

	Measure	Target (per year unless otherwise stated)	Evidence for target	Target Approved by owner?	Owner	Frequency of reporting		Previously Recorded?	Baseline	Baseline Source
Attracting investment, nurturing and encouraging enterprise	Encouraging new business startups	Maintain startup rate from 2012/13	maintain previous performance	Yes	Economic Development	Annual		Yes	797	Duport 2012
	Adopt the City Plan	Adopt by 01/01/15	Discussed with owner	Yes	Development Control	Annual		N/A	N/A	
	Provide grants to support local business	Provide 24 grants to local businesses	Discussed with owners	Yes	Economic Development	6 Monthly		tbc	22	Conservation issued 6 in 2012/13. Remainder issued by ED
A city with skills and job opportunities	Reduce NEET rate (16-18yrs)	Report only - no internal target	N/A	Yes	Economic Development	Quarterly (ONS publish data quarterly)		Yes	4.1% (December 2013)	Corporate Plan 2011/14
	Increase number of apprenticeships	Report only - no internal target	N/A	Yes	Economic Development	Annual		tbc	Awaiting data	Economic Development
	Secure local job opportunities through projects such as the 'Interview Guarantee Scheme'	Engage with new / expanding businesses and promote 120 jobs to unemployed residents	Discussed with owners	Yes	Economic Development	6 Monthly		Yes	-	Economic Development
A thriving centre and regeneration of the city	Delivery of the City Centre Investment fund	Deliver to schedule (£2m to spend)	Cabinet Papers	N/A	Regeneration & Economic Development	6 Monthly		N/A	General City Centre regenerations	
	Delivery of the Townscape Heritage Initiative	Deliver to schedule (£1.2m to spend)	Cabinet Papers	N/A	Regeneration & Economic Development	6 Monthly		N/A	Southgate linkage	
	Cleanliness of the City Centre	NI195 Score not exceeding: Litter 2%, Detritus 0.1%, Graffiti 5%, Fly posting 0.1% (Grades below a B, B- given 1/2 weight)	Meet previous City Centre NI195 Score	Yes	Neighbourhood Management	Annual		Yes, but not for a couple of years	Litter 2%, Detritus 0%, Graffiti 5%, Fly posting 0%	2010/11 Tranche 2
Listening to our residents	Increase our use of Social Media communications	Increase to 5,000 followers by 2017	Twitter account details	Yes	Customer Services	Quarterly		Yes	3,373 (Jan 14) - Brighton and Hove have 17,233	GCC Twitter Account
	Election turnout	Commentary Update only	Overwhelming factors influencing voter turnout are outside of our control.	Yes	Electoral Services	Annual		Yes	96,349 registered. Last local election 28.6%, last national (PCC) 15.7%, last parliamentary 64%	Electoral Register
	Undertake Key Consultations	4	None	Yes	Customer Services	6 Monthly		N/A	Min 500 consulted, Min 5 themed questions	
	Track satisfaction with services through GovMetric	Commentary Update only	N/A	Yes	Customer Services	6 Monthly		No	N/A	
An active, healthy and safe city for all to enjoy	Delivery of the Heart City Project	Deliver against the Heart City Pledge	See Pledge Details	Yes	Neighbourhood Management	6 Monthly		N/A	Awaiting data	
	Adopt and deliver the 'Safer Gloucester' Plan	Adopt by 1/05/2014, then commentary update only	Discussed timetable with owner	Yes	Public Protection	6 Monthly		N/A	N/A	
	Food hygiene ratings	90% of businesses achieve a rating 4 or above	maintain previous performance	Yes	EH Licensing	Annual		Yes	89.39%	Jan 14 Actual - Good or above
	Action to resolve ASB and crime	80% Agree or Strongly agree by 2017	Discussion with owner	Yes	Public Protection	Annual		Yes	74%	% of local residents who feel that the Police and Local Council are dealing with the anti social behaviour and crime issues that matter in their area. (Sept 2013)
Opportunity for all to achieve their potential	Households helped through the Families First Program	120 Successful Outcomes	Increase to 8FTE, assume same rate of success per FTE.	Yes	Neighbourhood Management	6 Monthly		Yes	61 Successful Outcomes	with 7FTE in 7 Months
	Improve Gloucesters ranking in the indices of deprivation	118th (or greater)	118th was our position in 2007 (higher position = less deprived)	Yes	Neighbourhood Management	3 Yearly		Yes	96th (2010)	Corporate Plan 2011/14
A city where people make a positive contribution	Public events organised by "Friends of..." and other community groups utilising public open spaces	30	Discuss with NMS	Yes	Neighbourhood Management	6 Monthly		Yes	26 in 2012/13	Data provided by NMS
	Community Grants projects	135,500 Volunteer Hours	Marginal improvement from previous performance = 175,000 but grant pot reduced by 22.4% therefore target realigned proportionally	Yes	Neighbourhood Management	6 Monthly		Yes	169050 Volunteer Hours	Delivered in 2012/13
	Delivering ABCD through community builders	Update only	N/A	N/A	Neighbourhood Management	Quarterly		N/A		
A greener Gloucester	Reduction in City Council CO2 emissions	10% reduction by 2017	Benchmarked against previous 5 years	Yes	Environmental Planning	Annual		Yes	6934 tonnes	2012 Actual
	Reduce household waste sent to landfill	Reduce to 397kg / household	Waste reduction target agreed with County Joint Waste Team	Yes	Neighbourhood Management	Monthly		Yes	24,239.1 tonnes / 54,687 households	Corporate Plan 2011/14 (forecast)
	Delivery of the Waste & Recycling action plan	Delivering to schedule and adopt by 1/12/14	N/A	Yes	Neighbourhood Management	6 Monthly		N/A	N/A	
A distinctive cultural offer for the city	The value of positive media coverage for the City	480,000	Marginal improvement on modal average	Yes	Comms & Marketing	Monthly		Yes	722,578	Corporate Plan 2011/14 (forecast)
	Customer satisfaction with events run and supported by GCC	90%	Maintain previous good performance	Yes	Guildhall Events Team	Annual		Partially	95%	Corporate Plan 2011/14 (2013 Year End)
	Visitor Numbers to the Tourist Information Centre	120,574 visitors	5% improvement from 2013	Yes	TIC	Monthly		Yes	114813	2013 Jan-Dec actual
Affordable and decent housing for all	Take up of "fit to rent" scheme	200 rental properties signed up to scheme by 2017	Agreed with owner	Yes	EH Private Sector Housing	Quarterly		Yes	140	Count as of Feb 2014
	Delivery of the Empty Homes Scheme	24 empty homes brought back into use	Agreed with owner	Yes	EH Private Sector Housing	6 Monthly		tbc	30, 20	Annual count 2012,2013
	Homelessness Prevention	1) A success rate of 85% where homelessness prevention action is undertaken. 2) A ratio of at least 3:1 of successful homelessness preventions:accepted as homeless.	Actual YTD performance 2012/13	Yes	Housing & Homelessness	Quarterly		Yes	69.60%	Average YTD Performance from existing Corp Plan

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Delivery of the five year money plan	Complete transfer of housing stock	By 31/05/2015	Discuss timetable with owner	Yes	Business Improvement	6 Monthly		N/A	N/A	
	Delivery against the Council's five year money plan	Deliver to plan	N/A	Yes	Financial Services	Annual		Yes	N/A	
	Increasing the use of cost-effective and self service interactions with customers	165,000 page hits / month	Marginal improvement upon previous performance	Yes	Customer Services	Monthly		Yes	157947	Jan13-Jan14 average
	Work to the Asset Management Strategy	Commentary Update only	N/A	Yes	Asset Management	6 Monthly		N/A	N/A	
	Adopt the Organisational Development Strategy	By 01/10/2014	Must be adopted this year.	Yes	Human Resources	6 Monthly		N/A	N/A	Information requested from HR
Tracking and Improving Performance	Ensuring Annual Spending is controlled	Spending is within allocated budgets	Financial Services	N/A	Financial Services	Annual		Yes	Annual Budgets	Financial Services
Business as Usual	Include all Service Standards in Business Plans	By 01/04/2015	Discussed with owner	Yes	Business Improvement	Annual		No	N/A	
	Sickness Rate	8.3	Public sector Average (2009) - L.A.Lawyer	Yes	Human Resources	Monthly		Yes	10.24	Forecast for 2013/14 (Dec)
	Missed Bin Collections	0.07%	Existing KPI Target with AMEY	Yes	Neighbourhood Management	Monthly		Yes	20-60 month average	Recent months actuals
	Customer Complaints Received	Resolve 90% within 10 days No more than 80 complaints/month	Benchmarked to existing performance	Yes	Customer Services	Monthly		Yes	80.1 / month	Average total complaints including partner organisations Jun2013-Dec2013
	Average wait time for telephone customers	Ave wait 1min or less, Abandon rate 10% < 5%	Discussed with owner	Yes	Customer Services	Monthly		Yes	55sec / 11.06% abandon	Jan 2014 average
	Subscriptions to GovDelivery	Increase by 1000	Agreed with owner	Yes	Customer Services	6 Monthly		No	5512	Subscribers as of Jan 2014
	Development Control Statistical Return (021-02) (planning decisions)	Minor 65%, Major 60%, Other 80%	National target	Yes	Development Control	Monthly		Yes	Minor 75.47%, Major 61.11%, Other 84.89%	YTD average - Dec 13
	Fly tipping Incidents (079-01)	1734	10% reduction on current annual forecast (public reported and officer reported to be separated)	Yes	Neighbourhood Management	Monthly		Yes	1927	2013/14 Forecast
	Visitor Numbers to the City and Folk Museums	12,776 (City), 8,827(Folk)	Profile based on 2013/14 actuals and revised opening hours (see email to Angela Smith for details)	Yes	Museums Services	Monthly		Yes	16559 (city) / 15842 (folk)	2012/13 Actual
	Council Tax Collections	97.30%	Meet current standard	Yes	CIVICA	Monthly		Yes	97.30%	2012/13 Actual
	NNDR Collections	97.47%	Meet current standard	Yes	CIVICA	Monthly		Yes	97.47%	2012/13 Actual
	Council Tax Arrears	30.00%	Contract target	Yes	CIVICA	Monthly		Yes	32.09%	2012/13 Actual
	Littering Incidents	482	10% reduction on current annual forecast (public reported and officer reported to be separated)	Yes	Neighbourhood Management	Monthly		Yes	535	2013/14 Forecast
Dog Fouling Incidents	230	10% reduction on current annual forecast (public reported and officer reported to be separated)	Yes	Neighbourhood Management	Monthly		Yes	256	2013/14 Forecast	