
































PI Ref	Indicator Description	2008/09 Out-turn	Top Quartile	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Actual	2009/10 Actual	Target 2009/10	Responsible Officer	Traffic Light
A place that achieve, prosper and thrive											
<u>P 1</u>	Number of businesses in the borough	5860						N/A	6,036	John Foster	N/A
No further data for this indicator has been released.											
<u>P 2</u>	Number of visitors to Tourmaidstone.com	140,000		39,750	37,477	26,143	30,070	133,470	147,000	Laura Dickson	
The TourMaidstone site is currently being re-designed. Once the new website is launched figures are expected to increase. Due to the re-design this indicator has not been retained for 2010/11.											
<u>P 3</u>	Percentage of business starter units occupied			77%	77%	100%	100%	100%	Establish Baseline	Chris Finch	
<u>P 4</u>	Percentage of development of Brownfield sites as a percentage of all development (BV 106)	85.71%	93.10%					86%	60%	Sue Whiteside	
<u>P 5</u>	Percentage of 'Gross Value Added' (GVA) per annum	20,364						N/A	21,382	John Foster	N/A
The baseline for this indicator was provided as part of the Maidstone Economic Development Strategy and was calculated by Shared Intelligence. KCC have done a similar calculation using a different methodology. However, the data is not comparable with the baseline set last year the Economic Development Manager does not believe that the data is statistically robust enough to use in the reporting of the indicator.											
<u>P 6</u>	Unemployment rate	2.7%		2.7%	2.8%	2.8%	2.9%	2.9%	5%	John Foster	
A place that is clean and green											
<u>C 1</u>	Improvements to the accessibility of parks, gardens, recreation grounds and other open spaces as measured by footfall (compared to previous year)	9.30%		65% (6483)	50% (5485)	5% (1967)	-13% (2462)	34% (16397)	5% increase	Jason Taylor	
There has been a 13% decrease in the users in parks compared to the same period last year. This is the first quarter this year to show a decrease and it is thought this could be due to the weather in particular the heavy snow in January.											
<u>C 2</u>	Improvements to the quality of parks and open spaces as measured by quality audits	9%						N/A	5%	Jason Taylor	N/A








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These are currently being carried out by an external consultant and it is expected that figures will be available at quarter 1.											
<u>C 3/ NI 185</u>	Co2 reductions from local authority operations	6157 tons						N/A	3%	John Littlemore	N/A
Some of the data for this indicator is derived from authority's utility bills of which there are still some out-standing for 2009/10.											
<u>C 4</u>	Number of Kent Energy efficiency surveys	1365		3193	106	63	39	3,401	1000	John Littlemore	
Additional Government funding was made available at the end of last year for a bulk mailing which resulted in a huge number of energy checks being done in April and May.											
<u>C 5</u>	Percentage of conservation areas in the local authority area with an up-to date character appraisal.	24.39%	48.30%					29.27%	29.27%	Michael Thornton	
<u>C 6 (NI 187)</u>	Tackling fuel poverty – Percentage of people receiving income based benefits living in homes with a low energy efficiency rating	14.77%	7%					13.74%*	13.77%	Stuart White	
<u>C 7</u>	Percentage of land with local nature reserve							N/A	Establish Baseline	Jason Taylor	N/A
<u>C 8</u>	Percentage of local authority holdings managed to enhance bio-diversity							N/A	Establish Baseline	Jason Taylor	N/A
During 2009/10 the methodology for this indicator has developed and therefore no data is available for 2009/10. These assessments will be made during 2010/11 and will be reported annually.											
<u>C 9</u>	Carbon Dioxide (Co2) emissions from energy consumption in operational buildings	1,537,000			713,823			1,831,124	-4.50%	David Tibbit	
There was actually a 5% reduction in energy consumption this year however, the conversion rate which calculates the Co2 changed for 2009/10. The non availability of the biomass boiler will have also contributed to the out-turn. This indicator will not be retained for 2010/11 as it has been superseded by NI 185 which measures Co2 for all local authority operations.											










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<u>C 10</u>	Council's water consumption in operational buildings (m3)	24,842			12,230			24,119	24,000	David Tibbit	
Water consumption has continued to reduce throughout 2009/10.											
<u>C 11</u>	Number of missed collections per 100,000	22		37.9	27.7	14.7	14.3	23.83	25	Jennifer Gosling	
The missed bin rate at the beginning of the year was exceptionally high as the recycling service was being introduced and residents were unsure of the new collection days. Residents and contractors are now familiar with the new service which has reduced the figures in the last 6 months.											
<u>C 12, NI 192</u>	Percentage of household waste sent for reuse, recycling or composting	27.47%	43.18%	32.74%	34.67%	33.31%	27.30%	30.06%	34%	Jennifer Gosling	
There is currently a dispute with Biffa who empty the paper and cardboard from the bring sites which means the tonnage recycled could be higher when figures are received.											
<u>C 13</u>	Number of on board Park & Ride transactions	517,000		106,305	106,960	127,027	104,837	445,129	450,000	Clive Cheeseman	
It was expected that this years usage would not reach the same level as for 2008/09, despite taking this prediction into account when setting targets the 2009/10 target has been marginally missed. There have been a number of influences on this indicator including the snow in December and January.											
<u>NI 188</u>	Planning to Adapt to Climate Change	Level 0	Level 1					Level 1*	Level 2	Jim Boot	
The initial scoping work in 2009 in response to this indicator demonstrated that the council possessed a high degree of preparedness. This is due in part to Maidstone Borough Council already having adopted a Climate Change Plan 2005-2010 and having robust risk management, business continuity and emergency planning functions. However, it was agreed by the Cabinet Member in December 2009, that a corporate project to test the robustness of MBC's preparedness to climate change and associated extreme weather events, in line with other Kent districts and Kent County Council, would be undertaken with the intention of developing a new Climate Change Adaptation and Mitigation Action Plan. Due to other work commitments, particularly the neighbourhood planning pilot in Park Wood, it hasn't been possible to progress the detailed risk assessments, in particular a series of workshops with key managers utilising the council's risk management framework, by year end. However, it is now agreed to move rapidly through Level 2 (risk assessment) to achieve Level 3 (risk based action plan) by March 2011.											







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<u>NI 191</u>	Residual household waste per household	675kg	512kg	154.5kg	132kg	139.37kg	158.58kg	592.81kg*	580kg	Jennifer Gosling	
<p>Adverse weather at the start of Quarter 4 resulted in more recycling being diverted into the residual waste stream as collections were disrupted and residents could not get to recycling sites.</p> <p>Quarter 1 also had a higher level of waste as the final phase of mixed dry recycling was not introduced until May 2009.</p> <p>Residual waste had reduced substantially since the previous year due to the introduction of the mixed recycling and economic downturn, however early estimations did not take into account the higher levels of waste produced in Quarter 4 immediately after Christmas and the New Year.</p>											
<u>NI 195a</u>	Improved street and environmental cleanliness - Litter	0%	3%					0%*	1%	Jonathan Scott	
<u>NI 195b</u>	Improved street and environmental cleanliness - Detritus	6%	6%					3%*	5%	Jonathan Scott	
<u>NI 195c</u>	Improved street and environmental cleanliness - Graffiti	1%	1%					1%*	1%	Jonathan Scott	
<u>NI 195d</u>	Improved street and environmental cleanliness - Fly posting	0%	0%					0%*	0%	Jonathan Scott	
<u>NI 196</u>	Improved street and environmental cleanliness – Fly tipping	1 very effective	2 effective					3 non-effective*	1 very effective	Jonathan Scott	
<p>Despite an increase in enforcement the amount of fly tipping incident reports has increased significantly resulting in a non effective score. The increase can be attributed to the following:</p> <p>Firstly, the reporting of fly tipping has improved due to MBS operational staff receiving additional training and supporting procedure notes to ensure all incidents identified are recorded and reported, via the CRM system;</p> <p>Second, increased financial pressures due to the recession have led to an increase in opportunistic fly tipping to avoid costs; and</p> <p>Third, whilst the amount of enforcement has increased the lack of resources to deploy cameras has reduced the number of high profile prosecutions.</p>											
A place with strong, healthy and safe communities											
<u>S 1</u>	Number of anti-social behaviour incidents	262		74	65	41	53	237	260	David Hewetson	
<u>S 2</u>	Reduction in all recorded crime in the Borough (compared to previous year)	-7.8% (10,438)		-7.4%	-10.8%	-11.80%	-9.5%	-9.5% (9447)	2% Reduction	David Hewetson	

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<u>S 3</u>	Percentage of residents feeling safe walking in the area where they live after dark (rolling year)	72%		75%	76%	73%	70%	70%	74%	David Hewetson	
<u>S 4</u>	Percentage of residents feeling safe walking in the area where they live during the day (rolling	98%		99%	99%	99%	99%	99%	98%	David Hewetson	
<u>S 5</u>	Number of people helped through the Staying Put Partnership	874		196	356	271	224	1047	550	John Littlemore	
Number of people helped through the Staying put Partnership has increase mainly due to the addition of a further Handyperson at In Touch. We now offer a gardening and decorating service for the over 55's. In addition we are receiving extra applications for grants from Golding Homes going through In Touch.											
<u>S 6</u>	Percentage of people reporting positive outcomes from the 'Choosing Health' programmes								Establish Baseline	Jane Coombes	
There were consistency issues with the way the data for this indicator was being collated during 2009/10. The data collection processes have now been revised and this indicator will be retained for 2010/11.											
<u>S 7a</u>	Number of volunteer hours worked by volunteers under 25 for Maidstone Council (Sports and Play)			110.5	1,036	125.5	963.5	2,235.5	Establish Baseline	Jacqueline Bobb	
<u>S 7b</u>	Number of volunteer hours worked by volunteers under 25 for Maidstone Council (Museum)			606	630	66	378	1,680	Establish Baseline	Simon Lace	
<u>S 8 / NI 6</u>	Participation in regular volunteering							24.7% (2008 Place Survey)	Baseline Year	Paul Taylor	
<u>S 9</u>	Value of grants to outside bodies (£)							£315,502	Establish Baseline	David Terry	

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<u>S 10</u>	Number of members registered with volunteer centres.	2682						2,825	2814	Paul Taylor	
<u>S 11</u>	Total number of web hits on web cast meetings	8,652		3,818	4,507	5,055	4,916	18,296	9,100	Neil Harris	
<u>S 12</u>	Percentage of those entitled to vote registered to do so	95.08%						95.19%	95.15%	Neil Harris	
<u>S 13</u>	Local election turn-out							36.74%	33%	Neil Harris	
<u>S 14</u>	Satisfaction with local site							N/A	Establish Baseline	John Littlemore	N/A
<p>The management of the gypsy sites came under a new arrangement in April 2010 with the council entering into an agreement with Kent County Council. Satisfaction surveys will be carried out by KCC and a baseline should be available at quarter 2.</p>											
<p>A place to live and enjoy</p>											
<u>L 1</u>	Percentage of all Planning applications determined within the statutory deadline	93.08%		93.80%	91.88%	94.80%	89.92%	91.96%	88.00%	Rob Jarman	
<u>L 2, NI 155</u>	Number of affordable homes delivered (gross)	380		39	102	173	85	399*	150	John Littlemore	
<p>Due to the downturn in the housing market a significant number of new affordable homes and site opportunities have been acquired from developers in addition to existing s106 contributions, thereby increasing the delivery of affordable housing during the course of the year. The Council has also taken a pro-active partnership approach in providing a targeted funding boost to the housing sector, by funding affordable homes directly from its own capital, as well as attracting high levels of investment towards affordable housing from the Homes and Communities Agency.</p>											
<u>L 3</u>	Number of affordable homes delivered that were funded by the Council	108		23	56	127	20	226	100	John Littlemore	
<p>Please see comment for L2/NI 155 which also relates to the performance of this indicator.</p>											

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<u>L4</u>	Number of private sector vacant dwellings that are returned to occupation or demolished as a result of local authority action	63		24	18	19	22	83	50	John Littlemore	
<u>L5</u>	Number of homes occupied by vulnerable people made decent	247		57	42	56	67	222	155	John Littlemore	
There have been more tenanted homes made decent this year than was expected, it is believed this is due to a greater take-up in the Landlord grant.											
<u>L6</u>	Percentage of licensed houses in multiple occupation (HMO) properties that comply with HMO standards			81%	81%	81%	86%	86%	Establish Baseline	John Littlemore	
<u>L7</u>	Supply of ready to develop housing sites (NI 159)	110%						113%*	100%	Sue Whiteside	
<u>L8</u>	Number of households prevented from becoming homeless through housing advice	376		144	103	152	134	533	300	John Littlemore	
The increase in the number of people prevented from becoming homeless is due to changes to how the service receives referrals. Maidstone Day Centre and the County Court now offer an enhanced service for the homeless this coupled with the recession has meant the team are now seeing and helping more clients.											
<u>L9</u>	Percentage of all available tickets sold at the Hazlitt	65%		61%	61%	63%	65%	62%	67%	Mandy Hare	
The target for this measure has not been met, largely due to the market being a little slow and some appalling weather at the beginning of the year resulting in shows being cancelled and people being reluctant to come out. These figures however, are still above the national average reported through the Theatre Managers website.											
<u>L10</u>	Visits or uses of the museum per 1,000 population	821	971	219	233	163	189	804	850	Simon Lace	
The result for quarter 4 is 188.8 which represents 27,216 usages. Low visitor numbers in November and December and the long-term absence of the Learning & Access Officer have contributed to poor results this quarter. Another contributory factor is the continued absence of the collections database from the Museum's website. This is a long-term issue which MBC IT and Tangerine (the website developers) have struggled to resolve. Over the course of a year this could have generated an additional 5,000 usages which would have put the target within reach.											

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<u>L 11</u>	Number of users at the leisure centre	578,201		158,949	150,904	115,310	99,457	524,620	570,000	Jason Taylor	
<p>The Leisure Centre has recently had a major refurbishment. The result of this was that some areas of the centre including the Gym, Lagoon Pool and the wet changing areas were closed to the public for up to six months, which obviously affected the number of visitors to the centre. This reduction in visitor numbers was foreseen and now that the centre is fully open it is expected that there should be a dramatic increase in users, an example of this is since the reopening the gym has attracted 800 new members.</p>											
<u>L 12</u>	Satisfaction with the leisure centre	43%		N/A	66%	52%	33%	52%	45%	Jason Taylor	
<u>L 13</u>	Number of media hits regarding the museum and Hazlitt			50	59	73	62	244	Establish Baseline	Vronni Ward	
<u>L 14</u>	Take-up of council funded activities (Sports and Play)			90%	67%	93%	94%	75%	Establish Baseline	Jacqueline Bobb	
<u>NI 157a</u>	Processing of planning applications - majors	78.72%	81.60%	70.00%	83.33%	100%	83.33%	80.04%*	75.00%	Rob Jarman	
<u>NI 157b</u>	Processing of planning applications - minors	90.36%	84.00%	93.33%	88.57%	88.00%	89.11%	89.1%*	82.00%	Rob Jarman	
<u>NI 157c</u>	Processing of planning applications - other	96.59%	92.10%	94.77%	92.77%	94.65%	90.51%	93.4%*	92.00%	Rob Jarman	
A place with efficient and effective public services											
<u>E 1</u>	Total net savings over the following 3 years identified by reviews and agreed by Cabinet/a Cabinet member during the period			£263,600	£252,600	£422,000	£0.00	£938,200	Establish Baseline	Angela Woodhouse	
There were no savings identified as a result of reviews during Quarter 4.											
<u>E 2</u>	Percentage of Council Tax collected	98.35%	98.60%	97.62%	99.06%	98.02%	97.07%	98.5%	98.00%	Steve McGinnes	

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<u>E 3</u>	Percentage of National Non-Domestic Rates collected	97.90%	99.40%	97.52%	97.80%	92.73%	106.43%	97.0%	96.40%	Steve McGinnes	
<u>E 4, NI 181</u>	Time taken to process Housing Benefit/Council Tax Benefit new claims and change events (days)	12.25 days		9.16 days	9.51 days	8.43 days	6.07 days	8.12 days	11 days	Steve McGinnes	
<u>E 5</u>	Value of fraud identified (£) (Fraud Partnership)							£825,417	Establish Baseline	Steve McGinnes	
<u>E 6</u>	Percentage of major planning applications having pre-application discussions							100%	100%	Rob Jarman	
<u>E 7</u>	Percentage of planning enforcement cases signed off within 21 days			N/A	82.98%	80.30%	85.56%	83.80%	65.00%	Rob Jarman	
<u>E 8</u>	Average wait time for calls to contact centre (seconds)	48 secs		57 secs	59 secs	57 secs	64 secs	59 secs	50 secs	Sandra Marchant	
<p>The average wait time for both February and March was over one minute. January was an extremely busy month with an unusually high number of calls due to the bad weather. March was also busy as it was the end of the year. Although some of the problems with the skills based routing facility within the IPFX telephony system have been resolved there are still some issues where the longest waiting call is not being passed to the next agent available to take the call. Calls for Bereavement Services are now handled by the Contact Centre which has added to the overall workload without any increase in resource.</p>											
<u>E 9</u>	Percentage of visitors to the Gateway seen by a Customer Service Officer within 20 minutes			70.44%	71.38%	75.12%	73.03%	72.49%	Establish Baseline	Sandra Marchant	