMUNITY AND CULTURE OVERVIEW AND SCRUTINY COMMITTEE

28 JUNE 2012

COUNCIL PLAN – YEAR END PERFORMANCE REPORT 2011/2012

Report from: Stephanie Goad Assistant Director Communications,
Performance and partnerships

Author: Alex Sharman, Senior Research and Review Officer
Preeya Madhoo, Research and Review Team Manager

Summary

This report sets out the Quarter 4 / Year End Council Plan performance management report.

1. Budget and Policy Framework

1.1 This document reports year-end performance against the Council Plan 2011/12, which is a key part of the budget and policy framework.

2. Background

2.1 This report includes an overview of priorities in the narrative below and in Appendix 1 summarising the status of each Key Measure of Success. Year-end performance tables are attached at Appendix 2. Targets related to the Council Plan 2012/13 are included at Appendix 3. Further information regarding Key Measures of Success together with a briefing note on surveys related to Council Plan measures are attached at Appendix 4 and 5 respectively (please also see paragraphs 3.5 to 3.7 below).

3. Performance reporting

3.1 This report outlines the Year End Performance. Members are able to look back across the year and review the progress that has been made to achieve the outcomes that were set at the beginning of the year.

- 3.2 In 2011/12 Medway Council has made improvements across a number of key areas. Despite the financial challenges to the public sector, the Council has continued to deliver good quality services.
- 3.3 As this is a year end report the highlights refer to quarter 4 activity and give an overall review across the full year.
- 3.4 The deputy leader has identified areas of special interest and an update on these areas has been provided. These special interest areas will be embedded as indicators within the new performance year.
- 3.5 At the Regeneration, Communities and Culture Overview and Scrutiny Panel meeting of 3 April 2012, Members requested further in-depth information and analysis on three of the Council Plan Key Measures of Success:
- NI4 - % of people who think they can influence decisions in their locality
 - IT2 - % of people who think Medway Council helps people travel easily around Medway
 - REGEN 2b – number of jobs created and safeguarded;
- 3.6 This information is attached at Appendix 4. Members should note that in relation to the measure REGEN 2b on the number of jobs created and safeguarded that it is difficult to obtain full information related to employment figures on part-time employment often because the information can be commercially sensitive.
- 3.7 Members also requested a Briefing Note detailing the various surveys used to support the results for the Council Plan indicators and including information on the demographics of who is asked, the questions set and the weight given on the validity of the answer. This information is attached at Appendix 5 and relates to measures within the remit of this committee.
- 3.8 Below is a summary of 2011/12 performance by priority.

Priority: A safe, clean and green Medway

- 3.9 The Love Medway campaign gained further momentum this financial year with the launch of the Love Medway App. This provides an easy and efficient way for residents, officers and partners to report environmental issues such as fly tipping, graffiti and fly posting. To date there have been 8,809 reports. Currently there are 76 registered Council users and 364 non-Council users. 108 people “like” The Love Medway Facebook. There will be a marketing campaign in 2012-13 to promote the use of the App. The App will be referenced in all Council communications within the year to ensure increased awareness within Medway.

- 3.10 A further £370,000 of EU funding has been secured through successful bids to the Interreg programme for the Developing Neighbourhood Action project. This project will enable the development of health and community nursing outreach services at community centres in disadvantaged neighbourhoods. It will also support community safety improvement actions in target neighbourhoods and provide resources to deliver physical streetscape improvements in Chatham town centre.
- 3.11 The Household Waste Recycling Centres (HWRC) contract year ran from October 2010 to September 2011. The target recycling rate for all sites for year 1 was 50%. Currently we are performing at 51.41%. The new HWRC contract year began in October 2011 and the target for year 2 is 60% recycling rate at each individual site. Performance for Oct 11 to Feb 12 is currently 56.12%.
- 3.12 Waste Services have worked in partnership with the community team and partnership office assisting with community clean ups in total 159 were achieved. In 2011-2012 waste services provided essential equipment for these clean-ups to be carried out with our contractor collecting the waste generated from the clean-ups. We provided this service for community payback, HM prison service and the community officers, waste services will continue to provide this service into 2012/2013.
- 3.13 Medway has 45 walking bus routes in place, with approx. 900 children participating in the initiative. This number is set to increase with 12 new schools and after school clubs registering an interest.
- 3.14 11 test purchases exercises for Alcohol and Tobacco against a target of 12 have taken place during this year. In quarter 4 Test Purchase exercise took place for Alcohol and tobacco. 5 premises were visited and there was 1 sale of alcohol. The sale is subject to further action. This low number of sales suggest that traders are heeding advice and adopting effective policies towards this age group.
- 3.15 During 2011-12 over £900,000 of capital investment was made into parks and open spaces including improvements to 20 play areas, creation of new allotment site with 140 plots in Hempstead and further improvements to Gillingham Park (which receives an estimated 500,000 visits per year). Funding for schemes was provided by Section 106, Member Priority Funding and External Grant Aid. The outcome of this continuing investment in Greenspaces was the securing of 5 Green Flags (with The Vines and Capstone Farm Country Park being awarded the top band score) and customer satisfaction ratings averaging 84% for parks and 85% for play areas.

Drive down energy use via property rationalisation and other measures

- 3.16 The Council is committed to driving down energy use across its estate through property rationalisation and other measures to reduce its carbon

footprint. A comprehensive property audit is being undertaken to identify the worst performing assets to allow a targeted programme of property rationalisation. In addition, energy efficiency projects have been identified and undertaken, which is resulting in both energy and cashable savings. A further programme of energy saving projects is being developed for 2012/13.

Further projects are being developed for 2012/13 as follows:

- Voltage Optimisation Unit for Medway Park Leisure Centre (LC) and Riversides Offices
- Exploring viability of Combined, Heat and Power plant (CHP) for Medway Park LC and Strood LC.
- Replacement of U type fluorescent tubes fitting with energy efficiency LED lighting panels fittings within Gun Wharf Building
- Replacement of SoN lighting with LED Flood lights in Strood LC and Hundred of Hoo Swimming Pool.

Priority: Everybody travelling easily around Medway

- 3.17 There have been many developments this financial year. The Chatham Waterfront bus station opened on the 10 October 2011. This bus station replaced the old station based at the Pentagon. One thousand bus services a day are running from the new station.
- 3.18 Following two very severe winters the council reviewed the council's Winter Service Policy and Plan. Salt stocks were increased from 3500 tonnes to over 5000 tonnes at our highway depot, which were deployed as precautionary treatments, when night time temperatures dropped below freezing and also during the period where we had snow. In addition employees from both the waste cleaning and green spaces contractors were deployed in clearing the priority pavements and car parks. An improvement over recent years which was very noticeable was that residents themselves provided "self help" by clearing the snow from in front of their homes and businesses.
- 3.19 The Urban Traffic Management and Control centre (UTMC) became fully operational and aims to improve traffic flow throughout Medway. Among other things this enables traffic incidents, traffic controls (such as traffic lights), traffic congestion and public transport to be monitored and allows for early intervention to reduce congestion. Alerts are given to the local and national press and information is shared between UTMC, Kent Control room, the Highways Agency and the National Control centre.
- 3.20 The council has finalised a plan, and obtained agreement from the developer and landowner, to enable the adoption of the St Mary's Island roads in the 2012/13 financial year.
- 3.21 Medway Tunnel is now owned by Medway Council and we have received some funding for capital refurbishment of the Tunnel. Phase one of these works, upgrade to the system and CCTV has now been completed with final set up taking place in May/June 2012.

Priority: Everyone benefiting from the area's regeneration

- 3.22 HRH The Princess Royal visited Medway in July 2011 to formally open Medway Park. The visit coincided with the staging of the opening day of the Modern Pentathlon European Championships. In March it staged the GB wheelchair rugby national series, an important pre-Paralympics testing for players and officials. Senegal and The Congo will use Medway Park to finalise their Olympic preparations and 2 other countries are expected to join them.
- 3.23 8,000 local people have benefited from accessing Employ Medway facilities in 2011/12. 700 unemployed people have accessed employment through the support of Employ Medway. Over 800 long term unemployed people have accessed intensive employment support services from Employ Medway and partners under the DWP Work Programme since mid June 2011.
- 3.24 34 business start up grants were awarded through out the year, bringing the overall total to 74 against a target of 75. The business start up programme delivered 226 half day business planning workshops and 128, 1 to 1 business advise sessions.
- 3.25 EU funding has been secured for The Encompass project. This will provide EU resources for business support, growth and innovation activities benefiting the growing cluster of creative industry entrepreneurs and organisations operating out of Medway, particularly in Rochester and Chatham.
- 3.26 The library service was accredited against the Customer Service Excellence award in July, the government sponsored scheme recognising excellence in customer service. Rochester Community Hub partnership continues to thrive, offering the public the opportunity to access three services from the same building. Chatham Library has been rebranded Chatham Community Hub, with the establishment of a Contact Point within the library. Cuxton Library partnership with early years is flourishing with further activities being introduced into the library.
- 3.27 During the financial year there were 101,450 free swims enjoyed by Medway residents. 75,934 of these were for children and 25,516 by senior citizens. The council's leisure centres retained their customer service excellence award as well as Quest (The UK Quality Scheme For Sport & Leisure), ISO 9001 (Quality), OHSAS 18001 (Health & Safety), ISO 14001 (Environmental). Medway is now the most successful authority in the South-East for Clubmark accredited sports clubs with 55 clubs.
- 3.28 Satisfaction levels with leisure facilities remain high with museums and galleries achieving 83%, theatres 88%, events 85% and heritage 97%. Rochester Castle visitor numbers have risen by 23% from last year to 69,600. Footfall at Rochester Art Gallery doubled from the previous year to reach 100,000 visits. Accreditation was received for the Guildhall's 'Opening the Doors' programme, which seeks to improve access for disabled people.

Reducing the reliance on Bed and Breakfast accommodation for Young people (under 25s)

- 3.29 Housing services can place a young person in emergency accommodation, which may include Bed and Breakfast, should they present as homeless to the local authority. We seek to minimise the number of young people going into bed and breakfast and if there is no alternative, to keep their stay there as short as possible.
- 3.30 The target is that placements should not be for more than 6 weeks unless in exceptional circumstances. There were 18 households (placed by Housing Services under the Homelessness Act) headed by young people, who left Bed and Breakfast accommodation between January and March. Their average length of stay was 17.3 days (2.5 weeks). Throughout the financial year there have been 89 households headed by young people leaving this type of accommodation and the average length of stay was 18.3 days (2.6 weeks).
- 3.31 If a young person becomes intentionally homeless, will place them in emergency accommodation, which may be Bed and Breakfast, whilst social care work with the family to return the young person home.
- 3.32 There were 7 young people (placed by Children's Services) who left Bed and Breakfast accommodation between January and March. Their average length of stay was 66.7 days (9.5 weeks). Throughout the financial year there have been 25 episodes of young people (Looked After Children, Children In Need and Care Leavers), placed by Children's Services leaving this type of accommodation. Their average length of stay was 44.1 days (6.3 weeks).

Value for Money

- 3.33 The council's transformation programme, Better for Less, is radically altering the way the council delivers customer contact, administration, procurement and commissioning. This will deliver substantial efficiency savings while allowing the council to improve the quality of service it provides to its customers. The first phase of the three-year programme went live in Q4 2011/12 with the introduction of major new ICT systems and improvements to a number of services.

4. Risk management

- 4.1 The purpose of the Council Plan performance monitoring reports during the year is to enable managers and members to manage the key risks identified in delivering priorities.

5. Financial and legal implications

- 5.1 There are no finance or legal implications from this report.

6. Recommendations

6.1 It is recommended that Members:

- (i) review outcomes achieved against priorities;
- (ii) identify any areas where they would wish to receive more in depth analysis; and
- (iii) forward any specific recommendations on performance to Cabinet and identify any areas for remedial action.

Lead officer contact

Preeya Madhoo: Research and Review Team Manager

Telephone No: 01634 331042 Email: preeya.madhoo@medway.gov.uk

Background papers

Council Plan 2011/12

Council Plan 2012/13

Safe, clean and green Medway

We will improve public confidence and feelings of safety			
NI 195a	Improved street and environmental cleanliness: Litter		2
NI 195b	Improved street and environmental cleanliness: Detritus		2
NI 195c	Improved street and environmental cleanliness: Graffiti		3
NI 195d	Improved street and environmental cleanliness: Flyposting		3
W5	Satisfaction with how the Council deals with graffiti		3
SF10	Satisfaction with Community Officers		4
We will increase recycling and reduce waste going to landfill sites			
NI 191	Residual household waste - kg per household		4
NI 192	Percentage of household waste sent for reuse, recycling and composting		5
W6	Satisfaction with refuse collection		5
W7	Satisfaction with recycling facilities		6
We will work with the community to keep Medway's streets clean			
W8	Satisfaction with street cleaning		7
We will reduce our own carbon footprint			
NI 185	CO2 reduction from local authority operations		7
We will work with local people to maintain parks and open spaces that are enjoyed by all			
G4	Citizen participation hours		8
G4a	No of people involved in practical volunteer tasks through membership of Friends groups		8
G6	Satisfaction with parks and open spaces		9
G7	Satisfaction with play areas		9
G8	Number of green flags		9
We will support the building of strong communities where people feel they belong			
NI 1	% of people who believe people from different backgrounds get on well together		10
NI 4	% of people who feel they can influence decisions in their locality		10
ECD49a	Number of people involved in neighbourhood work		10
ECD49b	Number of hours given to neighbourhood work		11

Everybody travelling easily around Medway

We will secure reliable & efficient local transport network to support regeneration, competitiveness & growth			
TRAV1a	Principal roads where maintenance should be considered		12
TRAV1b	Non-principal classified roads where maintenance should be considered		12
HP26	Satisfaction with road maintenance		13
HP27	Satisfaction with pavement maintenance		13
IT1	Satisfaction with buses		13
IT2	% of people who think Medway Council helps people travel easily around Medway		14

Everyone benefiting from the area's regeneration








We will support the provision of decent new homes and improve the quality of existing housing			
NI 155	Number of affordable homes delivered		15
We will work to ensure that people have the skills they need to take up job opportunities created			
REGEN1a	New registrations by local people accessing employment support services		15
REGEN1b	Number of jobs taken up in the period		16
REGEN1c	Employment that has lasted 26 weeks		17
REGEN2a	The number of intensive assists to local businesses		17
REGEN2b	Number of jobs created and safeguarded		18
REGEN3a	16 to 18 year olds who are not in education, employment or training (NEET)		18
REGEN3b	Care leavers in education, employment or training		19
We will promote Medway as a destination for culture, heritage, sport and tourism			
L7	Leisure - Level of user satisfaction (% satisfied)		19
REGEN4a	User satisfaction with museums and galleries		20
REGEN4b	User satisfaction with theatres		20
REGEN4c	User satisfaction with events		20

Organisational Development

LX5	Working days lost due to sickness absence		21
-----	---	--	----

Council Plan Report - 2011/12



PI Status	Trend Arrows
 This PI is significantly below target.	 The performance of this PI has improved.
 This PI is slightly below target.	 The performance of this PI has worsened.
 This PI has met or exceeded the target for the year.	 The performance of this PI is similar to previous data.
 This PI is data only.	
N/A – Rating not appropriate / possible.	

1.0 Safe, clean and green environment

1.1 We will improve public confidence and feelings of safety

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart														
						11/12	RAG	DofT																		
NI 195a Improved street and environmental cleanliness: Litter		96.33	96.33	98.00	94.25	96.23	✓	?	95.00	95.00	Over 2011 - 2012 we have exceeded our target of 95% of highway land being free from litter by achieving 96% of highway land at the time of inspection being at an acceptable standard.	<table border="1"> <caption>Litter-free highway land percentages (2011/12)</caption> <thead> <tr> <th>Period</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>96.33</td> </tr> <tr> <td>Q2 2011/12</td> <td>96.33</td> </tr> <tr> <td>Q3 2011/12</td> <td>98.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>94.25</td> </tr> <tr> <td>2011/12</td> <td>96.23</td> </tr> <tr> <td>Target</td> <td>95.00</td> </tr> </tbody> </table>	Period	Percentage	Q1 2011/12	96.33	Q2 2011/12	96.33	Q3 2011/12	98.00	Q4 2011/12	94.25	2011/12	96.23	Target	95.00
Period	Percentage																									
Q1 2011/12	96.33																									
Q2 2011/12	96.33																									
Q3 2011/12	98.00																									
Q4 2011/12	94.25																									
2011/12	96.23																									
Target	95.00																									
NI 195b Improved street and environmental cleanliness: Detritus		96.67	97.67	90.00	94.50	94.71	✓	?	92.00	92.00	Over 2011 - 2012 we have exceeded our target of 92% by achieving 94% of land having detritus at an acceptable level.	<table border="1"> <caption>Detritus-free land percentages (2011/12)</caption> <thead> <tr> <th>Period</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>96.67</td> </tr> <tr> <td>Q2 2011/12</td> <td>97.67</td> </tr> <tr> <td>Q3 2011/12</td> <td>90.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>94.50</td> </tr> <tr> <td>2011/12</td> <td>94.71</td> </tr> <tr> <td>Target</td> <td>92.00</td> </tr> </tbody> </table>	Period	Percentage	Q1 2011/12	96.67	Q2 2011/12	97.67	Q3 2011/12	90.00	Q4 2011/12	94.50	2011/12	94.71	Target	92.00
Period	Percentage																									
Q1 2011/12	96.67																									
Q2 2011/12	97.67																									
Q3 2011/12	90.00																									
Q4 2011/12	94.50																									
2011/12	94.71																									
Target	92.00																									

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
						11/12	RAG	DoFT		
NI 195c Improved street and environmental cleanliness: Graffiti		100.00	99.67	98.67	100.00	99.58	✓	?	96.00	96.00
NI 195d Improved street and environmental cleanliness: Flyposting		100.00	100.00	100.00	100.00	100.00	✓	?	98.00	98.00
W5 Satisfaction with how the Council deals with graffiti		72.00	65.00	83.00	85.00	76.25	📈	?		73.0

Commentary	Chart														
This years results for graffiti are exceptionally good, reflecting the excellent work undertaken by the graffiti removal team. Regular inspections are carried out in areas by the team where graffiti is prevalent ensuring more proactive removal of graffiti around Medway.	<table border="1"> <caption>Quarterly Graffiti Removal Data</caption> <thead> <tr> <th>Period</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>100.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>99.67</td> </tr> <tr> <td>Q3 2011/12</td> <td>98.67</td> </tr> <tr> <td>Q4 2011/12</td> <td>100.00</td> </tr> <tr> <td>2011/12</td> <td>99.58</td> </tr> <tr> <td>Target</td> <td>96.00</td> </tr> </tbody> </table>	Period	Percentage	Q1 2011/12	100.00	Q2 2011/12	99.67	Q3 2011/12	98.67	Q4 2011/12	100.00	2011/12	99.58	Target	96.00
Period	Percentage														
Q1 2011/12	100.00														
Q2 2011/12	99.67														
Q3 2011/12	98.67														
Q4 2011/12	100.00														
2011/12	99.58														
Target	96.00														
Over 2011 - 2012 we have exceeded our target of 98% by achieving 100% of all land being free from flyposting	<table border="1"> <caption>Quarterly Flyposting Removal Data</caption> <thead> <tr> <th>Period</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>100.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>100.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>100.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>100.00</td> </tr> <tr> <td>2011/12</td> <td>100.00</td> </tr> <tr> <td>Target</td> <td>98.00</td> </tr> </tbody> </table>	Period	Percentage	Q1 2011/12	100.00	Q2 2011/12	100.00	Q3 2011/12	100.00	Q4 2011/12	100.00	2011/12	100.00	Target	98.00
Period	Percentage														
Q1 2011/12	100.00														
Q2 2011/12	100.00														
Q3 2011/12	100.00														
Q4 2011/12	100.00														
2011/12	100.00														
Target	98.00														
Satisfaction results continue to improve, achieving 85% satisfaction in Q4 (a significant increase in satisfaction from Quarter 2) and this is in line with the team undertaking more proactive removal of incidents before complaints are received	<table border="1"> <caption>Quarterly Satisfaction Data</caption> <thead> <tr> <th>Period</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>72.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>65.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>83.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>85.00</td> </tr> <tr> <td>2011/12</td> <td>76.25</td> </tr> <tr> <td>Target</td> <td>73.00</td> </tr> </tbody> </table>	Period	Percentage	Q1 2011/12	72.00	Q2 2011/12	65.00	Q3 2011/12	83.00	Q4 2011/12	85.00	2011/12	76.25	Target	73.00
Period	Percentage														
Q1 2011/12	72.00														
Q2 2011/12	65.00														
Q3 2011/12	83.00														
Q4 2011/12	85.00														
2011/12	76.25														
Target	73.00														

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart														
						11/12	RAG	DofT																		
SF10 Satisfaction with Community Officers		65.00	61.00	56.00	59.00	60.25			70.00		<p>A focus group was held in December to establish the low satisfaction scores experienced in 2011/12. Although the full details have not yet been received, the headlines were as follows:</p> <ul style="list-style-type: none"> ~ Low levels of awareness of the community officers and confusion about that role and CPOs / Police. ~ the group felt that as a whole, the services provided are very worthwhile <p>It is clear that respondents confused community officers with police PCSOs and we need to think about how we can make the service distinct as well as raising awareness.</p>	<table border="1"> <caption>SF10 Satisfaction with Community Officers</caption> <thead> <tr> <th>Period</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>65.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>61.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>56.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>59.00</td> </tr> <tr> <td>2011/12</td> <td>60.25</td> </tr> <tr> <td>Target</td> <td>70.00</td> </tr> </tbody> </table>	Period	Score	Q1 2011/12	65.00	Q2 2011/12	61.00	Q3 2011/12	56.00	Q4 2011/12	59.00	2011/12	60.25	Target	70.00
Period	Score																									
Q1 2011/12	65.00																									
Q2 2011/12	61.00																									
Q3 2011/12	56.00																									
Q4 2011/12	59.00																									
2011/12	60.25																									
Target	70.00																									

1.2 We will increase recycling and reduce waste going to landfill sites

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart														
						11/12	RAG	DofT																		
NI 191 Residual household waste - kg per household	668.9	164.4	162.0	160.8	171.6	658.8			792.0	792.0	<p>Final data for 2011/12 will not be available until the end of June 2012. This is then audited by the Environment Agency and official figures are published in November 2012. We have seen a constantly low tonnage of residual household waste, dropping from 673.5 tonnes last year.</p> <p>Residual waste tonnages can be affected by external factor such as the economic climate. We continue to see improvements since the new waste contracts were implemented in October 2010. These have led to an increase in the amount of waste recycled both via the kerbside dry and</p>	<table border="1"> <caption>NI 191 Residual household waste - kg per household</caption> <thead> <tr> <th>Period</th> <th>Tonnage</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>164.4</td> </tr> <tr> <td>Q2 2011/12</td> <td>162.0</td> </tr> <tr> <td>Q3 2011/12</td> <td>160.8</td> </tr> <tr> <td>Q4 2011/12</td> <td>171.6</td> </tr> <tr> <td>2011/12</td> <td>658.8</td> </tr> <tr> <td>Target</td> <td>792.0</td> </tr> </tbody> </table>	Period	Tonnage	Q1 2011/12	164.4	Q2 2011/12	162.0	Q3 2011/12	160.8	Q4 2011/12	171.6	2011/12	658.8	Target	792.0
Period	Tonnage																									
Q1 2011/12	164.4																									
Q2 2011/12	162.0																									
Q3 2011/12	160.8																									
Q4 2011/12	171.6																									
2011/12	658.8																									
Target	792.0																									

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
						11/12	RAG	DoIT		
NI 192 Percentage of household waste sent for reuse, recycling and composting	36.8 %	40.1 %	41.6 %	35.2 %	35.2 %	38.1 %	▲	▲	40%	41%
W6 Satisfaction with refuse collection		92.00	92.00	94.00	93.00	92.75	✔	?	90.00	90.00

Commentary	Chart														
organic service and at the household waste sites.															
The recycling data for Q4 is estimated, but indications are we will achieve a recycling rate of around 38%. Even though this is below target, it is still 1.5% higher than last year's rate of 36.8%. This increase can be attributed to decreasing residual waste tonnages and increasing recycling tonnages at both the kerbside for the dry recycling and organic waste and the percentage of waste recycled at the household waste sites. Final data for 2011/12 will not be available until the end of June 2012. This is then audited by the Environment Agency and official figures are published in November 2012.	<table border="1"> <caption>Recycling Rates Data</caption> <thead> <tr> <th>Period</th> <th>Rate (%)</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>40.1%</td> </tr> <tr> <td>Q2 2011/12</td> <td>41.6%</td> </tr> <tr> <td>Q3 2011/12</td> <td>35.2%</td> </tr> <tr> <td>Q4 2011/12</td> <td>35.2%</td> </tr> <tr> <td>2011/12</td> <td>38.1%</td> </tr> <tr> <td>Target</td> <td>40.0%</td> </tr> </tbody> </table>	Period	Rate (%)	Q1 2011/12	40.1%	Q2 2011/12	41.6%	Q3 2011/12	35.2%	Q4 2011/12	35.2%	2011/12	38.1%	Target	40.0%
Period	Rate (%)														
Q1 2011/12	40.1%														
Q2 2011/12	41.6%														
Q3 2011/12	35.2%														
Q4 2011/12	35.2%														
2011/12	38.1%														
Target	40.0%														
This extremely high satisfaction level reflects our reliable, simple, consistent collection service, and has remained high throughout the year, including following a very successful promotions campaign for the bank holiday collection changes introduced in Spring 2011 (i.e. we now collect on bank holiday not one day late)	<table border="1"> <caption>Satisfaction Levels Data</caption> <thead> <tr> <th>Period</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>92.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>92.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>94.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>93.00</td> </tr> <tr> <td>2011/12</td> <td>92.75</td> </tr> <tr> <td>Target</td> <td>90.00</td> </tr> </tbody> </table>	Period	Level	Q1 2011/12	92.00	Q2 2011/12	92.00	Q3 2011/12	94.00	Q4 2011/12	93.00	2011/12	92.75	Target	90.00
Period	Level														
Q1 2011/12	92.00														
Q2 2011/12	92.00														
Q3 2011/12	94.00														
Q4 2011/12	93.00														
2011/12	92.75														
Target	90.00														

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
						11/12	RAG	DoT		
W7 Satisfaction with recycling facilities		80.00	85.00	86.00	87.00	84.50	✓	?	78.00	82.00

Commentary	Chart														
<p>A year since the change in services residents have adapted to the new service. Satisfaction rates in Q3 and 4 have risen above pre-change levels and is exceeding the annual target of 78%</p>	<table border="1"> <caption>Chart Data</caption> <thead> <tr> <th>Period</th> <th>Satisfaction Rate</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>80.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>85.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>86.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>87.00</td> </tr> <tr> <td>2011/12</td> <td>84.50</td> </tr> <tr> <td>Target</td> <td>78.00</td> </tr> </tbody> </table>	Period	Satisfaction Rate	Q1 2011/12	80.00	Q2 2011/12	85.00	Q3 2011/12	86.00	Q4 2011/12	87.00	2011/12	84.50	Target	78.00
Period	Satisfaction Rate														
Q1 2011/12	80.00														
Q2 2011/12	85.00														
Q3 2011/12	86.00														
Q4 2011/12	87.00														
2011/12	84.50														
Target	78.00														

1.3 We will work with the community to keep Medways streets clean

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart														
						11/12	RAG	DoFT																		
W8 Satisfaction with street cleaning		74.00	74.00	72.00	76.00	74.00	⚠	?	75.00	75.00	<p>The measurements of standards of street cleaning show that Medway is clean. The satisfaction results are 1% lower than target, indicating nearly 4 out of 5 people consider the street cleaning to be good. Frontline Services continues to build on this through contract monitoring, education and enforcement.</p>	<table border="1"> <caption>Satisfaction with street cleaning</caption> <thead> <tr> <th>Period</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>74.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>74.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>72.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>76.00</td> </tr> <tr> <td>2011/12</td> <td>74.00</td> </tr> <tr> <td>Target</td> <td>75.00</td> </tr> </tbody> </table>	Period	Value	Q1 2011/12	74.00	Q2 2011/12	74.00	Q3 2011/12	72.00	Q4 2011/12	76.00	2011/12	74.00	Target	75.00
Period	Value																									
Q1 2011/12	74.00																									
Q2 2011/12	74.00																									
Q3 2011/12	72.00																									
Q4 2011/12	76.00																									
2011/12	74.00																									
Target	75.00																									

1.4 We will reduce our own carbon footprint

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart								
						11/12	RAG	DoFT												
NI 185 CO2 reduction from local authority operations	-17.0%	Not measured for Quarters				-15.0%	✓	↓	-0.1%	-5.0%	<p>Provisional values due to the data collection timetable. Final results are scheduled to be available in July. The indicator measures the annual reduction in CO2 footprint compared to the previous year. Property rationalisation in addition to energy saving measures has contributed towards the reduction. Next year's target reflects further sustainability measures and rationalisation.</p>	<table border="1"> <caption>CO2 reduction from local authority operations</caption> <thead> <tr> <th>Year</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>2010/11</td> <td>-17.0%</td> </tr> <tr> <td>2011/12</td> <td>-15.0%</td> </tr> <tr> <td>Target</td> <td>-5.0%</td> </tr> </tbody> </table>	Year	Value	2010/11	-17.0%	2011/12	-15.0%	Target	-5.0%
Year	Value																			
2010/11	-17.0%																			
2011/12	-15.0%																			
Target	-5.0%																			

1.5 We will work with local people to maintain parks and open spaces that are enjoyed by all

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart														
						11/12	RAG	DoFT																		
G4 Citizen participation hours (greenspaces)	7054	2158	2302	1837	2885	9182	✓	↑	6122	9698	2011-12 outturn shows an increase in volunteer hours of nearly 30% compared to 2010-11 highlighting the ongoing commitment of members of communities to be involved in site management and development and the work of Greenspaces to encourage this activity. The increase may in part be accounted for through work undertaken earlier in 2011-12 to improve reporting from groups working on Greenspaces. During 2012-13 the new Greenspace Partnership Officer post will provide further opportunities for group creation and development to support management of sites.	<table border="1"> <caption>Volunteer Hours (G4 Citizen participation)</caption> <thead> <tr><th>Period</th><th>Hours</th></tr> </thead> <tbody> <tr><td>Q1 2011/12</td><td>2158</td></tr> <tr><td>Q2 2011/12</td><td>2302</td></tr> <tr><td>Q3 2011/12</td><td>1837</td></tr> <tr><td>Q4 2011/12</td><td>2885</td></tr> <tr><td>2011/12 Total</td><td>9182</td></tr> <tr><td>Target</td><td>6122</td></tr> </tbody> </table>	Period	Hours	Q1 2011/12	2158	Q2 2011/12	2302	Q3 2011/12	1837	Q4 2011/12	2885	2011/12 Total	9182	Target	6122
Period	Hours																									
Q1 2011/12	2158																									
Q2 2011/12	2302																									
Q3 2011/12	1837																									
Q4 2011/12	2885																									
2011/12 Total	9182																									
Target	6122																									
G4a Number of people involved in practical volunteer tasks through membership of Friends groups		714	611	420	764	2509	✓	?	195	2617	2011/12 was the baseline year for this measure and the target has been significantly overachieved, reflecting importance of volunteers to the management of Greenspaces. Target to be reviewed for 2012-13 to reflect outturn and to seek further growth in opportunities arising from the new Greenspace Partnership Officer post.	<table border="1"> <caption>Number of People Involved in Practical Volunteer Tasks</caption> <thead> <tr><th>Period</th><th>Number of People</th></tr> </thead> <tbody> <tr><td>Q1 2011/12</td><td>714</td></tr> <tr><td>Q2 2011/12</td><td>611</td></tr> <tr><td>Q3 2011/12</td><td>420</td></tr> <tr><td>Q4 2011/12</td><td>764</td></tr> <tr><td>2011/12 Total</td><td>2509</td></tr> <tr><td>Target</td><td>195</td></tr> </tbody> </table>	Period	Number of People	Q1 2011/12	714	Q2 2011/12	611	Q3 2011/12	420	Q4 2011/12	764	2011/12 Total	2509	Target	195
Period	Number of People																									
Q1 2011/12	714																									
Q2 2011/12	611																									
Q3 2011/12	420																									
Q4 2011/12	764																									
2011/12 Total	2509																									
Target	195																									

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
						11/12	RAG	DoFT		
G6 Satisfaction with parks and open spaces		85.00	82.00	94.00	93.00	88.50	✓	?	70.00	75.00
G7 Satisfaction with play areas		87.00	80.00	84.00	88.00	84.75	✓	?	65.00	70.00
G8 Number of green flags		N/A	5	5	5	5	✓	?	5	5

Commentary	Chart														
<p>This result reflects ongoing investment in parks and open spaces. A full year of tracker data is required to highlight any seasonal variation in satisfaction and potential reasons for this in order to help inform future service delivery</p>	<table border="1"> <caption>G6 Satisfaction with parks and open spaces</caption> <thead> <tr> <th>Period</th> <th>Satisfaction Score</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>85.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>82.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>94.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>93.00</td> </tr> <tr> <td>2011/12</td> <td>88.50</td> </tr> <tr> <td>Target</td> <td>70.00</td> </tr> </tbody> </table>	Period	Satisfaction Score	Q1 2011/12	85.00	Q2 2011/12	82.00	Q3 2011/12	94.00	Q4 2011/12	93.00	2011/12	88.50	Target	70.00
Period	Satisfaction Score														
Q1 2011/12	85.00														
Q2 2011/12	82.00														
Q3 2011/12	94.00														
Q4 2011/12	93.00														
2011/12	88.50														
Target	70.00														
<p>Performance across the year has exceeded target levels of satisfaction. This reflects ongoing investment in play areas through section 106, member priority schemes and external funding programmes. A full 12 month period of results is required to show seasonal trends year on year in satisfaction</p>	<table border="1"> <caption>G7 Satisfaction with play areas</caption> <thead> <tr> <th>Period</th> <th>Satisfaction Score</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>87.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>80.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>84.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>88.00</td> </tr> <tr> <td>2011/12</td> <td>84.75</td> </tr> <tr> <td>Target</td> <td>65.00</td> </tr> </tbody> </table>	Period	Satisfaction Score	Q1 2011/12	87.00	Q2 2011/12	80.00	Q3 2011/12	84.00	Q4 2011/12	88.00	2011/12	84.75	Target	65.00
Period	Satisfaction Score														
Q1 2011/12	87.00														
Q2 2011/12	80.00														
Q3 2011/12	84.00														
Q4 2011/12	88.00														
2011/12	84.75														
Target	65.00														
<p>The target of 5 Green Flags has been achieved from a baseline 3 years ago of no Green Flags in Medway reflecting ongoing improvements in standards of maintenance and continuous investment with communities to improve facilities. Submission of 5 sites for 2012 award was completed in January 2012.</p>	<table border="1"> <caption>G8 Number of green flags</caption> <thead> <tr> <th>Period</th> <th>Number of Green Flags</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>N/A</td> </tr> <tr> <td>Q2 2011/12</td> <td>5</td> </tr> <tr> <td>Q3 2011/12</td> <td>5</td> </tr> <tr> <td>Q4 2011/12</td> <td>5</td> </tr> <tr> <td>2011/12</td> <td>5</td> </tr> <tr> <td>Target</td> <td>5</td> </tr> </tbody> </table>	Period	Number of Green Flags	Q1 2011/12	N/A	Q2 2011/12	5	Q3 2011/12	5	Q4 2011/12	5	2011/12	5	Target	5
Period	Number of Green Flags														
Q1 2011/12	N/A														
Q2 2011/12	5														
Q3 2011/12	5														
Q4 2011/12	5														
2011/12	5														
Target	5														

1.6 We will support the building of strong communities where people feel they belong

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart
						11/12	RAG	DoFT				
NI 1 % of people who believe people from different backgrounds get on well together in their local area		62.0 %	65.0 %	66.0 %	68.0 %	65.3 %	✓	?	65.0 %	66.0 %	<p>The proportion of residents surveyed who believe that people from different backgrounds get on has again increased - this time to 65.3% - above the target of 65%. This is a positive development and reflects the significant amount of work and interventions being undertaken in places like All Saints, Luton and other parts of Chatham to strengthen community cohesion. Actions include community clean up schemes, youth development, residents groups and interpretation work with schools.</p>	
QoL23 NI 4 % of people who feel they can influence decisions in their locality		36.0 %	32.0 %	30.0 %	33.0 %	32.8 %	✓	?	32.0 %	33.0 %	<p>The proportion of local people who feel they can influence decisions in their locality has increased to 33%, above the target. A contributing factor is likely to be the development of a series of community led resident programmes designed to engage local people in decision making as to how to improve their local neighbourhoods. The Council has worked in partnership with the Big Lottery Fund to unlock £1 million of resources to invest in parts of Chatham town centre and Luton - a residents panel is being established.</p>	
ECD49a Number of people involved in neighbourhood work		560	500	1,050	250	2,360	?	?	250	TBC	<p>We have exceeded our original target of 250 residents participating in neighbourhood improvement initiatives in 2011-12. 2,360 local residents have taken part in these initiatives across six different neighbourhood areas: I) White Road Estate; II) All Saints; III) Luton; IV) Chatham town centre - Brook Lines; V) Strood; VI) Twydall. The initiatives have included a programme of Eat Well Waste Less events in partnership with the Public Health team, a community clean up</p>	







Key Measure	10/11	Q1	Q2	Q3	Q4	2011/12			11/12	12/13
		11/12	11/12	11/12	11/12	11/12	RAG	DoFT	Targ et	Targ et
ECD49b Number of hours given to neighbourhood work		N/A	1,000	3,000	800	4,800	?	?	2,000	TBC

Commentary	Chart												
programme in partnership with Waste Services team, a food waste recycling scheme encouraging take up in disadvantaged neighbourhoods and improvements to local open spaces, the Eco-advantage training programme on sustainable living, a programme of computer learning at community venues and action to set up Community Information Points for local residents. We have also helped local residents to establish a set of new residents associations.													
We have exceeded our original target of 2,000 hours of resident time dedicated to neighbourhood improvement initiatives in 2011-12. Local residents have contributed a grand total of 4,800 hours of their time to these initiatives across the six different neighbourhood areas listed above.	<table border="1"> <caption>Hours of Resident Time Dedicated to Neighbourhood Improvement Initiatives</caption> <thead> <tr> <th>Period</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>1,000</td> </tr> <tr> <td>Q2 2011/12</td> <td>3,000</td> </tr> <tr> <td>Q3 2011/12</td> <td>800</td> </tr> <tr> <td>Q4 2011/12</td> <td>4,800</td> </tr> <tr> <td>2011/12 (Total)</td> <td>4,800</td> </tr> </tbody> </table>	Period	Hours	Q1 2011/12	1,000	Q2 2011/12	3,000	Q3 2011/12	800	Q4 2011/12	4,800	2011/12 (Total)	4,800
Period	Hours												
Q1 2011/12	1,000												
Q2 2011/12	3,000												
Q3 2011/12	800												
Q4 2011/12	4,800												
2011/12 (Total)	4,800												

4.0 Everybody travelling easily around Medway



4.1 We will secure a reliable and efficient local transport network to support regeneration, economic competitiveness and growth

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart												
						11/12	RAG	DoFT																
TRAV1a Principal roads where maintenance should be considered	5.0 %	Not measured for Quarters				6%	🟢	⬇️	8.0 %		<p>Additional Prudential Borrowing Funds were provided in 2009/10 and 2010/11 for resurfacing works. Medway suffered a couple of severe winters and as a result road conditions are worse than expected. In addition to this more recent levels of funding for resurfacing have not matched the deterioration rate of the "A" roads. Targets have therefore been revised to better reflect the present situation. For the future we will be using JCAM software to help identify schemes within the 2013/14 programme. This software will used to directly target sections of road to improve the NI figures on a worst first basis.</p>	<table border="1"> <caption>NI Figures for TRAV1a</caption> <thead> <tr> <th>Year</th> <th>NI Figure</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2009/10</td> <td>4.0%</td> <td>4.0%</td> </tr> <tr> <td>2010/11</td> <td>5.0%</td> <td>5.0%</td> </tr> <tr> <td>2011/12</td> <td>6.0%</td> <td>8.0%</td> </tr> </tbody> </table>	Year	NI Figure	Target	2009/10	4.0%	4.0%	2010/11	5.0%	5.0%	2011/12	6.0%	8.0%
Year	NI Figure	Target																						
2009/10	4.0%	4.0%																						
2010/11	5.0%	5.0%																						
2011/12	6.0%	8.0%																						
TRAV1b Non-principal classified roads where maintenance should be considered	12.0 0%	Not measured for Quarters				13%	🔴	⬇️	11.0 0%		<p>Additional Prudential Borrowing Funds were provided in 2009/10 and 2010/11 for resurfacing works. Medway suffered a couple of severe winters and as a result road conditions are worse than expected. In addition to this more recent levels of funding for resurfacing have not matched the deterioration rate of the Non Principal roads. Targets have therefore been revised to better reflect the present situation. For the future we will be using JCAM software to help identify schemes within the 2013/14 programme. This software will used to directly target sections of road to improve the NI figures on a worst first basis.</p>	<table border="1"> <caption>NI Figures for TRAV1b</caption> <thead> <tr> <th>Year</th> <th>NI Figure</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2009/10</td> <td>11.00%</td> <td>11.00%</td> </tr> <tr> <td>2010/11</td> <td>12.00%</td> <td>12.00%</td> </tr> <tr> <td>2011/12</td> <td>13.00%</td> <td>11.00%</td> </tr> </tbody> </table>	Year	NI Figure	Target	2009/10	11.00%	11.00%	2010/11	12.00%	12.00%	2011/12	13.00%	11.00%
Year	NI Figure	Target																						
2009/10	11.00%	11.00%																						
2010/11	12.00%	12.00%																						
2011/12	13.00%	11.00%																						

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
						11/12	RAG	DoFT		
HP26 Satisfaction with road maintenance		46.00	47.00	56.00	50.00	49.75			50.00	50.00
HP27 Satisfaction with pavement maintenance		N/A	70.00	71.00	72.00	71.00			60.00	60.00
IT1 Satisfaction with buses		71.00	69.00	72.00	78.00	72.50				

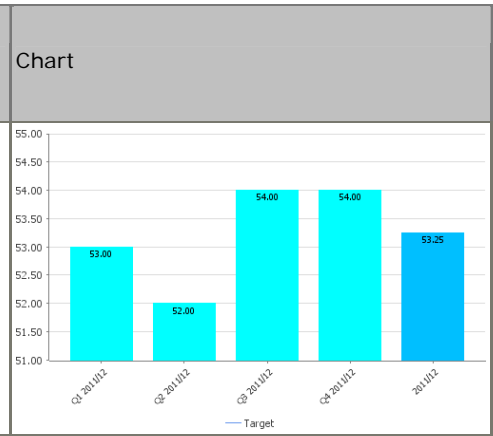
Commentary	Chart														
The level of satisfaction has decreased since Q3. Although here has been significant investment in highway repairs the winter weather is likely to have affected road conditions producing more potholes. All road resurfacing schemes have been completed to a total length of 7,124m of new works.	 <table border="1"> <caption>HP26 Satisfaction with road maintenance</caption> <thead> <tr> <th>Period</th> <th>Satisfaction Score</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>46.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>47.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>56.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>50.00</td> </tr> <tr> <td>2011/12</td> <td>49.75</td> </tr> <tr> <td>Target</td> <td>50.00</td> </tr> </tbody> </table>	Period	Satisfaction Score	Q1 2011/12	46.00	Q2 2011/12	47.00	Q3 2011/12	56.00	Q4 2011/12	50.00	2011/12	49.75	Target	50.00
Period	Satisfaction Score														
Q1 2011/12	46.00														
Q2 2011/12	47.00														
Q3 2011/12	56.00														
Q4 2011/12	50.00														
2011/12	49.75														
Target	50.00														
The Council continues with its programme of repairs and schemes to ensure pavements reach a good standard of maintenance. This is underpinned by an inspection programme based on the level of risk associated with the highway. All pavement resurfacing schemes have been completed to give a total length of 9,154m of new works.	 <table border="1"> <caption>HP27 Satisfaction with pavement maintenance</caption> <thead> <tr> <th>Period</th> <th>Satisfaction Score</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>N/A</td> </tr> <tr> <td>Q2 2011/12</td> <td>70.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>71.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>72.00</td> </tr> <tr> <td>2011/12</td> <td>71.00</td> </tr> <tr> <td>Target</td> <td>60.00</td> </tr> </tbody> </table>	Period	Satisfaction Score	Q1 2011/12	N/A	Q2 2011/12	70.00	Q3 2011/12	71.00	Q4 2011/12	72.00	2011/12	71.00	Target	60.00
Period	Satisfaction Score														
Q1 2011/12	N/A														
Q2 2011/12	70.00														
Q3 2011/12	71.00														
Q4 2011/12	72.00														
2011/12	71.00														
Target	60.00														
Improvements delivered in the last quarter were the opening of the new Chatham Waterfront bus station, Corporation Street bus lane completed saving a typical 3 minutes on peak time journeys and Real Time Passenger Information now fully operational. These significant improvements are now being reflected in bus user satisfaction.	 <table border="1"> <caption>IT1 Satisfaction with buses</caption> <thead> <tr> <th>Period</th> <th>Satisfaction Score</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>71.00</td> </tr> <tr> <td>Q2 2011/12</td> <td>69.00</td> </tr> <tr> <td>Q3 2011/12</td> <td>72.00</td> </tr> <tr> <td>Q4 2011/12</td> <td>78.00</td> </tr> <tr> <td>2011/12</td> <td>72.50</td> </tr> <tr> <td>Target</td> <td>72.50</td> </tr> </tbody> </table>	Period	Satisfaction Score	Q1 2011/12	71.00	Q2 2011/12	69.00	Q3 2011/12	72.00	Q4 2011/12	78.00	2011/12	72.50	Target	72.50
Period	Satisfaction Score														
Q1 2011/12	71.00														
Q2 2011/12	69.00														
Q3 2011/12	72.00														
Q4 2011/12	78.00														
2011/12	72.50														
Target	72.50														

Key Measure
IT2 Percentage of people who think Medway Council helps people travel easily around Medway

10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
					11/12	RAG	DoT		
	53.00	52.00	54.00	54.00	53.25				

Commentary

This result is the fourth quarter of a new methodology to measure this indicator and as a result there is insufficient data to identify a trend. However, the result is consistent with the previous quarters which vary between 52% and 54%.



5.0 Everyone benefitting from the area's regeneration

5.1 We will support the provision of decent new homes and improve the quality of existing housing

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart
						11/12	RAG	DoFT				
NI 155 Number of affordable homes delivered	334	29	67	23	231	350	✓	↑	204	204	The year end target of 204 households was exceeded by 72%. The completion of 103 units at Victory Pier, Gillingham in qtr 4 aided the success of this years performance.	

5.2 We will work to ensure that people have the skills they need to take up job opportunities created

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart
						11/12	RAG	DoFT				
REGEN 1a New registrations by local people accessing employment support services	498	111	416	375	291	1,193	✓	↑	600	400	<p>In 2011/12 - we have successfully achieved 1,193 new registrations accessing our employment services through Employ Medway and our contracts supporting in particular those longer term unemployed customers.</p> <p>This is a significant over achievement by 200% more than our original target of 600 new registrations to our services within a very challenging economic climate the demands on our service are increasing.</p> <p>Employ Medway has achieved this by a combination of our previous and current employment programmes which included our mainstream Government Department for Work & Pensions (DWP) funded DWP</p>	

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
						11/12	RAG	DoFT		
REGEN 1b Number of jobs taken up in the period		38	56	55	87	236	✔	?	150	130

Commentary	Chart														
<p>Flexible New Deal Stage 4 (FND), DWP WORK Programme contract alongside customers accessing Employ Medway support sessions including 1-2-1 careers guidance from Nextsteps and CV and interview workshops provided by Nextsteps and 1-2-1 sessions provided by Citizens Advice Bureau at the centre to address customers issues, alongside further literacy, numeracy and on-line basics courses being run within the centre for unemployed customers to progress them back into work.</p>															
<p>In 2011/12 - we have successfully achieved 236 new employment jobs created and filled for those longer term unemployed customers.</p> <p>This is a significant over achievement by some further 57% more than our original target of 150 new employment jobs and with the customer group we are dealing with within a very challenging economic climate.</p> <p>Employ Medway has achieved this by a combination of our previous and current employment programmes which included our mainstream Government Department for Work & Pensions (DWP) funded DWP Flexible New Deal Stage 4 (FND), DWP WORK Programme contract alongside our own Medway Council and EU ERDF funded projects including (i) the GAPS project creating and sustaining apprenticeship placements and (ii) our SUCCE project (sustainable Uplifting Client Centred Employment Support) providing pre-employment support to those longer term unemployed.</p>	<table border="1"> <caption>Quarterly Job Creation in 2011/12</caption> <thead> <tr> <th>Quarter</th> <th>Jobs Created</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>38</td> </tr> <tr> <td>Q2 2011/12</td> <td>56</td> </tr> <tr> <td>Q3 2011/12</td> <td>55</td> </tr> <tr> <td>Q4 2011/12</td> <td>87</td> </tr> <tr> <td>2011/12 Total</td> <td>236</td> </tr> <tr> <td>Target</td> <td>150</td> </tr> </tbody> </table>	Quarter	Jobs Created	Q1 2011/12	38	Q2 2011/12	56	Q3 2011/12	55	Q4 2011/12	87	2011/12 Total	236	Target	150
Quarter	Jobs Created														
Q1 2011/12	38														
Q2 2011/12	56														
Q3 2011/12	55														
Q4 2011/12	87														
2011/12 Total	236														
Target	150														

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
						11/12	RAG	DoFT		
REGEN 1c Employment that has lasted 26 weeks		19	8	56	66	149	✓	?	50	
REGEN 2a The number of intensive assists to local businesses		142	66	134	172	514	✓	?	150	160

Commentary	Chart														
<p>In 2011/12 - we have successfully achieved 149 new employment jobs lasting 6 months in employment for those longer term unemployed customers.</p> <p>This is a significant over achievement by some 200% more than our original target of 50 jobs lasting 6 months in employment especially as Employ Medway has been dealing with the longer term unemployed customers within a very challenging economic climate.</p>	<table border="1"> <caption>Employment jobs lasting 6 months in employment for those longer term unemployed customers</caption> <thead> <tr> <th>Period</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>19</td> </tr> <tr> <td>Q2 2011/12</td> <td>8</td> </tr> <tr> <td>Q3 2011/12</td> <td>56</td> </tr> <tr> <td>Q4 2011/12</td> <td>66</td> </tr> <tr> <td>2011/12 Total</td> <td>149</td> </tr> <tr> <td>Target</td> <td>50</td> </tr> </tbody> </table>	Period	Value	Q1 2011/12	19	Q2 2011/12	8	Q3 2011/12	56	Q4 2011/12	66	2011/12 Total	149	Target	50
Period	Value														
Q1 2011/12	19														
Q2 2011/12	8														
Q3 2011/12	56														
Q4 2011/12	66														
2011/12 Total	149														
Target	50														
<p>In 2011/12 a total of 34 start up grants were awarded bringing the overall total to 74 against a total of 75 - however 83 grant applications considered by funding panel. Service Level Agreement with Business Support Kent extended to end March 2013 to provide a 1 day business planning workshop and more intense 1 to 1 business advise. During 2011/12 the start up programme delivered 226 half day business planning workshops and 128, 1 to 1 business advise sessions. Grants reviewed to £500 for home based businesses and £1,000 for businesses starting in commercial premises. BSK to carry out monitoring survey in April 2012 of all grant recipients to assess survival rates.</p> <p>PFG Loans have been awarded to 16 businesses during the 3 year period and in the current year 4 loans against a target of 6, however a 5th application was received but subsequently withdrawn by the business. During the 3 year period a further 32 prospective PFG loan applicants were provided with specialist business advise.</p> <p>TEN Audits completed to March 2012 total 112 against a project target of 100 - project due to complete at end of April 2012.</p> <p>Managed workspace occupancy at 80%</p>	<table border="1"> <caption>Intensive assists to local businesses</caption> <thead> <tr> <th>Period</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>142</td> </tr> <tr> <td>Q2 2011/12</td> <td>66</td> </tr> <tr> <td>Q3 2011/12</td> <td>134</td> </tr> <tr> <td>Q4 2011/12</td> <td>172</td> </tr> <tr> <td>2011/12 Total</td> <td>514</td> </tr> <tr> <td>Target</td> <td>150</td> </tr> </tbody> </table>	Period	Value	Q1 2011/12	142	Q2 2011/12	66	Q3 2011/12	134	Q4 2011/12	172	2011/12 Total	514	Target	150
Period	Value														
Q1 2011/12	142														
Q2 2011/12	66														
Q3 2011/12	134														
Q4 2011/12	172														
2011/12 Total	514														
Target	150														

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
						11/12	RAG	DoFT		
REGEN 2b Number of jobs created and safeguarded		134	223	19	154	530	✓	?	350	360
REGEN 3a 16 to 18 year olds who are not in education, employment or training (NEET)	6.3%	5.7%	6.0%	6.6%	6.8%	6.6%	⬇	⬇	5.8%	

Commentary	Chart														
<p>(Hopewell Business Centre 83%, Pier Road Ind Est 77%) - at end of March 2012 1 unit at HBC + 2 units at PR were under offer.</p> <p>Established businesses were supported with 285 units of significant assistance e.g. business advise/training of minimum 2 hours. Medway Council Business Support dealt with 264 business enquiries of which 51% were from individuals interested in starting a business.</p>															
<p>This report refers to the year ending 31st March 2012 with total jobs 530 (330 created and protected 200 protected). Significant new investments in Medway included: Bread & Butter Foods (Rainham) 65 created Geo Amey (Kingsnorth Ind Est) 35 created, 55 protected Dobbies Garden Centre Rainham - reported figure of 120 created has been recorded as 60 due to uncertainty over how many of these are part time.</p> <p>Medway Council Start up Grant scheme and Partners for Growth loans created 54 and protected 24. Medway Council managed workspace & Innovation Centre created 33 and protected 27.</p>	<table border="1"> <caption>Jobs Created and Protected</caption> <thead> <tr> <th>Period</th> <th>Jobs</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>134</td> </tr> <tr> <td>Q2 2011/12</td> <td>223</td> </tr> <tr> <td>Q3 2011/12</td> <td>19</td> </tr> <tr> <td>Q4 2011/12</td> <td>154</td> </tr> <tr> <td>2011/12</td> <td>530</td> </tr> <tr> <td>Target</td> <td>350</td> </tr> </tbody> </table>	Period	Jobs	Q1 2011/12	134	Q2 2011/12	223	Q3 2011/12	19	Q4 2011/12	154	2011/12	530	Target	350
Period	Jobs														
Q1 2011/12	134														
Q2 2011/12	223														
Q3 2011/12	19														
Q4 2011/12	154														
2011/12	530														
Target	350														
<p>The overall NEET level is slightly higher than in 2010-11. However there has been a decrease in the number of 16 year olds leaving statutory education in to NEET during the year. As Medway prepares for the raising of the age for participating in learning, the focus is very much on preventing 17 year olds from dropping out from learning.</p>	<table border="1"> <caption>NEET Levels</caption> <thead> <tr> <th>Period</th> <th>NEET Level (%)</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>5.7%</td> </tr> <tr> <td>Q2 2011/12</td> <td>6.0%</td> </tr> <tr> <td>Q3 2011/12</td> <td>6.6%</td> </tr> <tr> <td>Q4 2011/12</td> <td>6.8%</td> </tr> <tr> <td>2011/12</td> <td>6.6%</td> </tr> <tr> <td>Target</td> <td>5.8%</td> </tr> </tbody> </table>	Period	NEET Level (%)	Q1 2011/12	5.7%	Q2 2011/12	6.0%	Q3 2011/12	6.6%	Q4 2011/12	6.8%	2011/12	6.6%	Target	5.8%
Period	NEET Level (%)														
Q1 2011/12	5.7%														
Q2 2011/12	6.0%														
Q3 2011/12	6.6%														
Q4 2011/12	6.8%														
2011/12	6.6%														
Target	5.8%														

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
						11/12	RAG	DoFT		
REGEN 3b Care leavers in education, employment or training	51.6%	44.4%	29.4%	60.0%		38.7%	🔴	⬇️	60.0%	

Commentary	Chart														
The result was on target for the quarter, but remains off target for the year. Out of the 5 careleavers who were not in education, employment or training, 2 have complex needs and severe disabilities.	<table border="1"> <caption>REGEN 3b Care leavers Performance Data</caption> <thead> <tr> <th>Quarter</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>44.4%</td> </tr> <tr> <td>Q2 2011/12</td> <td>29.4%</td> </tr> <tr> <td>Q3 2011/12</td> <td>60.0%</td> </tr> <tr> <td>Q4 2011/12</td> <td>38.7%</td> </tr> <tr> <td>2011/12</td> <td>38.7%</td> </tr> <tr> <td>Target</td> <td>60.0%</td> </tr> </tbody> </table>	Quarter	Percentage	Q1 2011/12	44.4%	Q2 2011/12	29.4%	Q3 2011/12	60.0%	Q4 2011/12	38.7%	2011/12	38.7%	Target	60.0%
Quarter	Percentage														
Q1 2011/12	44.4%														
Q2 2011/12	29.4%														
Q3 2011/12	60.0%														
Q4 2011/12	38.7%														
2011/12	38.7%														
Target	60.0%														

5.3 We will promote Medway as a destination for culture, heritage, sport and tourism

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target
						11/12	RAG	DoFT		
L7 Leisure - Level of user satisfaction (% satisfied)		90.73	81.59	87.82	86.13	85.95	🟢	❓	80.00	80.00

Commentary	Chart														
The facilities surveyed this quarter were Deangate Ridge Golf & Sports Complex, Splashes Leisure Pool and Echoes Gym at Medway Park. The satisfaction levels for Deangate and Echoes were particularly high with both facilities showing 97% of customers rating them as good or brilliant. Splashes was rated at 79% with quality of facilities and cleanliness bringing the percentage down. A number of improvements are planned for Splashes and the cleaning regime is in the process of being reviewed.	<table border="1"> <caption>L7 Leisure - Level of user satisfaction Performance Data</caption> <thead> <tr> <th>Quarter</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>90.73%</td> </tr> <tr> <td>Q2 2011/12</td> <td>81.59%</td> </tr> <tr> <td>Q3 2011/12</td> <td>87.82%</td> </tr> <tr> <td>Q4 2011/12</td> <td>86.13%</td> </tr> <tr> <td>2011/12</td> <td>85.95%</td> </tr> <tr> <td>Target</td> <td>80.00%</td> </tr> </tbody> </table>	Quarter	Percentage	Q1 2011/12	90.73%	Q2 2011/12	81.59%	Q3 2011/12	87.82%	Q4 2011/12	86.13%	2011/12	85.95%	Target	80.00%
Quarter	Percentage														
Q1 2011/12	90.73%														
Q2 2011/12	81.59%														
Q3 2011/12	87.82%														
Q4 2011/12	86.13%														
2011/12	85.95%														
Target	80.00%														

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart														
						11/12	RAG	DoFT																		
REGEN 4a User satisfaction with museums and galleries		78.50	74.00	84.00	94.00	82.63	🟢	❓	70.00	70.00	Satisfaction throughout 2011-12 has exceeded target levels reflecting ongoing investment in the museum. The completion of the Opening the Doors project in Quarter 1 of 2012-13 is expected to see further improvements in satisfaction with new galleries opening.	<table border="1"> <caption>User satisfaction with museums and galleries</caption> <thead> <tr><th>Period</th><th>Value</th></tr> </thead> <tbody> <tr><td>Q1 2011/12</td><td>76.50</td></tr> <tr><td>Q2 2011/12</td><td>74.00</td></tr> <tr><td>Q3 2011/12</td><td>84.00</td></tr> <tr><td>Q4 2011/12</td><td>94.00</td></tr> <tr><td>2011/12</td><td>82.62</td></tr> <tr><td>Target</td><td>70.00</td></tr> </tbody> </table>	Period	Value	Q1 2011/12	76.50	Q2 2011/12	74.00	Q3 2011/12	84.00	Q4 2011/12	94.00	2011/12	82.62	Target	70.00
Period	Value																									
Q1 2011/12	76.50																									
Q2 2011/12	74.00																									
Q3 2011/12	84.00																									
Q4 2011/12	94.00																									
2011/12	82.62																									
Target	70.00																									
REGEN 4b User satisfaction with theatres		N/A	82.00	84.00	98.00	88.00	🟢	❓	65.00	70.00	Theatres have exceeded their annual satisfaction target for 2011/12. This is attributed to excellent theatre programming and facilities for our customers.	<table border="1"> <caption>User satisfaction with theatres</caption> <thead> <tr><th>Period</th><th>Value</th></tr> </thead> <tbody> <tr><td>Q1 2011/12</td><td>N/A</td></tr> <tr><td>Q2 2011/12</td><td>82.00</td></tr> <tr><td>Q3 2011/12</td><td>84.00</td></tr> <tr><td>Q4 2011/12</td><td>98.00</td></tr> <tr><td>2011/12</td><td>88.00</td></tr> <tr><td>Target</td><td>65.00</td></tr> </tbody> </table>	Period	Value	Q1 2011/12	N/A	Q2 2011/12	82.00	Q3 2011/12	84.00	Q4 2011/12	98.00	2011/12	88.00	Target	65.00
Period	Value																									
Q1 2011/12	N/A																									
Q2 2011/12	82.00																									
Q3 2011/12	84.00																									
Q4 2011/12	98.00																									
2011/12	88.00																									
Target	65.00																									
REGEN 4c User satisfaction with events		N/A	83.00	87.00	N/A	85.00	📈	❓		80.00	No major events held this quarter	<table border="1"> <caption>User satisfaction with events</caption> <thead> <tr><th>Period</th><th>Value</th></tr> </thead> <tbody> <tr><td>Q1 2011/12</td><td>N/A</td></tr> <tr><td>Q2 2011/12</td><td>83.00</td></tr> <tr><td>Q3 2011/12</td><td>87.00</td></tr> <tr><td>Q4 2011/12</td><td>N/A</td></tr> <tr><td>2011/12</td><td>85.00</td></tr> <tr><td>Target</td><td>80.00</td></tr> </tbody> </table>	Period	Value	Q1 2011/12	N/A	Q2 2011/12	83.00	Q3 2011/12	87.00	Q4 2011/12	N/A	2011/12	85.00	Target	80.00
Period	Value																									
Q1 2011/12	N/A																									
Q2 2011/12	83.00																									
Q3 2011/12	87.00																									
Q4 2011/12	N/A																									
2011/12	85.00																									
Target	80.00																									

Sickness Absence Update

Key Measure	10/11	Q1 11/12	Q2 11/12	Q3 11/12	Q4 11/12	2011/12			11/12 Target	12/13 Target	Commentary	Chart														
						11/12	RAG	DoT																		
LX5 Working days lost due to sickness absence	7.28	1.68	3.03	5.11	7.43	7.43	Red Octagon	Down Arrow	8.00	8.00	Provisional figure was 5.04. Final figure confirmed on 07/03/12. Q4 data is for January 2012 only.	<table border="1"> <caption>Sickness Absence Data for 2011/12</caption> <thead> <tr> <th>Period</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q1 2011/12</td> <td>1.68</td> </tr> <tr> <td>Q2 2011/12</td> <td>3.03</td> </tr> <tr> <td>Q3 2011/12</td> <td>5.11</td> </tr> <tr> <td>Q4 2011/12</td> <td>5.96</td> </tr> <tr> <td>2011/12</td> <td>5.96</td> </tr> <tr> <td>Target</td> <td>8.00</td> </tr> </tbody> </table>	Period	Value	Q1 2011/12	1.68	Q2 2011/12	3.03	Q3 2011/12	5.11	Q4 2011/12	5.96	2011/12	5.96	Target	8.00
Period	Value																									
Q1 2011/12	1.68																									
Q2 2011/12	3.03																									
Q3 2011/12	5.11																									
Q4 2011/12	5.96																									
2011/12	5.96																									
Target	8.00																									

RCC Key Measures of Success 2012/13

Ref	Key Measure	Out-turn 2011/12	Target 2011/12	Target 2012/13
	SAFE, CLEAN AND GREEN MEDWAY			
	We will improve public confidence and feelings of safety			
SF14	Council attendance at PACTS and SACTS where notified a fortnight in advance.	n/a	n/a	95%
SF11	User satisfaction with trading standards	78%	60%	75%
SF12	User satisfaction with environmental health	82%	60%	75%
SF15	Percentage of people who feel Medway is safe	n/a	n/a	90%
	We will help to prevent and reduce domestic abuse			
New	Number of victims of Domestic Abuse	n/a	n/a	TBC
New	% of repeat victims of Domestic Abuse	n/a	n/a	Under 25%
TBC	Other measure to be confirmed on impact of domestic abuse on children's safety following Ofsted inspection	n/a	n/a	n/a
	We will increase recycling and reduce waste going to landfill sites			
NI 191	Kg of residual household waste per household	658.8kg	792kg	792kg
NI 192	Percentage of waste sent for reuse, recycling or composting	38.10%	40%	41%
W6	Satisfaction with refuse collection	92.75%	90%	90%
W7	Satisfaction with recycling facilities	84.5%	78%	82%
	We will work with the community to keep Medway's streets clean			
W8	Satisfaction with street cleaning	74%	75%	75%
NI 195a	Improved street and environmental cleanliness: Litter	96.23%	95%	95%
NI 195b	Improved street and environmental cleanliness: Detritus	94.71%	92%	92%
NI 195c	Improved street and environmental cleanliness: Graffiti	99.58%	96%	96%
NI 195d	Improved street and environmental cleanliness: Flyposting	100%	98%	98%
W5	Satisfaction with how the Council deals with graffiti (PI was data only in 2011/12)	76.25%	n/a	73%
	We will reduce our own carbon footprint			
NI 185	CO2 reduction from Local Authority operation	-15.00%	-0.1	-5.00%
New	Capital receipts from property rationalisation	n/a	n/a	£4m

Appendix 3

Ref	Key Measure	Out-turn 2011/12	Target 2011/12	Target 2012/13
We will work with local people to maintain parks and open spaces that are enjoyed by all				
G6	Satisfaction with parks and open spaces	88.5%	70%	75%
G7	Satisfaction with play areas	84.75%	65%	70%
G4	Citizen participation hours	9182	6112	9698
G4a	Number of people involved in practical volunteer tasks through membership of Friends groups	2509		2617
G8	Number of green flag awards for parks and open spaces	5	5	5
We will support the building of strong communities where people feel they belong				
NI 1	% of people who feel that people in Medway get on well together	65.3%	65%	66%
NI 4	% of people who think they can influence local decision making	32.8%	32%	33%
EVERYBODY TRAVELLING EASILY AROUND MEDWAY				
We will secure a reliable and efficient local transport network to support regeneration, economic competitiveness and growth				
HP26	Satisfaction with road maintenance	49.75%	50%	50%
HP27	Satisfaction with pavement maintenance	71%	60%	60%
IT2	Percentage of people who think Medway Council helps people travel easily around Medway	53.25%	n/a	TBC
IT10	Satisfaction with the bus station	n/a	n/a	TBC
TMR57	Number of notices received to carry out works on the highway	n/a	n/a	TBC
New	Average journey time along 6 primary transport corridors into Chatham		4.00m	< 4 min per mile
EVERYONE BENEFITING FROM THE AREA'S REGENERATION				
We will support the provision of decent new homes and improve the quality of existing housing				
NI 155	Number of affordable homes delivered	350	204	204
PD1	Net new homes completed	n/a	n/a	815
H14	Average length of stay for households with dependents who have left B&B (reducing / maintaining a low level)	18.5 days	7 days	7 days
We will work to ensure that people have the skills they need to take up job opportunities created				
ECD7b	Supporting people into employment - New registrations by local people accessing employment support services	1193	600	400

Appendix 3

Ref	Key Measure	Out-turn 2011/12	Target 2011/12	Target 2012/13
LRCC3	Maintaining people in employment - Number of intensive assists to local businesses	514	150	160
LRCC4	Maintaining people in employment - Number of jobs created and safeguarded	357	350	360
NI 148	Care leavers in education, employment or training	38.70%	60%	60%
NI 117	16 to 18 year olds who are not in education, employment or training (NEET)	6.60%	5.8%	7%
We will promote Medway as a destination for culture, heritage, sport and tourism				
G9	User satisfaction with museums and galleries	82.63%	70%	70%
F3	User satisfaction with theatres	88%	65%	70%
F4	User satisfaction with events (this PI was data only in 2011/12)	85%	n/a	80%
L7	Satisfaction with leisure provision	85.95%	80%	80%
New	Satisfaction with libraries	n/a	n/a	75%
BETTER FOR LESS				
Please see reference to the BFL performance framework				
LX5	Working days lost due to sickness absence	7.43	8.00	8.00

Further analysis of 3 Key Measures of Success (NI4, IT2, REGEN2b)

NI 4 - % of people who feel they can influence decisions in their locality

During 2011-12 we have continued to deliver a series of community schemes, led and facilitated by social regeneration officers, designed to empower local residents, particularly living in disadvantaged communities:

- A series of six “Eat well, Waste Less” events in partnership with the Public Health team, informing and assisting residents on healthy eating and waste recycling, combined with community events at schools, community centres and libraries.
- A series of community clean up campaigns in the All Saints, Twydall, Strood and Luton areas – founded on resident concerns about fly tipping and implemented in partnership with local resident groups, with the Waste Service and the Safer Communities team.
- We delivered a publicity campaign through the EU INSPIRER project to promote food waste recycling in Luton and All Saints, working in conjunction with Waste Services colleagues. This provided residents with food waste caddies in order to manage the recycling pick up process successfully
- The formation of new resident panel groups for the White Road estate, for Chatham town centre and for the Luton area, working closely with colleagues from Children & Adults services and the Surestart centres. We provided ongoing advice and support to local residents at the Resident group meetings.
- The development of a financial and debt management outreach advice programme, fronted by Citizens Advice Bureau and made possible thanks to the EU SUCCES project – EU funding secured by Council Economic Development & Social Regeneration officers.
- A programme of “community cohesion” in the All Saints and Luton area, through the EU “AIMER” project, engaging with new migrant communities, particularly the Slovak Roma community and increasing co-operation and integration across the communities.
- We established a set of six Community Information Points, as requested directly by residents at previous consultation workshops, providing residents with access to information on Council and other public services, in hard copy form and electronically through leaflets at community and Council venues. These include White Road Community Centre, All Saints Children’s Centre, Luton Library and Twydall Library.
- A programme of community learning at community centre venues, providing access by local residents to informal computer and ICT training via the Medway “UK On-line” scheme.

Over 2,000 local residents were directly involved in the delivery of the above programmes of activity. During the course of 2011-12 we have also been able to successfully secure over £1.3 million of funding resources to invest in social regeneration and resident empowerment schemes for 2012-13 and over the next three years, working with local partners such as NHS Medway and Kent Police and the Big Lottery Fund. The EU DNA (Developing Neighbourhood Action) project will deliver action to tackle anti-social behaviour in Chatham town centre, it will improve

access to health care services via neighbourhood outreach and it will deliver environmental improvements in Chatham town centre. The Big Local programme, with £1m of funds granted from the Big Lottery Fund, will be invested in the poorest neighbourhoods close to the Great Lines and Luton arches, where a panel of residents will decide how the funds are spent. All of these initiatives should serve to greatly empower residents and participation in decision making over the next year.

Chart 1 - Number of respondents by ward

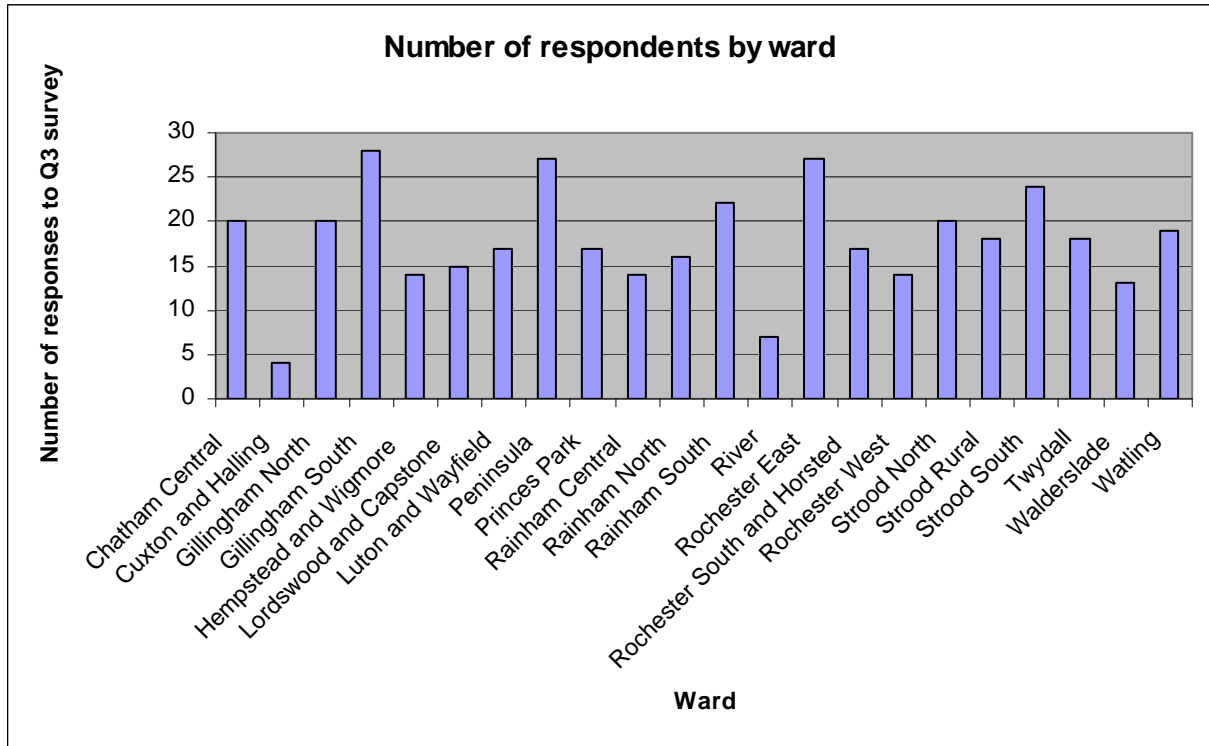
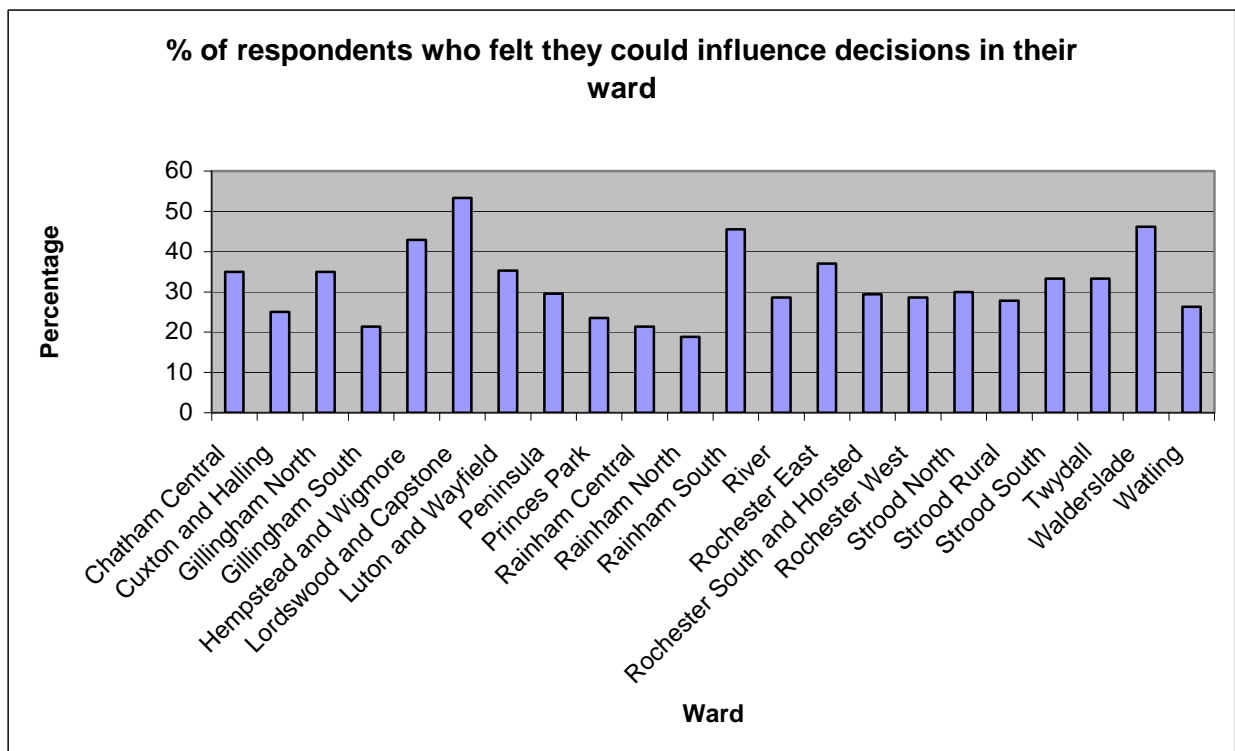


Chart 2 - Percentage of respondents who felt they could influence decisions in their ward



IT2 - Percentage of people who think Medway Council helps people travel easily around Medway

Surveys indicate a 53% satisfaction level over the past year. The measure does not provide clear information to understand the main areas of concern. As a result, officers are developing more detailed questions for the Citizens Panel in July. The results, which will be available in late October 2012, will give a deeper understanding of why people are not satisfied. It is likely that people's perception of their journeys taking longer has in part been due to the significant amount of work taking place on the highway to deliver the regeneration of Medway and to replace ageing statutory undertaker infrastructure.

The council has delivered a number of varied travel interventions to improve journey times or reduce demands on the highway network, from physical works to soft measures to encourage a shift in travel mode. The interventions cover network management and capacity enhancement, measures to encourage cycling and public transport use, and tackling the school run. These interventions are summarised at Appendix A. These measures are delivered in partnership with various agencies and voluntary organisations including the Highways Agency, passenger transport operators and cycling and walking groups

Traffic trends on Medway's road network have been monitored by annual traffic counts. The counts indicate that on average over the last 10 years there has been little change to measured daily traffic flows on the strategic road network. Automatic number plate recognition cameras record vehicle speeds on six strategic routes of average length 3.25 miles. The results from the cameras demonstrate the average journey time along the corridors has not exceeded the agreed target of 4 minutes per mile. When available, 2011 census data will be able to provide information on changes to car ownership. Automatic counters on the cycle network demonstrate a 9.7% growth in cycling in Medway. To ensure we provide for growth we have modelled the predicted demand on the network for the next 15 years using specialist transport modelling software.

Future plans include:

- Increased network management using the Urban Traffic Management and Control system to improve network resilience and journey times;
- Developing schemes to deal with existing and future predicted congestion hotspots;
- Network changes to improve bus punctuality and journey times;
- Interventions to further encourage walking cycling;
- Improved information to allow residents to make informed journey choices.

Interventions recently undertaken completed to improve journey times or reduce demands on the highway network

Network Management:

- Completion of Chatham road improvements;
- Operation of Urban Traffic Management and Control system, working towards a more efficient operation of the network;
- Coordination of in excess of 10,000 separate works annually on the highway to minimise disruption to the network;

- Parking restriction schemes and parking enforcement to improve the performance of the network;
- A228 to Grain – removal of level crossing.

Encouraging public transport use:

- New Chatham Waterfront Bus Station;
- Improved bus journey times as a result of bus priority measures on Corporation Street and Strood Riverside;
- 60 new screens around Medway displaying real time travel information for bus passengers and upgraded software;
- Major upgrade and accessibility improvements to Gillingham Railway Station;
- 42,395 passes on issue providing free bus travel by older and disabled people;
- Expansion of eligibility for the young persons half-fare scheme - currently over 3,000 students have taken up the Medway Young Peoples Pass.

Tackling the school run:

- 45 walking buses operating around Medway;
- 3,540 pupils participating in the *Green Footsteps* initiatives;
- 26 schools participating in the *Green Boot* challenge;
- 48 schools participating in the *Walk to School* week;
- *ZigZag* banner campaign outside schools;
- School crossing patrol staff trained to minimise congestion.

Encouraging cycling:

- 1,320 young people trained to *Bikeability* level 2 in 2011/12 financial year;
- Cycle network improvements at Corporation Street, Strood Riverside link, Chatham Waterfront Bus Station and A2 Watling Street;
- Cycle parking upgrades at Gillingham and Strood Railway Stations;
- New scheme of Active cycle rides led by volunteers to improve confidence;
- Free cycle route map widely available.

Pedestrian accessibility improvements:

- Local safety schemes at Hempstead Valley Drive, A2 Sovereign Boulevard, Woodlands Rd and Sturdee Avenue;
- Mill Road junction with Brompton Road, Gillingham – new junction layout and pedestrian entrance layout to Medway Park Sports Centre;
- Led active walks.

REGEN 2b – Number of jobs created or safeguarded 2011-12

1. Inward Investments

Company name	Description	Jobs
Bread and Butter Foods, Rainham	Organic, gluten free fresh sandwich production, supplying shops and caterers	65
Concept Training	Adult social care training provider, Medway City Estate	4
Lab 10	3D Visuals and animation, The Joiners Shop, Historic Dockyard	5
West Kent Housing	Housing Association, Strood	39
BB Contracts	Shop Office planners and fitters, Rochester	5
RE Computer Recycling	Computer recycling & disposal, Lordswood Industrial Estate	20
AC Goatham	Fruit farms – fruit growers, packers and suppliers, Hoo	80
Dobbies, Gillingham	Horticulture and garden retail centre, Gillingham	60
In Touch Medway	Home improvement agency	20
Clinicare Supplies	Provision of medical equipment, Hopewell Drive, Chatham	27
Leading edge	Business management training services	6
Dynamic Solar	Wholesaler supplier of photovoltaic equipment for solar energy	1
GEO Amey	Prisoner Custody escort services	60

TOTAL: 392 Jobs Created and Protected in 13 businesses

2. “Partners for Growth” – Loans & Grants programme

Loans		
Company name	Description	Jobs
Charis Technology	Design of instrumentation and sensors that can detect and control liquid levels in foam. This technology can be applied to the brewery industry, pharmaceutical manufacture and waste water treatment plants.	6
Heat Domestic Ltd	Provision of renewable energy heating services, including heat pumps, solar PV and wood burners.	9
Cleopatras	Retailer of hair pieces, wigs, accessories and Afro Caribbean make up	5
Asbestos First	Asbestos removal and management services	17

Grants		
Company name	Description	Jobs
RM Gardening	Gardening services	1
WOW	“Whats on Where” in Medway Magazine editing and production	1
Cockney Heritage	Organisation of events & entertainment with a traditional London heritage theme primarily in London but also locally	1
IMF Change Consultants Ltd	IT, project and change management consultancy service	1
Civil engineering design company		1
Angel Wings	Specialist cup cake producer	1
Press Ice	Cake decoration service	1
Hamporium	Provision of high quality bespoke gift hampers tailored to individual customer requirements.	2
Anchor Boutique	A retail fashion shop in Chatham to sell handbags, clothing and accessories	1

Ardvark Woodcraft	Manufacture of small wooden products made entirely from recycled wood e.g. bird houses, picture frames, mobiles & ornaments	1
Cobbler Elf	Shoe repair and key cutting business	1
Mobile Hairdresser		1
Westend Classrooms Ltd	A specialist arts Academy offering creative workshops privately & to schools	2
Jayushee Ice Cream Parlour	Hand made ice cream parlour	1
Emerge & Evolve	Personal Trainer and Gym Instructor	1
Excite the Mind	Delivery of creative workshops in educational settings including schools, pupil referral units and community groups	1
PC Perfect	Computer repairs and IT consultancy	1
JSD Jewellery	Shop selling a range of fashion jewellery, shoes, handbags and related items	1
The Costume Train	Delivery of entertaining / educational dressing up workshops for 5-7 year olds	1
Mr Mead Presents	An independent film making company	2
Wordsmithery	A freelance literary consultancy offering four main services: <ul style="list-style-type: none"> • Publishing E-books & Art books • Editorial & Publishing services • Teaching creative writing • Organising live literature events 	1
Positive Progressions	Advice, support & training for employability skills to young people aged 14-19	1
Stormchasers Business Marketing	Web site development and marketing services to include training and assistance with social networking	2
	Training & consultancy offering E-learning	1
Black Eclipse Equestrian	Internet sales business specialising in 4 products: horse rugs, exercise sheets, fly masks and travel boots	2
Vee Vee Florists	An on-line floristry service specialising in contemporary designs	1
Photography Company	Specialist photography services	1
Community Spirit	A range of reflexology and beauty treatments as well as retailing beauty products and complimentary products such as books, art and craft items	1
Malcom Ltd	A consultancy business offering web site optimisation to small businesses at affordable prices One Breath	1
Artist & Music Teacher Services	Teaching music including guitar, mandolin, harmonica, ukulele and banjo	1
The Butterfly Bakery	Celebration Cake Business	1
SCHAPE	Provision of domestic support to elderly or disabled people in the area	1
One Breath Media Ltd	Website development, IT consultancy and training, specialising - in electronics businesses, academic and charitable organisations	1
Purelite	Beauty treatment service provider	2
	Painter & Decorator	1

TOTAL: 78 Jobs created / protected in 39 businesses

3. Innovation Centre – New Business Tenants

Momentum Options Trading	Internet based stock exchange consultancy, Innovation Centre	2
ECITB	Engineering Construction Industry Training Board – Innovation Centre	2
Icomera UK Ltd	Rail and bus based wireless internet technology specialists, Innovation Centre	7
I-Tracs	Data Centre Infrastructure Management specialists, Innovation Centre	5
Medi Aid	First Aid Training specialists, Innovation Centre Medway	6
The Avenues Trust	Home care specialists for older people, Innovation Centre Medway	12
Refresh Catering	Food caterer, Innovation Centre	4

Total: 38 Jobs Created / Protected in 7 businesses

4. Hopewell Drive Business Centre / Pier Road Industrial Estate

R Gould PR	Silicone sealant application specialists, Pier Road Ind. Estate. Gillingham	4
Clarke & Cater Inter-Yacht Ltd	Yacht & Powerboat brokers and dealers, Pier Rd, Gillingham	5
LC Byne & Co	Builders and decorators	2
Pro Parts (Kent) Ltd	Automotive parts supplier	3
Wicked Waists	Bespoke Garment Manufacture	4

TOTAL: 22 jobs created / protected in 6 businesses

GRAND TOTAL:

530 jobs created / protected in 65 businesses in 2011-12

Surveys Briefing Note

General information

Sample surveys are the main kind of survey used in research and consultation exercises as they provide a cost effective and reliable method of establishing community views. Like all sample surveys, the residents who take part in the following surveys are only a small proportion of the total 'population' of residents, so we cannot be certain that the figures obtained are exactly those that would have been reached if everyone had been surveyed ('the true values'). We can, however, predict the variation between the sample results and the 'true values' from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the 'true value' will fall within a specified range. The accepted industry margin of error (based on a level of confidence of 95%) is plus or minus 5%. For a population of 250,000, a sample size of 400 would be required to achieve a plus or minus 5% margin of error. To reduce the margin of error, a larger sample size would be required.

To reduce sampling error further and to ensure all types of residents are included within a survey, quotas can be set on specific groups such as gender, age, area, etc, based on the demographic profile of Medway. However, if a certain demographic characteristic is underrepresented or over represented by more than 5%, then the data can be weighted to represent the population from which the sample was drawn.

Resident satisfaction is measured from four key sources: the Tracker, a phone interview undertaken every quarter with 400 residents; the Citizen's Panel, a postal survey to 1,400 residents 4 times a year, currently averaging a 50% response rate; the Resident's Opinion Poll, a face to face survey with 1,100 residents undertaken every 2 years, Focus Groups, in-depth interview with a small sample of residents to follow up any areas identified in the 3 other resident satisfaction surveys.

Residents Opinion Poll

The Medway Opinion Poll consists of 1,100 face-to-face in-home interviews with a representative sample of residents aged 16 and over.

According to the Office of National Statistics (ONS), the population of Medway reached 256,700 in 2010. A core sample size of 1,100 is required for the population size of Medway to achieve a margin of error of around plus or minus three percent at 95% confidence levels. This is a very good level of confidence, as plus or minus five percent is the acceptable level.

To ensure that all wards are included in the survey, 55 sample points are selected at random throughout the Medway area and interviewers are required to undertake 20 interviews from each point. These sample points are

Appendix 5

stratified by ward with quotas set to the 22 electoral wards in Medway in line with ONS population statistics to ensure that all wards are included in the survey. Interviewers are allocated to each of these wards and assigned random start sampling points within the ward boundaries defined by the electoral boundary maps and their associated postcodes. Interviewers approach a different set of addresses within each ward each day within the boundaries ensuring a broad coverage is obtained. Within each sample point, the interviewers select respondents by approaching every 3rd house. Only one interview is conducted per household and no incentives are offered to residents to take part. Quotas are set on age, gender and ethnicity based on the current census figures to ensure that respondents interviewed are representative of the profile of the Medway population.

In addition, the data collected can be weighted by age, gender, area and ethnicity to re-base slightly underrepresented or over represented demographic groups in line with the Medway population to ensure that it accurately reflects the profile of Medway.

The Medway Citizens' Panel

The Medway Citizens' Panel consists of approximately 1,400 members representative of the area by geographical location, age, gender and ethnicity. The Panel research is conducted by postal survey with a general response rate of 50%. Based on the 700 responses received, the margin of error is plus or minus five per cent. This is an acceptable confidence level of responses for the survey.

In the analysis the survey data is weighted by gender, age, socio economic group and area to represent the Medway population.

The Tracker Survey

The Tracker Survey is conducted quarterly via telephone interviews amongst a representative sample of Medway residents aged 18+. The sample size for this research is 400 completed interviews, which is in line with a population size of c254,800 and a confidence interval of +/- 5 at the 95% level respectively.

A random sample is undertaken with broad quotas set in terms of age and gender to ensure the sample is representative of the Medway population. In addition, the sample is recruited across the 22 electoral wards to ensure all wards are included in the survey.

Focus Group

A focus group is set up when an area requiring an in-depth review, is identified through the other 3 survey methods. The focus group will be made up of a sample of 12 residents. The representation of the group is based on the main area of discussion for the focus group eg. a focus group for young

Appendix 5

people, recruitment will be focused on young people, with a quota on age and gender identified as part of the recruitment for the group.

Summary

Residents views of the services provided by the Council, and universal services across the Medway area, are very important, as it provides the Local Authority on what residents feel are most important to them and how satisfied they feel. The surveys provide customer insight on the views of residents and users of services to better understand the needs and preferences of the public. This insight can enable services to review their current services and raise local standards as well as identifying new services the public have identified as being important for the area.

A copy of the questionnaire is included below.

Medway Council Residents Survey – Wave 9

INTRODUCTION & SCREENING

Ask to speak to <contact name >

Good afternoon/evening, my name is ... and I am calling on behalf of Lake Market Research, an independent market research agency. We have been commissioned by Medway Council to conduct a research study amongst the residents of Medway. The survey should take no more than 15 minutes, depending on your answers.

READ OUT AS NECESSARY:

- The research is being conducted under the Code of Practice of the UK Market Research Society, which means that all of the answers you give are strictly confidential and anonymous.
- Your name was selected at random.
- If you wish to check that Lake Market Research is a bona fide market research agency, you can contact the UK Market Research Society on 0500 396999.

**Q1 DO NOT ASK: Code Gender
CHECK AGAINST QUOTAS
SINGLE CODE**

- Male 1
Female 2

**Q2 ASK ALL
Can I please ask which of the following age groups you fall into?
CHECK AGAINST QUOTAS; SINGLE CODE**

- Under 18 1 THANK & CLOSE
18-24 2
25-34 3
35-44 4
45-54 5
55-64 6
65-74 7
75+ 8
(Refused) 9 THANK & CLOSE

**Q3 ASK ALL
How satisfied are you with each of the following services provided in your local area?
SINGLE CODE FOR EACH STATEMENT**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Don't have an opinion / not applicable
Refuse collection	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Recycling facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Street lighting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Household waste and recycling centres (tips)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Street cleaning	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Primary and secondary schools	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Community Officers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Road maintenance	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Removal of illegally dumped waste (fly tipping)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Pavements	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
How the council deals with graffiti	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

Trading standards	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Environmental health	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Gritting & winter road service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

Q4 ASK ALL
How well informed do you feel about each of the following services in your local area?
SINGLE CODE FOR EACH STATEMENT

	Very well informed	Fairly well informed	Not very well informed	Not well informed at all	Don't know	Don't have an opinion / not applicable
Refuse collection	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Recycling facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Household waste and recycling centres (tips)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Primary and secondary schools	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Community Officers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Road maintenance	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Removal of illegally dumped waste (fly tipping)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
How the council deals with graffiti	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Trading standards	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Environmental health	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Gritting & winter road service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Q5 ASK ALL
Have you visited or used any of following in Medway in the past twelve months?
READ OUT – CODE ALL THAT APPLY

Libraries	<input type="checkbox"/> 1
Parks and open spaces	<input type="checkbox"/> 2
Council leisure facilities	<input type="checkbox"/> 3
Play areas	<input type="checkbox"/> 4
Adult education	<input type="checkbox"/> 5
Museums and council art galleries	<input type="checkbox"/> 6
Theatres	<input type="checkbox"/> 7
Council-run heritage sites and historic buildings	<input type="checkbox"/> 8
Bus services	<input type="checkbox"/> 9
Council car parks	<input type="checkbox"/> 10
None of these	<input type="checkbox"/> 11

Q7 ASK ALL
How satisfied are you with each of the following services provided in your local area?
SINGLE CODE FOR EACH STATEMENT

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Don't have an opinion / not used
Libraries	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Parks and open spaces	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Council leisure facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Play areas	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Adult education	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Museums and council art galleries	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Theatres	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Council-run heritage sites and historic buildings	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

Bus services 1 2 3 4 5 6 7
 Council car parks 1 2 3 4 5 6 7

Q8 ASK ALL
How well informed do you feel about each of the following services in your local area?
SINGLE CODE FOR EACH STATEMENT

	<i>Very well informed</i>	<i>Fairly well informed</i>	<i>Not very well informed</i>	<i>Not well informed at all</i>	<i>Don't know</i>	<i>Don't have an opinion / not used</i>
<i>Libraries</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
<i>Parks and open spaces</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
<i>Council leisure facilities</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
<i>Play areas</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
<i>Adult education</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
<i>Museums and council art galleries</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
<i>Theatres</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
<i>Council-run heritage sites and historic buildings</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
<i>Bus services</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
<i>Council car parks</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Q10a ASK ALL
Have you heard of the following events/attractions?
READ OUT – CODE ALL THAT APPLY

Q10b ASK FOR ALL THOSE SELECTED IN Q10a
Have you visited any of following event/attractions in the past twelve months?
READ OUT – CODE ALL THAT APPLY

	Aware	Visited past 12 months
<i>Echoes gyms</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 1
<i>Medway Park Sports Centre</i>	<input type="checkbox"/> 2	<input type="checkbox"/> 2
<i>Black Lion Leisure Centre (only ask for those not aware of Medway Park – code 2 at Q10a)</i>	<input type="checkbox"/> 3	<input type="checkbox"/> 3
<i>Strood Sports Centre</i>	<input type="checkbox"/> 4	<input type="checkbox"/> 4
<i>Kicks Soccer Centre in Strood</i>	<input type="checkbox"/> 5	<input type="checkbox"/> 5
<i>Central Theatre, Chatham</i>	<input type="checkbox"/> 6	<input type="checkbox"/> 6
<i>Brook Theatre, Chatham</i>	<input type="checkbox"/> 7	<input type="checkbox"/> 7
<i>Eastgate house</i>	<input type="checkbox"/> 8	<input type="checkbox"/> 8
<i>Events at your local library</i>	<input type="checkbox"/> 9	<input type="checkbox"/> 9
<i>Dickensian Christmas Festival in Rochester</i>	<input type="checkbox"/> 10	<input checked="" type="checkbox"/> 10
<i>The Christmas adventure of Snowy the Fox at Brook Theatre</i>	<input type="checkbox"/> 11	<input checked="" type="checkbox"/> 11
<i>None of these</i>	<input type="checkbox"/> 99	<input type="checkbox"/> 99

Now focusing on Medway Council specifically...

Q11 ASK ALL
Overall, how satisfied or dissatisfied are you with the way Medway Council runs its services?
PROBE TO PRE-CODES

Very satisfied 1
Fairly satisfied 2
Neither satisfied nor dissatisfied 3
Fairly dissatisfied 4
Very dissatisfied 5
Don't know 6 GO TO Q13

Q13

ASK ALL

How well informed do you feel Medway Council keeps you about the services and benefits it provides? Would you say they...

PROBE TO PRE-CODES

- Keep me very well informed* 1
- Keep me fairly well informed* 2
- Gives me only a limited amount of information* 3
- Doesn't tell me much at all about what it does* 4
- Don't know* 5
- Don't have an opinion / not applicable* 6

Q14

ASK ALL

I am now going to read a list of things that some people might say about Medway Council and the local area. For each of the statements please tell me the extent to which you agree or disagree.....So firstly.....?

SINGLE CODE FOR EACH STATEMENT; RANDOMISE ORDER OF STATEMENTS

	<i>Disagree strongly</i>	<i>Disagree slightly</i>	<i>Neither disagree nor agree</i>	<i>Agree slightly</i>	<i>Agree strongly</i>	<i>Don't know</i>	<i>Don't have an opinion / not applicable</i>
<i>Medway Council provides value for money services</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>Medway Council provides high quality services for people</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>Medway Council helps provide a safe, clean and green environment</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>Medway Council works to ensure children and young people have the best start in life</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>Medway Council helps adults maintain their independence and live healthy lives</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>Medway Council helps everybody travel easily around Medway</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>Medway Council is ensuring everyone benefits from the area's regeneration</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>Medway Council is making the local area a better place to live</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>Medway Council acts on the concerns of local residents</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>I talk positively with my friends and family about Medway Council</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>I feel I can influence decisions that affect my local area</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<i>My local area is a place where people from different backgrounds get on well together</i>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

Q15

ASK ALL

Which of the following media do you watch/read/listen to regularly?

READ OUT – CODE ALL THAT APPLY

- Medway Messenger Monday* 1
- Medway Messenger Friday* 2
- Kent on Sunday* 3
- Your Medway* 4
- KM Extra (local free newspaper)* 5
- Medway Matters* 6
- Meridian TV local news* 7
- BBC TV local news* 8
- KMFM* 9

- Heart 10
- BBC Radio Kent 11
- Facebook 12
- Twitter 13
- BBC website (www.bbc.co.uk/kent) 14
- Heart (Invicta FM) website (www.heart.co.uk/kent) 15
- Kent on Sunday website (www.kentonsunday.co.uk) 16
- Medway Messenger/KM website (www.kentonline.co.uk) 17
- None of these 18

Q16 ASK ALL
Do you have access to the internet at any of the following?
READ OUT – CODE ALL THAT APPLY

- At home 1
- At work 2
- At a library / internet café (or similar) 3
- On a mobile phone 4
- None of these 5

Q17 ASK ALL
Are you aware of any of the following websites about Medway?
READ OUT – CODE ALL THAT APPLY

- www.whatsonmedway.co.uk 1
- www.abettermedway.co.uk 2
- www.lovedmedway.co.uk 3
- www.medwayticketslive.co.uk 4
- www.celebratedmedway2012.co.uk 5
- None of these 6

Q18 ASK ALL
Overall do you think that the media has viewed Medway Council positively or negatively in the last three months?

PROBE TO PRE-CODES

- Positively 1
- A mix of positive and negative views 2
- Negatively 3
- Don't know 4
- Don't have an opinion / not applicable 0

Q19 ASK ALL
Have you recently seen or heard any of the following news stories/campaigns about Medway Council?

SINGLE CODE FOR EACH STATEMENT

- | | | | |
|-----------------------------------|------------------------------|-----------------------------|-------------------------------------|
| Cuts to local government spending | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
| Medway CCTV Smart car | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
| Celebrating 2012 in Medway | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |

Q20 ASK ALL
Have you received a copy of Medway council's magazine Medway Matters in the past three months?

SINGLE CODE

- Yes 1 GO TO Q21
- No 2 GO TO Q22
- Don't know / no opinion 3 GO TO Q22

- Q21 ASK IF CODED 1 AT Q20**
Did you look at it?
SINGLE CODE
- Yes 1
 No 2
 Don't know 3
- Q22 ASK ALL WHO CODED 1-4 AT Q16**
Have you visited Medway council's main website www.medway.gov.uk in the past six months?
SINGLE CODE
- Yes 1 GO TO Q23
 No 2 GO TO Q24
 Don't know 3 GO TO Q24
- Q23 ASK IF CODED 1 AT Q22**
Did you find what you were looking for?
SINGLE CODE, PROBE TO PRE CODES
- Yes completely 1
 Yes partly 2
 No not at all 3
 Can't remember 4

CONTACT WITH MEDWAY COUNCIL

- Q24 ASK ALL**
Have you contacted Medway Council within the last year?
SINGLE CODE
- Yes 1 GO TO Q25
 No 2 GO TO Q29
 (Don't know) 3 GO TO Q29

For the next few questions I would like you to think about your most recent contact with the council:

- Q25 ASK IF CODED 1 AT Q24**
Which of the following describes the reasons why you made contact with Medway Council on this occasion?
READ OUT – CODE ALL THAT APPLY
- Reporting an issue or a problem 1
 Asking for advice or information 2
 Applying to use a new service 3
 To pay a bill / make a payment 4
 To collect bulky rubbish/heavy items/bulk refuse 5
 To ask for blue bags/refuse bags 6
 Something else (please specify) 97

- Q26 ASK IF CODED 1 AT Q24**
And what method did you use to make your initial contact with Medway Council?
SINGLE CODE – PROBE TO PRE-CODES
- In person 1
 By telephone 2
 By email 3
 Via a website / internet 4
 By letter 5
 Other (please specify) 6

Q26a ASK IF CODED 1 AT Q24
And why did you choose to make initial contact with Medway Council (INSERT CODE FROM Q26) as opposed to contacting them via any other method?

Interviewer Note – We are talking about why they used this method to contact medway council NOT what they contacted the council for

.....
.....

DEMOGRAPHICS

The last few questions are for classification purposes only and to ensure we speak to a wide cross section of the public. All answers will remain anonymous and will not be attributed to you.

Q29 ASK ALL
Do you have any children?
SINGLE CODE
Yes 1
No 2

Q30 ASK IF CODED 1 AT Q29
Are any of these children under the age of 18 and living at home with you?
SINGLE CODE
Yes 1
No 2

Q31 ASK ALL
Which ethnic group do you belong to?
PROBE TO PRE-CODES - SINGLE CODE
White British 1
White Irish 2
Any other white background 3
White and black Caribbean 4
White and black African 5
White and Asian 6
Any other multi ethnic background 7
Indian 8
Pakistani 9
Bangladeshi 10
Chinese 11
Any other Asian background 12
Caribbean 13
African 14
Any other black background 15
Other - Arab 16
Other – Gypsy / Romany / Traveller of Irish 17
Other - Heritage 18
Any other ethnic background (specify) 19
No response / refused 20

Q32 ASK ALL
Do you consider yourself to be a disabled person, i.e. may experience discrimination on grounds of impairment or long term health condition?
SINGLE CODE
Yes 1
No 2
No response / refused 3

Q33 ASK ALL
Can I ask your current working status?
PROBE TO PRE-CODES - SINGLE CODE, INTERVIEWER NOTE- If respondent mentions more than one answer then probe for main status

<i>Working – full time (30+ hours)</i>	<input type="checkbox"/> 1
<i>Working – part time (9-29 hours)</i>	<input type="checkbox"/> 2
<i>Unemployed – seeking work</i>	<input type="checkbox"/> 3
<i>Unemployed – not seeking work</i>	<input type="checkbox"/> 4
<i>Not working – retired</i>	<input type="checkbox"/> 5
<i>No working – looking after house / children</i>	<input type="checkbox"/> 6
<i>Not working – disabled</i>	<input type="checkbox"/> 7
<i>Student</i>	<input type="checkbox"/> 8
<i>Other</i>	<input type="checkbox"/> 9
<i>No response / refused</i>	<input type="checkbox"/> 10

Q34 ASK ALL
Can I please ask the occupation of the chief wage earner in your household?
SINGLE CODE

<i>A</i>	<input type="checkbox"/> 1
<i>B</i>	<input type="checkbox"/> 2
<i>C1</i>	<input type="checkbox"/> 3
<i>C2</i>	<input type="checkbox"/> 4
<i>D</i>	<input type="checkbox"/> 5
<i>E</i>	<input type="checkbox"/> 6
<i>(Refused)</i>	<input type="checkbox"/> 7

Q35 ASK ALL
Which of the following best describes your current living situation?
READ OUT- SINGLE CODE

<i>Own the property outright</i>	<input type="checkbox"/> 1
<i>Have a mortgage</i>	<input type="checkbox"/> 2
<i>Rent from the council</i>	<input type="checkbox"/> 3
<i>Rent from Housing Association / Trust</i>	<input type="checkbox"/> 4
<i>Rent from private landlord</i>	<input type="checkbox"/> 5
<i>Living with parents/relatives/ student living at home/Paying rent to parents</i>	<input type="checkbox"/> 6
<i>Other (please specify</i>	<input type="checkbox"/> 97
.....)	

Q36 ASK ALL
Finally, for classification purposes only, can you please tell me your postcode?

.....

.....

Q37 ASK ALL
Can I please take a note of your name for proof of the interview?

.....

.....

Q38 ASK ALL
Would you like to receive emails from Medway Council about news, information and events happening in your area?
SINGLE CODE – PLEASE LOAD THE INSTRUCTIONS FOR INTERVIEWERS BELOW

<i>Yes</i>	<input type="checkbox"/> 1
<i>No</i>	<input type="checkbox"/> 2

If customer asks 'what's that?'

It is an email sent from the council's communications team. It lists all the top news, information and events. If we need to inform you about something important, like changes to bin collection days, we will always put it in the newsletter as well as our normal channels.

How often will I receive it?

You will receive it once a month. Very occasionally we may email you in an urgent situation, like severe weather to try to get information to you without you having to leave home, but this will be in urgent situations only.

Will you use my email address for anything else?

No. We will only use it for communications from the Council. We will never disclose your email to third parties.

How would I stop receiving it?

You can unsubscribe at any time, using the unsubscribe link at the bottom of the email.

Q39 ASK IF CODED 1 AT Q38

Can I please take a note of your email address so Medway Council can send you emails about news, information and events happening in your area?

RECORD EMAIL ADDRESS IN FULL

.....
.....

Q40 ASK ALL

Hearing the views of residents is important to Medway Council. The Council currently runs a panel of around 1,500 local people who they ask about local issues on a regular basis. We are helping the Council to recruit members of the Panel and would like you to become a member. This would involve completing up to four postal questionnaires each year. Would you be willing for us to pass your name and telephone number to the Council so they can contact you about possibly joining the panel?

SINGLE CODE

Yes 1
No 2

Q41 ASK IF CODED 1 AT Q40

Can I please confirm is (Insert Telephone number) the best number for Medway Council to contact you on about this?

SINGLE CODE

Yes 1
No 2

Q41a ASK IF CODED 2 AT Q41

Can I please take a more appropriate contact number?

RECORD ALTERNATIVE CONTACT NUMBER

.....
.....