



**How we
measure success**

BOROUGH-WIDE PRIORITIES

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WE WILL WORK WITH PARTNERS TO ACHIEVE THE FOLLOWING TARGETS BY MARCH 2010

STRATEGIC PRIORITY 1 - INCREASING JOBS & PROSPERITY

Ref No.	No.	Aiming High Target
AH1.Aa	1	Development agreement for Rochdale Town Centre signed by October 2008
AH1.Ab	2	Construction of the first commercial building for Rochdale town centre by March 2010
AH1.B	3	Increase visitor numbers to the Borough from 7 million to 10 million by March 2010
AH1.C	4	Commission Rochdale Borough Marketing Strategy by December 2008
AH1.D	5	Increase library visits from 3.6 per year per head of population in 2006/07 to 6 per year per head by March 2010
AH1.E	6	Improve access to training and education for vulnerable people from 61% to 62% by March 2010
AH1.Fa	7	Increase the percentage of disadvantaged people employed by the Council as follows – Disabled people from 3.2% in 2007 to 4.0% by March 2010
AH1.Fb	8	Increase the percentage of disadvantaged people employed by the Council as follows - ethnic minority people from 7.0% in 2007 to 9.0% by March 2010
NI 153 LAA	9	Reduce working age people claiming out of work benefits in the worst performing neighbourhoods DWP DSO from 35.5% to 32.9% by March 2010
NI 154	10	Increase net additional homes provided by 2009
NI 163 LAA	11	Increase the proportion of population aged 19 – 64 for males and 19 – 59 for females qualified to at least Level 2 or higher from 62.4% to 66.6% by March 2010
NI 164 LAA	12	Increase the proportion of population aged 19 – 64 for males and 19 – 59 for females qualified to at least Level 3 or higher from 40.3% to 43.5% by March 2010
NI 171 LAA	13	Increase new business registration rate BIS DSO per 10,000 resident population to 44.2 by March 2010
SP1.D	14	Assist 120 Borough residents to gain employment on Kingsway in addition to 12 construction jobs by March 2010
SP1.Hb	15	Acquire 106 homes in the HMR priority neighbourhoods by March 2009

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STRATEGIC PRIORITY 2 - MAKING SURE EVERY CHILD MATTERS

Ref No.	No.	Aiming High Target
AH2.C	16	Increase the percentage of young people leaving care with 5 or more GCSE grades A* to C, or a GNVQ, from 0% in 2006/07 to 20% by March 2010
AH2.D	17	Educational qualifications of children looked after (interface indicator with education services) by reference to the percentage of young people leaving care aged 16 or over with at least 1 GCSE at grades A*-G or General National Vocational Qualification (GNVQ) from 50% to 60% by March 2010
AH2.E	18	Increase the percentage of adoptions of looked after children from 6.9% in 2006 to 9.1% by March 2010
AH2.G	19	Have systems in place to monitor the impact of integrated working including the number of successfully completed Common Assessments by March 2010
AH2.L	20	Secure and complete the building of an Academy by September 2010
AH2.M	21	Increase the number of young people achieving 5 GCSEs at A*-C (Baseline 2006 - 50.3% - pupils at end of Key Stage 4 – to the national target of 59.2% by March 2010
C63	22	The number of children and young people who communicated their views specifically for each of their statutory reviews as a percentage of the number of children and young people who had been looked after at 31st March for more than four weeks to 96% by March 2010
NI 55a	23	Reduce obesity among primary school age children in Reception Year from 11.7% to 11% by March 2010
NI 55b	24	Obesity among primary school age children in Reception Year: Increase the percentage of children in Reception with height and weight recorded to 98% by March 2010
NI 69	25	Reduce the increase in the rate of children who have experienced bullying DCSF DSO to 44.3% by March 2010
NI 73 LAA	26	Increase the achievement at Level 4 or above in both English and Mathematics at Key Stage 2 (Threshold) from 61% to 76% by March 2010
NI 75 LAA	27	Increase the achievement of 5 or more A* - C grades at GCSE or equivalent including English and Mathematics from 35.9% to 49% by March 2010
NI 88	28	Increase the percentage of schools providing access to extended services DCSF DSO from 54% to 100% by March 2010
NI 99 LAA	29	Increase the number of looked after children reaching Level 4 in English at Key Stage 2 from 56% to 61.5% by March 2010
NI 100 LAA	30	Increase children in care reaching Level 4 in Mathematics at Key Stage 2 from 40% to 53.8% by March 2010

Ref No.	No.	Aiming High Target
NI 101A	31	Increase the percentage of Looked after children achieving 5 A* - C GCSEs (or equivalent) at Key Stage 4 (including English and Mathematics) from 0% to 17.9% by March 2010
NI 109	32	Delivery of Sure start Children's Centres DCSF DSO from 17 to 19 by March 2010
NI 110 LAA	33	Increase Young people's participation in positive activities from 67% to 71% by March 2010
NI 117	34	Reduce the number of 16 – 18 year olds who are not in education, training or employment NEET from 10.9% to 9.8% by March 2010
SP2.A	35	Reduce the average number of decayed, missing and filled teeth in 5 year-olds from 2.56 in 2005/6 to 2.4 by March 2010
SP2.B	36	Increase the number of Book Start packs delivered to children as a percentage of the eligible population from 92% in 07/08 to 100% by March 2010.
SP2.C	37	Increase participation in the Summer Reading Challenge in Libraries amongst 4 -12 yr olds from 7% in 2007/08 to 12% by March 2010
SP2.D - STRETCH	38	Increase the percentage of primary, secondary and special schools and the Pupil Referral Unit achieving the new national healthy schools status increases from 41% borough wide in 2007 to 92% by March 2010
SP2.E - STRETCH	39	Increase the percentage of 5 – 16 year olds participating in 2 hours each week of quality PE and Sport from 77% to 90% by March 2010
SP2.H	40	Attainment of pupils aged 15 will increase at a rate of two percentage points above the National Average. 2006/07 5 or more GCSEs at A* - C 50.1% (validated in summer 2006) to 92% by March 2010

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STRATEGIC PRIORITY 3 - IMPROVING COMMUNITY SAFETY

Ref No.	No.	Aiming High Target
NI 15	41	Reduce serious violent crime rate from 288 to 198 by March 2010
NI 16 LAA	42	Reduce serious acquisitive crime rate per 1,000 population from 5464 to 5086 by March 2010
NI 17	43	Reduce perceptions of Anti Social Behaviour from 36.4% to 33.9% by March 2010
NI 18 LAA	44	Reduce adult re-offending rates for those under probation supervision by 10% per annum from 10.3% to 9.2% by March 2010
NI 19	45	Reduce the rate of proven re-offending by young offenders from 47.7% to 42.7% by March 2010
NI 21 LAA	46	Increase dealing with local concerns about anti – social behaviour and crime by the local council and police from 17.7% to 20% by March 2010
NI 40 LAA	44	Increase the number of drug users recorded as being in effective treatment from 1053 to 1139 by March 2010
NI 111 LAA	48	Reduce first time entrants to the Youth Justice System aged 10 – 17 per 100,000 population from 415 to 398 by March 2010
RSCP005	49	Reduce the number of anti-social behaviour incidents recorded by Police from 25860 in 2007/08 to 23878 by March 2010
RSCP006	50	Reduce the number of criminal damage incidents recorded by Police (GMP Div target) from 6332 to 5697 by March 2010
SP3.Ba STRETCH	51	Increase the number of DV incidents reported to the Police 5360 to 5896 by March 2010
SP3.Bb STRETCH	52	Reduce domestic violence repeated incidents from 55% to 45% by March 2010
SP3.C STRETCH	53	Increase the total number of active clients engaged in alcohol treatment services from 280 to 980 by March 2010
SP3.Ea STRETCH	54	Prevent the number of households potentially becoming homeless from 99 to 108 by March 2010
SP3.Eb STRETCH	55	Increase the number of households experiencing domestic violence able to maintain their housing from 30 to 90 by March 2010
SP3.F STRETCH	56	Increase the number of vulnerable households in private sector housing who are living in homes which meet the Decent Homes Standard .by 555 by March 2010

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STRATEGIC PRIORITY 4 -CREATING A CLEANER, GREENER ENVIRONMENT

Ref No.	No.	Aiming High Target
AH4.C	57	Increase the percentage of schools with an Eco-School accreditation from 32% to 60% by March 2010
AH4.D	58	Increase the number of schools with a travel plan from 58% to 82.6% by March 2010
AH4.E	59	Procure development partners for the priority neighbourhoods of Langley, East Central Rochdale, Kirkholt and Inner Rochdale by March 2010
NI 47	60	Reduce people killed or seriously injured in road traffic accidents DfT DSO
NI 48	61	Reduce children killed or seriously injured in road traffic accidents DfT DSO
NI 167	62	Congestion – reduce average journey time per mile during morning peak
NI 185	63	CO2 reduction from local authority operations
NI 191	64	Reduce residual household waste per household Defra DSO from 679.64 to 480.15 by March 2010
NI 194	65	Air quality – percentage reduction in NO2 and primary PM10 emissions through local authority's estate and operations
SP4.A - Stretch	66	Increase the number of Green Flag award parks and green space from 1 (2006) to 6 by March 2010
SP4.B	67	Increase the percentage of rights of way footpaths that are easy to use by the public from 50% to 65% by March 2010
SP4.E	68	a) To measure the increase in energy generation from on site renewables and low carbon technologies in KWh e.g. from solar panels and/or wind turbines. b) Predicted CO2 reductions from new developments through the application of the Energy and New Development SPD: as indicated in the energy statement and additional assessments supplied with the planning application.
SP4.F	69	Increase the percentage of play areas conforming to LEAP standards from 32% to 48% (Locally Equipped Area for Play) by March 2010
SP4.G	70	Set a programme in place to review all the Borough's street lighting by the end of 2008/9 and have replaced 2,000 units by March 2010
SP4.K Stretch	71	We will reduce the number of streets below standards for litter and detritus from 19% to 8% by March 2010.

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STRATEGIC PRIORITY 5 – IMPROVING HEALTH AND WELLBEING

Ref No.	No.	Aiming High Target
AH5.B	72	Reduce smoking in pregnancy rates with a focus on Heywood and Middleton from 28.2% to 20.2% by March 2010
AH5.K	73	Start construction of new leisure centre in Rochdale Town Centre by December 2010
NI 8	74	Increase adult participation in sport and active recreation DCMS DSO from 22.7% to 23% by March 2010
NI 53a LAA	75	Increase the prevalence of breastfeeding at 6 – 8 weeks from birth from 32% to 35% by March 2010
NI 120a LAA	76	Reduce all age cause mortality rate – females per 100,000 population from 574 to 546 by March 2010
NI 120b LAA	77	Reduce all age cause mortality rate – males per 100,000 population from 795 to 741 by March 2010
NI 123 Stretch	78	Increase the number of self reported four week smoking quitters aged 16 or over from 1036 to 1107 by March 2010
NI 130 LAA	79	Increase the number of social care clients receiving self directed support per 100,000 population DH DSO from 190 to 450 by March 2010
NI 141 LAA	80	Increase the number of vulnerable people achieving independent living CLG DSO from 47.20% to 60% by March 2010
SP5.B	81	Increase older people with mental health needs, accessing day time activities (local priority for carers of older people with mental health needs) from 66 to 200 by March 2010
SP5.C	82	Smoke free homes (NRS) – Increase the number of smoke free homes in NRS areas from 5 to 190 by March 2010 (80% to contain children)
SP5.E	83	Reduction in older people over 65 admitted to permanent residential/nursing home care from 104 per 10,000 to 83 per 10,000 by March 2010
SP5.M	84	To complete 6 mental health and well being impact assessment of the LAA and Refresh in Year 2 based on recommendations by March 2010

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STRATEGIC PRIORITY 6 - Customer Focus

- SP6.A Achieve above average/upper quartile performance in the PLACE Survey
- SP6.B Be in the top quartile in the PLACE Survey customer satisfaction ratings
- SP6.C Achieve above average user satisfaction in each of our services
- SP6.D Be in the top quartile in telephone answering performance (for quality and quantity)
- SP6.E Achieve high satisfaction for our communications
- SP6.F Develop a readily recognisable brand by end 2008 – a more recognisable and consistent use of brand reduced from over 100 currently used.
- SP6.G Open joint services in Heywood, Middleton and Pennines

STRATEGIC PRIORITY 7 – Value for Money

- SP7.A Achieve Annual Efficiency Targets set by Government each year
- SP7.B Achieve a minimum of 2.5% Efficiency savings each year
- SP7.C Achieve a Level 3 “good” judgement within the Council's Value for money framework for all services, and all will be working towards a “very good” judgement.
- SP7.D Achieve a minimum of 3 out of 4 in the Comprehensive Performance Assessment (CPA) for use of resources
- SP7.E Adopt a VFM framework by December 2007
- SP7.F Develop and implement an Annual Council Assessment framework by December 2007
- SP7.G Adopt a medium term budget strategy by December 2007

STRATEGIC PRIORITY 8 - Maximising Our Potential

- SP8.A Complete leadership training for up to 150 Managers
- SP8.B Provide 3 Council Apprentice Team places per year from September 2007
- SP8.C Provide 3 graduate placements over 2 years from September 2007
- SP8.D Provide 75 specialist talent pool places over 3 years
- SP8.E Complete coaching training for Executive Leadership team and Heads of Service by April 2008
- SP8.F Develop an internal communications strategy by December 2007
- SP8.G Deliver a member development programme by December 2008

