

Measures of Accountability and Information Only Indicators 2013-14

In June 2011, the council introduced its new Corporate Business Plan which set out the key aims and objectives for the council for the period 2011-2015. To support the aims and objectives of the council, a suite of performance measures were introduced which were reviewed after the first year to ensure that the information being reported truly provided an indicator of the council's performance. This resulted in two types of indicators being introduced:

- **Measures of accountability (CBP)** – performance measures for which the council is responsible. The council can directly influence and impact on the performance levels against these measures.
- **Information Only Indicators (IO)** – indicators to provide contextual information about the borough. The council has no direct influence over the performance levels, but the information reported provides useful background information in order to assist decision-making.

Summary of performance in 2013-14







The council uses the performance data for the measures of accountability to determine the 'direction of travel' of the performance measures in terms of how performance compares to the previous year outturn. Of the comparable performance measures shown in the tables overleaf,

- 11 indicators displayed an improvement in performance when compared to the 2012-13 outturn.
- 1 indicator maintained the same level of performance as in 2012-13.
- 5 indicators displayed a decline in performance when compared to the 2012-13 outturn.

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Measures of Accountability

Direction of travel can be provided for all Measures of Accountability i.e. how well the council has performed in 2013-14 in comparison with 2012-13.

Ref.	Description	Outturn 2012-13	Outturn 2013-14	Direction of Travel **	Target 2013-14
CBP 3	Percentage of household waste recycled and composted	24.50%	24.26%		26.00%
CBP 5	Standard of cleanliness in the borough (% of areas unacceptable standard for litter).	5%	3%		4%
CBP 9	To ensure that the number of people involved in GBC consultation groups increases in line with the borough's population (a minimum 1% proportion of the population continually involved).	1,107 people	1,406 people		1,100 people
CBP 14	Number of affordable homes delivered (gross)	187 homes	46 homes		81 homes
CBP 15	Average time taken to re-let local authority housing.	27 days	26 days		25 days
CBP 43	Rent collected by the local authority as a proportion of rents owed on Housing Revenue Account (HRA) dwellings.	N/A New Indicator in 2013-14	99.7%	N/A	99.5%
CBP 17	Percentage of non-emergency jobs completed within their designated priority time.	88.42%	90.26%		88.00%



** - Direction of travel is based upon the comparison between the outturn for 2012-13 and the outturn for 2013-14.

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Ref.	Description	Outturn 2012-13	Outturn 2013-14	Direction of Travel **	Target 2013-14
CBP 18	Number of non-local authority-owned empty homes brought back into occupation.	54 dwellings	58 dwellings		35 dwellings
CBP 21	Number of households living in temporary accommodation	44 households	62 households		40 households
CBP 31a	Increase the number of interactions through 'Self-help' options: Pay-me	38,161 users	43,736 users		41,000 users
CBP 31b	Increase the number of interactions through 'Self-help' options: E-billing	416 users	577 users		450 users
CBP 31c	Increase the number of interactions through 'Self-help' options: Direct debit	24,758 users	26,482 users		25,000 users
CBP 31d	Increase the number of interactions through 'Self-help' options: Web self-serve forms	3,798	6,242		4,500
CBP 33	The percentage of council tax collected by the authority in the year.	97.1%	96.8%		96.5%
CBP 34	The percentage of non-domestic rates collected by the authority in the year.	97.9%	97.9%		98.0%
CBP 35	The average processing time taken for all new Housing and Council Tax Benefit (HB/CTB) claims submitted to the Local Authority, for which the date of decision is within the financial year being reported.	24.0 days	23.4 days		25.0 days

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Ref.	Description	Outturn 2012-13	Outturn 2013-14	Direction of Travel **	Target 2013-14
CBP 36	The average processing time taken for all written notifications to the local authority of changes to a claimant's circumstance that require a new decision on behalf of the authority.	7.4 days	5.3 days		10.0 days
CBP 42	Customer Satisfaction – satisfaction with the service provided by the Contact centre	98%	97%		96%

** - Direction of travel is based upon the comparison between the outturn for 2012-13 and the outturn for 2013-14.

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Information Only Indicators

There are no targets set for information only indicators as these are simply in place to provide additional, contextual information to assist officers and members in the decision-making process. The council has little or no influence over the indicators below and as such there are no targets set for these indicators and no 'direction of travel' is to be reported.

Ref.	Description	Actual 2012-13	Actual 2013-14
IO 3	Total recorded ASB (number of incidents)	3,852 incidents	3,720 incidents
IO 5	Swimming usage at the leisure centres within the borough	294,046 users	312,123 users
IO 6	Gym usage at the leisure centres within the borough	194,316 users	182,597 users
IO 7a	Level of involvement at events undertaken in partnership with the Kent Equality Cohesion Council - total number of events	11 events	12 events
IO 7b	Level of involvement at events undertaken in partnership with the Kent Equality Cohesion Council - total number of people benefiting from the events	23,875 people	20,200 people
IO 7c	Level of involvement at events undertaken in partnership with the Kent Equality Cohesion Council - total number of organisations worked with	46 organisations	49 organisations
IO 8	Level of income brought in from outside sources to support the events held with the Kent Equality Cohesion Council.	£31,000	£33,350
IO 9	The number of attendees at organised events held at each heritage site in the borough	5,164 attendees	5,578 attendees

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Ref.	Description	Actual 2012-13	Actual 2013-14
IO 10	Net additional homes provided	394 homes	NOT AVAILABLE **
IO 11	Number of homes (private sector homes) achieving Decent Homes Standard as a direct result of action by the local authority	15 dwellings	39 dwellings
IO 12	Number of Houses in Multiple Occupation (HMO) properties brought up to standard as a direct result of action by the local authority.	9 houses	5 houses
IO 13	Increase the total number of young people and their families receiving help to reduce overall Body Mass Index (BMI) scores by 50 year-on-year	45 families	35 families
IO 15	Number of people involved in the Gravesham Youth Council	163 people	207 people
IO 16	Resident rate of unemployment (number of people aged 16-64 claiming unemployment benefit).	4.0%	3.0%
IO 17	Town centre footfall (Average weekly footfall).	181,373 people	182,575 people
IO 18	Towncentric footfall (annual target with monthly updates).	34,011 people	32,492 people
IO 19	The number of people involved in the Active Gravesham, summer holiday programme and Go Gravesham activities each year.	10,754 people	7,509 people

** - the data relating to IO 10 is not yet available. It will be finalised after the determination of the Local Plan in July 2014.

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Ref.	Description	Actual 2012-13	Actual 2013-14
IO 20	Total recorded crime (number of incidents).	N/A New Indicator in 2013-14	7,818 incidents
IO 21	Total violent crime (number of incidents)	N/A New Indicator in 2013-14	2,088 incidents