

Appendix 1

Community Strategy Review Intelligence <u>Update</u>



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<u>Dudley Borough Challenge Intelligence Update – July 2009</u>

Introduction

This review pulls together intelligence from a number of sources and is designed to report on progress made on the key priority objectives set by the Community Strategy in 2005. The principle source for this is the performance data held in Performance Plus, where such data can inform over the 2005-9 period. It is therefore based on the corporate quarterly Council Plan reporting for the period quarter 1 2005/06 up to and including quarter 4 2008/09.

Information is taken from the corporate performance management reports that are submitted to Corporate Board, the Cabinet Performance Management Sub Group and Cabinet on a quarterly basis. Following Cabinet, the reports are then made available to the public via the internet:

Because the original Community Strategy was expressed in terms of objectives and intentions and not measurable absolutes, a direct match between this and subsequent performance data is not always possible, either in terms of definition of time period. However the report also provides an update to the statements continued in the "what's already planned" and "areas of additional work" parts of each priority theme – where (a) evidence has been supplied, and (b) where not already covered in the Key Achievements section.

This report is intended to assist the process of framing the priorities of the new Sustainable Community Strategy for the next three years, i.e. 2009-2012.

Performance Data

http://www.dudley.gov.uk/council--democracy/performance-matters-in-dudley/performance-reporting

This review is performance indicator focussed given the nature of the corporate quarterly performance reports. Latest satisfaction data from the 2006 Local Government User Satisfaction Survey has also been included. The results of the recent Place Survey will be added to provide a more up to date picture of public satisfaction in the Borough. Performance indicator data is shown up to and including quarter 4 2008/09.

The corporately adopted traffic light indicators are used to denote performance as follows:

- Better than target limits
- Within target limits
- Worse than target limits
- Better than previous reporting year
- The same as previous reporting year
- Worse than previous reporting year



Inequality and Narrowing the Gap

"Narrowing the Gap" refers to the objective to achieve equality of quality of life, life chances, access to opportunities, income, housing standards, educational attainment and health, irrespective of who they are or where they live. The community engagement evidence set out above all contributes toward achieving this objective, and not only in geographically defined communities.

Please refer to the report on the <u>Index of Deprivation (2007)</u> Report and the report to Corporate Board (IMD 2007-18/12/07). This evidence suggests that relative levels of deprivation had increased between 2004 and 2007, with more neighbourhoods falling into the worst 10% on the national scale. This mirrors a more general picture of the West Midlands conurbation which also recorded a similar relative slip.

For a wider picture of geographic disparity please refer to the **Atlas for Health in Dudley** (Dudley Primary Care Trust 2007), which covers not only health outcomes and lifestyle, demography, social capital, local economy, the built environment and neighbourhood classification.



1 Evolving Strong Communities

Headline Achievements

People

- Continued active programme of community engagement led by Dosti;
- 5,000 people contributed to developing priorities of the 2005 Community Strategy;
- Extensive involvement of young people in planning and assessment of services that affect them e.g. Youth Council, Play Strategy, Key Appointments
- · Low and reducing re offending rates amongst young people leading to safer communities
- Good access to education and training within communities
- high profile, innovative engagement ECHO, Face the Public, Park consultation;
- development of "In it Together" approach to community engagement including the Axis of Influence;

Places

- Community regeneration at North Priory
- Community Renewal focus within key localities, delivered through community activities;
- · Castle and Priory events to engage with young people

Dudley Borough Challenge has an overarching vision of promoting stronger communities throughout the borough, and sets out a number of attributes of people who belong to a strong community.

Street survey fieldwork carried out in November 2008 revealed that these issues are of most concern to local people:

- Isolation, especially among newcomers
- Lack of community facilities
- Street lighting in central Dudley (this has also been bought up in Face the People workshops)
- Racism
- Desperate need for regeneration in central Dudley
- Lack of activities for young people, and youth led activities
- · Safe spaces for families needed
- Community tensions (Stourbridge area)
- Population transiency

The Borough has a number of mechanisms set up to help achieve this objective. These include a definition of geographic community, giving a spatial identity to any community that has issues to raise. However there are a large number of communities of interest, or communities whose members have a common link, that form the "network of networks" supported by Dosti. They, together with DCVS, preside over a massive volunteer resource in terms of community engagement and it is this, alongside the efforts of the public service agencies, that is able to show real evidence of progress toward this vision. Listed below are a number of examples of community activity by community groups taken from the <u>fuller report</u>:



Action for Disabled People and Carers

Helping local services to commit to action plans i.e. social services, housing, etc.

Outcome

Inclusion and empowerment of a socially excluded group Improved services through engagement and greater accountability to local people

Priority Area(s)

Promoting a sense of well-being and good health for everyone

Amblecote Christian Centre

Achievements include: redevelopment of South Street Baptist Church into a community support centre and community outreach work in Hawbush.

Outcome

Enabling and enhancing community cohesion Providing leisure activities and supporting the needs of vulnerable / disadvantaged people Raising aspirations of children & young people Enhancing the local environment and green spaces

Priority Area(s)

Promoting a sense of well-being and good health for everyone

Promoting individual and community learning

Safeguarding and improving the environment

Barnardos Time for Me Project

Time for Me Project helps and supports children who live with someone who uses drugs and/or alcohol.

Outcome

Supporting children to cope with parental substance misuse

Raising aspirations of children & young people Improving basic life skills

Priority Area(s)

Promoting a sense of well-being and good health for everyone

Promoting individual and community learning Making Dudley a safe and peaceful place in which to live

Brierley Hill Community Forum

Recent developments : Working Together (Neighbourhood) forum in Pensnett;

signpost project now led by Community renewal for Brierley Hill;

schemes such as a MUGA (Community Renewal commissioned the design and brokered the original scheme) and Hawbush Community Gardens= led by CR and GWBC.

Outcome

Enhancing community cohesion Empowering the community via engagement with key service providers Provision of leisure activities for children & young people Enhancing the local environment and green spaces Helping local

Priority Area(s)

Promoting a sense of well-being and good health for everyone Making Dudley a safe and peaceful place in which to live Celebrating our heritage and local cultural life Creating a prosperous borough Safeguarding and improving the environment



people improve their employment opportunities / potential

Bumble Hole Conservation Group

Group of about 20 volunteers who organise events and activities for the local community, including work with children and adults with learning difficulties.

Outcome

Provision of leisure activities and cultural events for the community

Supporting the needs of vulnerable / disadvantaged people

Enhancing the local environment and green spaces

Priority Area(s)

Promoting a sense of well-being and good health for everyone Celebrating our heritage and local cultural life Safeguarding and improving the environment Promoting individual and community

learning

Bowling Green Tenants and Residents Association

Achievements include: a telephone "helpline"; activity days for children & young people; and working in partnership with lead agencies to affect positive change.

Outcome

Empowering the community via Engagement with key service providers Provision of leisure activities for children & young people Raising aspirations and skills of children & young people Enhancing the local environment and green spaces Providing advice and support to the local community

Priority Area(s)

Promoting a sense of well-being and good health for everyone Celebrating our heritage and local cultural life Safeguarding and improving the environment Promoting individual and community learning

Centre for Equality and Diversity

Achievements: Time Together Mentoring Project; "Coseley our Community in words and pictures" photography project run by CR and led on by CR and developed and funded by CR

Dudley Arts Council

Work ongoing.

Outcome

Enabling and enhancing community cohesion Improving people's mental health Raising aspirations and skills of vulnerable groups Cultural celebration and community learning

Outcome

Promotion of local arts and culture

Priority Area(s)

Promoting a sense of well-being and good health for everyone Celebrating our heritage and local cultural life Promoting individual and community learning Creating a prosperous borough

Priority Area(s)

Celebrating our heritage and local cultural life



Dudley Borough Churches Forum

We inform Churches across the Borough about strategic issues and raise awareness

Outcome

Engaging and empowering local people through good communication Enhancing community cohesion

Priority Area(s)

Promoting individual and community learning Promoting a sense of well-being and good health for everyone

Dudley Interfaith Network

We are helping to build relationships which have led to increased understanding of each other, and stronger community connections.

Outcome

Enabling and supporting community development

Enhancing community cohesion and preventing violent extremism

Promotion of equalities by engaging socially excluded groups (such as Women's Faith Group

Outcome

Providing leisure activities and supporting the needs of vulnerable / disadvantaged people Raising aspirations and skills of children & young people

Priority Area(s)

Promoting a sense of well-being and good health for everyone

Making Dudley a safe and peaceful place in which to live

Dudley Sea Cadets

Young people between the ages of 10 - 18 to learn self-discipline based on the ethics of Royal Navy. Some have learning difficulties and we provide a structured way for them to learn new skills, such as sailing, shooting and first aid.

Priority Area(s)

Promoting a sense of well-being and good health for everyone Celebrating our heritage and local cultural life Promoting individual and community learning

Dudley Women's Forum

Recently, a successful international women's day event was held that enabled women from different cultures to network with each other.

Outcome

Enabling and supporting community development

Enhancing community cohesion and preventing violent extremism

Promotion of equalities by engaging socially excluded groups

Priority Area(s)

Promoting a sense of well-being and good health for everyone

Making Dudley a safe and peaceful place in which to live



Dudley Voices for Choices

Self-advocacy group for people with learning difficulties.

Dudley Voluntary Youth Organisations

Recent developments include: training sessions on a range of key issues affecting children & young people, supporting socially excluded community groups, and providing funding advice to such groups.

Energy, Waste and Pollution Working Group Awareness raising and promotion of 'Green Issues'.

Engaging – Older People's Network

A steering group was set up to focus on The Dudley Borough Older People's Strategy, identifying barriers / solutions to improving potential / opportunities for older people to access health and economic benefits.

Outcome

Enhancing community cohesion and preventing violent extremism

Promotion of equalities by engaging socially excluded groups

Outcome

Supporting community development

Enhancing community cohesion and preventing violent extremism

Promotion of equalities by engaging / advocating the position of socially excluded groups Raising aspirations and skills of children & young people Providing advice and support for vulnerable / socially excluded groups Supporting local leisure & cultural activities

Outcome

Increased understanding of climate change and sustainability.

Outcome

Inclusion and empowerment of a vulnerable group

Better information and improved services through engagement and greater accountability to local people

Priority Area(s)

Promoting a sense of well-being and good health for everyone Making Dudley a safe and peaceful place in which to live

Priority Area(s)

Promoting a sense of well-being and good health for everyone Making Dudley a safe and peaceful place in which to live Celebrating our heritage and local cultural life Promoting individual and community learning

Priority Area(s)

Safeguarding and improving the environment

Priority Area(s)

Promoting a sense of well-being and good health for everyone

Promoting individual and community learning



Friends of Huntingtree Park

Local residents formed to try to improve the environment, equipment and appearance of our local park.

Hope Street Park Friends Group Mission Statement

"The Hope Street Park Friends Group exists to help provide a safe and harmonious recreational place for families and all members of the community to enjoy".

KIDS Orchard Centre

KIDS Orchard Centre staff work with disabled children and young people aged 0 to 19.

Kingswinford University of the Third Age

Voluntary group who encourage older, retired people to help each other by sharing their knowledge and skills. We help adult learning and provide leisure and recreational facilities in order to improve the conditions and social welfare of members.

North Dudley Neighbourhood Watch Association

Senior Citizens Enterprise Woodwork Group

Our group encourages elderly people to learn and practice woodwork skills and build social relationships with others.

Outcome

Improved leisure and cultural activities

Improved local parks and green spaces Improved knowledge / skills of children and young people

Outcome

Improved leisure and cultural activities

Improved local parks and green spaces Enhancing community cohesion

Outcome

Supporting the needs of vulnerable / disadvantaged children & young people

Outcome

Supporting the needs of socially excluded groups (i.e. older people) Promoting equalities and community cohesion Promoting adult learning through cultural and leisure activities

Outcome

Recognition of community work presented with a certificate by Chief Supt. Baldwin,

Outcome

Supporting the needs of socially excluded groups (i.e. older people)

Promoting adult learning through cultural and leisure activities

Priority Area(s)

Celebrating our
heritage and local
cultural life
Promoting a sense of
well-being and good
health for everyone
Promoting individual
and community
learning

Priority Area(s)

Celebrating our heritage and local cultural life

Promoting a sense of well-being and good health for everyone

Priority Area(s)

Promoting a sense of well-being and good health for everyone

Priority Area(s)

Promoting individual and community learning

Celebrating our heritage and local cultural life Promoting a sense of well-being and good health for everyone

Priority Area(s)

Making Dudley a safe and peaceful place in which to live

Priority Area(s)

Promoting a sense of well-being and good health for everyone Promoting individual and community learning Celebrating our heritage and local cultural life



Shell Corner Partnership

We encourage local regeneration in the area e.g. small businesses were assisted in claiming Small Business Rate Relief; also feasibility study to evidence need for a dedicated Community Centre

Outcome

Improved economic support and opportunities for small businesses

Priority Area(s)

Creating a prosperous borough

Promoting community cohesion

SSAFA Forces Help Dudley District

National charity assisting members of the Armed Forces, ex-servicemen and their dependants, e.g. widows.

Outcome

Supporting the needs of socially excluded / vulnerable people

Priority Area(s)

Promoting a sense of well-being and good health for everyone

St Andrews Residents Trust

We renovated the St Andrews Community Hub. We have started a junior fishing club (7-15 years) and host a range of activities / facilities at the Hub for all ages.

Outcome

Supporting the needs of socially excluded / vulnerable people Enabling and enhancing community cohesion Providing economic advice and support for local people

Priority Area(s)

Promoting a sense of well-being and good health for everyone Promoting individual and community learning Celebrating our heritage and local cultural life Creating a prosperous borough

Stop it Now! Black Country and Birmingham

Preventative project which aims to break through the secrecy and taboo of child sexual abuse to make it everyone's business.

Outcome

Reducing child abuse and improving the safety of children & young people

Priority Area(s)

Making Dudley a safe and peaceful place in which to live

'Time Out' Short Cross Methodist Church Halesowen

Time Out provides a meeting place for elderly housebound people needing to share company, to have a few hours out of the house and in some cases give their carers a little time to themselves.

Outcome

Supporting the needs of socially excluded groups (i.e. older people)

Promoting adult learning through cultural and leisure activities

Priority Area(s)

Promoting a sense of well-being and good health for everyone Promoting individual and community learning

Celebrating our heritage and local cultural life

The Oval and Tudor Tenants and Residents Association

Group of residents with the aim to improve the quality of life for themselves and other residents on the estate.

Outcome

Empowering the community via engagement with key service providers

Enhancing community cohesion

Priority Area(s)

Promoting a sense of well-being and good health for everyone

Celebrating our heritage and local cultural life



The Warehouse Dudley Drug Project

We work to reduce the harm experienced by drug and alcohol users, their families and the communities in which they reside, in all their diversity in the Dudley Borough.

Thomas Pocklington Trust

Recent achievements include winning funding towards the development of a "sensory garden" and the production of a book in all accessible formats on the history of our centre.

NRF Stronger Communities Projects (18) - majority run by Voluntary, Community and Faith Sector (VCFS) organisations

Outcome

Supporting the needs of socially excluded / vulnerable groups

Outcome

Supporting the needs of socially excluded / vulnerable groups

Celebrating local heritage and culture

direct beneficiaries approx. **3270** people of which:

- 20 were on incapacity benefit
- 26 were homeless young people
- 37 were visually impaired
- 59 had a learning disability
- 250 were older adults
- from black and ethnic minority backgroun ds including refugees and asylum seekers
- 2,100 were children or young people

Priority Area(s)

Promoting a sense of well-being and good health for everyone

Making Dudley a safe and peaceful place in which to live

Priority Area(s)

Promoting a sense of well-being and good health for everyone

Promoting individual and community learning

Celebrating our heritage and local cultural life Stronger Communities

Promoting a sense of well-being and good health for everyone

Promoting individual and community learning

Celebrating our heritage and local cultural life

Safeguarding and improving the environment

Castle and Priory Area regeneration Board

Set up in 2001, the Castle and Priory Area Regeneration Board (CAPARB) aims "To serve the residents of the

Outcome

Community Empowerment

Priority Area(s)

Promoting a sense of well-being and good



Castle and Priory Ward in ensuring the appropriate, timely and efficient use of all the resources available for community, social, environmental and economic regeneration, community development or improvements to the quality of life". The board is resident led and has derived its priorities from consultation and on going dialogue with members of its community

, via engagement with Service providersinfluencing service provision

- Enhancing
 Community
 cohesionintergeneration
 al and tackling
 hate crime
- Reduction in criminal damage and ASB- through enhanced youth activities, joint working with the police and tackling underage drinking
 - Tackling worklessne ss as part of NESP group

Commissioned U13 youth activity through external funding to meet gaps in provision health for everyone

Making Dudley a safe and peaceful place in which to live

Creating a prosperous borough



Strategic Priorities for next 3 years as "People and Places":

People

- Further developing and supporting volunteering as a vital lifeblood to the strength and resilience of individuals and our communities to:
 - o Increase personal self-esteem;
 - Provide alternative opportunities for personal and community benefit, for people made jobless by recession conditions;
- Supporting people from disadvantaged place/backgrounds:
 - o In order to provide the means to escape poverty;
 - With a focus on children and young people through services provided through children's centres;
- Develop more empowering approaches to enable a wider range & diversity of people in decisions affecting their lives and communities:
 - o In order to improve the degree of personal control over one's life;
 - o In order to support the customer-focussed transformation of public services;
 - o By creating more opportunities for community interaction and participation;

Places

- Further developing and supporting volunteering as a vital lifeblood to the strength and resilience of individuals and our communities to:
 - o Increase personal self-esteem;
 - o Improve cohesion within communities;
 - Provide alternative opportunities for personal and community benefit, for people made jobless by recession conditions;
- Supporting people from disadvantaged place/backgrounds:
 - o Delivered through the area committee action plans;
- Implement the community cohesion strategy in order to positively deal with significant local issues and local impacts of national/global concerns



Priority 1: Creating a Prosperous Borough

Consultation confirmed the need for our residents to access well paid local jobs with the opportunity to increase skills in order to take on more fulfilling careers. People feel proud to live and work in the borough and consider that agencies should positively promote the borough's many economic opportunities and strengths.

Outcome: To create competitive and prosperous communities where existing businesses thrive, new businesses are attracted to invest, and all of the Borough's residents are equipped with the skills needed for the current and future jobs market Headline Achievements:

People

- A new corporate role to addressing worklessness -clear lines of responsibility and early actions.
- Signing of Local Employment Partnership agreement with Jobcentre Plus.
- A refocused Economic Development & Regeneration Partnership (EDRP) established with a strong focus on addressing worklessness and linking local people to employment and training opportunities.
- Future Skills Dudley selected as a primary contractor for the Department for Works and Pensions Flexible New Deal programme, with a potential value of up to £120m over the next 7 years, to help to address worklessness issues across the Black Country.
- City Strategy Pathfinder status achieved for the West Midlands City Region, enabling the
 Dudley MBC along with partners including Jobcentre Plus, Learning & Skills Council and local
 colleges to work together to tackle worklessness in five disadvantaged wards in the borough Brierley Hill, Castle & Priory, Netherton, Woodside & St Andrew's, St James's and St Thomas's.
- A 'Dudley Means Business' task group established, comprising high level representatives from Dudley MBC and key partner agencies, to proactively co-ordinate positive actions to support local residents and businesses through the recession.

Places

- Shared vision for regeneration through the Black Country Joint Core Strategy.
- An agreed strategy around the role of the Borough's primary centres with New Heritage Regeneration Limited (NHR) established as a delivery mechanism for the area development frameworks at Dudley and Brierley Hill.
- **Dudley Town Centre Partnership** launched in March 2009 to support NHR in promoting the future renaissance of Dudley town centre.
- £6m of Advantage West Midlands (AWM) funding drawn down for the acquisition of premises in Dudley town centre to support the delivery of the **Dudley Area Development Framework**.
- £4.2m of funding from AWM and Heritage Lottery Fund (HLF) approved for the Dudley Townscape Heritage Initiative (THI) to deliver regeneration based on historic townscape
- Area Action Plans (AAPs) being developed for Brierley Hill, Halesowen and Stourbridge.
- **Halesowen town centre** £30m redevelopment of the Cornbow shopping centre completed in December 2008, with a new ASDA store employing up to 400 people and a new bus station.
- Local Centre Regeneration regeneration plans approved for Lye district centre and Cradley /Windmill Hill local centre. Plans are being developed Shell Corner, Pensnett & Quarry Bank.
- Brierley Hill Sustainable Access Network, a new £27m strategic link road to reduce congestion and open up development land, officially opened in November 2008, having been delivered on time and within budget.
- Funding secured from the Department for Transport for improvements to Burnt Tree Island.
- Overall cleanliness and appearance of the borough via SHEP contribution though the Beat Sweep Scheme and targeted graffiti initiatives in partnership with West Midlands Fire, Police and Environment Agency
- Effective outcomes with West Midlands authorities through the **Road Safety Partnership** to deliver road safety
- Rationalised bus routes via the Network Review



Objective 1.1

Developing Brierley Hill as an economic and retail centre for the Black Country, with the three main town centres of Dudley, Halesowen and Stourbridge undertaking area action plans to offer a model of urban living and working whilst promoting the built heritage

Key Activity	What we have achieved
Funding for major regeneration projects	 £8.1 million of outline funding applications agreed by Advantage West Midlands and £4.5 million secured from HCA towards the delivery of major regeneration projects including the Dudley Area Development Framework and the 8 opportunity sites within this framework The role for Dudley Town Centre as the civic centre of the
Dudley Area Development Framework	Borough for residential, heritage and tourism based development was confirmed by the approval of the Phase 1 Revision of the Regional Spatial Strategy in January 2008 • Arms Length Company (New Heritage Regeneration Ltd) for the delivery of Dudley town centre regeneration formed on the 4 th August 2008 and formally launched in January 2009 • £33 million of outline funding applications agreed by AWM and £4.5 million secured from HCA towards the delivery of major projects including the Dudley ADF and the 8 opportunity sites within this framework
Keep Brierley Hill Moving	 Following £20.32m of government funding – the Brierley Hill Sustainable Access Network completed at the end of October 2008 at a total cost of £27 million – enabling better public transport access to the High St. High St/Church St. works to follow commencing March 2009, subject to approval of the funding bid to Advantage West Midlands As well as the implementation of the Area Development
Brierley Hill, Halesowen and Stourbridge Town Centre Regeneration	 Framework for Dudley Town Centre, work has begun to prepare Area Action Plans for Brierley Hill, Stourbridge and Halesowen Town Centres The Council is working with Vale Retail and Centro to deliver a £30 million regeneration of Halesowen, to include a new superstore and a large multi-storey car park. Work on the £3.5 million bus station was completed on schedule in December 2008
Local Centre Regeneration	 Regeneration plans have been approved by Cabinet for Lye District Centre and Cradley/Windmill Hill local centre. Plans are underway for Shell Corner, Pensnett and Quarry Bank local centres in consultation with the communities

Objective 1.2

Ensuring that Dudley develops as a sub-regional focus for leisure and tourism activity building on existing leisure attractions within the centre

Key Activity	What we have achieved
Castle Hill Development to provide business, employment, leisure and housing opportunities	 Discussion ongoing between the Council, Dudley Zoo, Advantage West Midlands and other interested parties



What we have achieved Despite being unsuccessful in the televised BIG Lottery Fund public vote in 2007, the Council remains committed to taking forward to Strata vision via a phased approach. Phase 1 focuses on the 'above ground' works including site and access improvements, education and interpretation programmes. The Heritage Lottery Fund awarded the Council £799,971 in September 2008 to implement the Ripples Through Time project at Wrens Nest National Nature Reserve. Development of the stage 2 application is continuing to progress on time. Community consultation will start in earnest from April 2009, with the Council

additional match funding.
Contractors have been appointed to undertake the stabilisation of the Step Shaft Mine, with work commencing mid-April 2009

2009. Funding applications are being drafted to secure

continuing to work to a timetable of a Stage 2 submission in June

 The Black Country Living Museum, Dudley Canal Tunnel and Limestine Mines, the Red House Glass Cone and Broadfield House Museum have all been included in the new Heart of England Route of Industrial Heritage. The route connects 24 of the Heart of England's finest attractions that celebrate its contribution to the industrial revolution. The purpose is to promote industrial heritage tourism in a co-ordinated way across the region

to Advantage West Midlands for the Connections to

Heart of England Route of Industrial Heritage

Objective 1.3

Creating opportunities for local people to gain well paid employment in the Borough by equipping residents with the necessary skills and encouraging employers to invest in employee development

What we have achieved **Key Activity** A public, private and voluntary sector partnership has been formed by Future Skills Dudley & a key New Deal contract from Jobcentre Plus – an £8 million contract to secure jobs for thousands. FSD has been selected as a primary contractor for the DWP's Flexible New Deal Programme, with a potential value of up to £120m over the next 7 years to help address Worklessness issue across the Black Country. Employability skills and training Specific initiatives such as the Building Essential Skills for Construction Trades (BEST) Programme have supported priority groups such as the long term unemployed, BME groups and those still at school into jobs within the construction and allied sectors. For the lifetime of the project (July 2003-December 2007) there have been 1219 learning opportunities, 1,000 qualifications achieved and 1112 job outcomes Local Management Groups established in all of the 5 City Strategy wards to oversee the delivery of City Strategy Deprived Area Fund (DAF) resources. Achieving City Strategy Working with local partners to reduce Pathfinder Status has enabled the council, along with the Black levels of worklessness in 5 city strategy Country Learning and Skills Council, Jobcentre Plus, colleges and the private sector to work together in tackling worklessness wards in these areas DMBC and partners have submitted an application for funding



Key Activity

What we have achieved

Opportunities fund with focus on the long term unemployed, including those in priority areas – this is against a backdrop of an increasing number of redundancies

Delivery of the South Black Country Enterprise and Innovation Centre A collaborative group of Higher Education Institutions (HEIs) and Further Education (FE) establishments has been established to provide a cohesive package of support around innovation and enterprise. This flagship project is aimed at providing a 'gateway' of ideas for entrepreneurs and start-up companies and attracting high value knowledge businesses to the Borough and the Black Country. Work is well advanced for a site on Castle Gate and AWM are supporting the project along with local higher and further education establishments. The open university and other targeted universities are also involved

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
DUE ER 001 Number of disadvantaged residents placed into work through Future Skills Dudley DUE ER 002 Number of	-	291	460	63	246	*	7
disadvantaged residents receiving training and / or achieving recognised qualifications through Future Skills Dudley	-	1199	2372	275	1991	*	4
CYP 11.1 % of 16-18 year olds not in education, employment or training EDE 04.1.1	-	5.6% (Baseline)	5.7%	4.6% (Stretch)	5.4%		7
No. people aged 18 – 64 moving into sustained employment from within either our Priority Areas or Key Priority Groups EDE 04.4.4.1	-	33 (Baseline)	105	116 (Stretch)	116	•	7
No. working aged adults (18 – 64) drawn from within either Priority Wards or Priority Groups with NVQ Level 1 or equivalent EDE 04.4.4.2	-	25 (Baseline)	22	35 (Stretch)	35	•	7
No. working aged adults (18 – 64) drawn from within either Priority Wards or Priority Groups with Skills for Life at levels 1 & 2 EDE 04.4.4.3 No. working aged adults (18	-	25 (Baseline)	28	38 (Stretch)	44	*	7
- 64) drawn from within either Priority Wards or Priority Groups (as defined) who possess Skills for Life within entry levels 1 – 3 NI 152	-	35 (Baseline)	31	39 (Stretch)	39	•	71
% of working age people claiming out of work benefits NI 153	13.2%	13.3%	12.8%	12.8%		ugust 2008 is ailable – 12.8	
% of working age people claiming out of work benefits in the worst performing neighbourhoods	-	-	27.8%	28.9%		ugust 2008 is ailable – 27.4	

Note: OOB %s based on May-Feb average for each year;



Employment levels are not measurable at sub-borough geographies – see "Narrowing the Gap" data on JSA claimants as a reverse picture.

Objective 1.4

Creating an environment to enable existing and new businesses to thrive whilst championing the interests and assets of the Borough so as to encourage more business investment

Key Activity

Substantially improve the quality of the local amenities and environment conditions to provide attractive and stimulating conditions for people to live,

visit and work - for example making more

attractive visitors entrance to the borough

Reviewing the diversity and dynamism of the business base to foster the growth of an entrepreneurial culture where members of all of our communities feel confident to invest in local business

Promoting the continued physical development and regeneration of land and town centres throughout the borough, ensuring that local centres remain attractive to local investors and provide quality services to their local communities

What we have achieved

- £16M investment underway via Transforming Your Space, Liveability, Play Pathfinder, Section 106 and Heritage Lottery Fund funded projects to increase the facilities and attractiveness of the boroughs parks and open spaces
- Completion of the Phase 1 restoration of The Leasowes, Halesowen & securing of a Stage 1 pass for the Heritage Lottery funded improvements at Priory Park. Preparation of a public realm strategy for Dudley Town Centre as part of the delivery of the Area Development Framework
- New Heritage Regeneration Ltd which is an arms length company of DMBC has been established to oversee physical development and inward investment into the Borough. This will create opportunities for new and existing businesses within Dudley
- Delivery of Enterprise Awareness contract with Business Link West Midlands up until March 2009. Beyond this date potential funding will be sought to continue this type of activity in the future
- Following the government's confirmation of the Black Country Regional Spatial Strategy, work has been directed towards developing specific regeneration schemes, including proposals for each of the principal town centres
- Action plans (either as supplementary planning guidance or regeneration strategies) have been adopted for Lye and Cradley, or are in preparation or to be adopted for Shell Corner, Pensnett and Quarry Bank. All involve local communities in their preparation and in the case of Shell Corner, Lye and Cradley, local partnerships in their implementation and review
- Economic Regeneration Strategy 2008/09

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
EDE 04.2 Number of new business starts	-	-	430	No Ion	ger collected	(see NI 171	below)
EDE 04.3 Number of businesses assisted NI 171	-	-	1496	No Ion	ger collected	(see NI 171	below)
Rate of business registrations per 10,000 resident population aged 16 and above	-	-	50.6	43	47	*	4



What's Already Planned/Areas of Additional Work – Summary

Positives

Ensuring that all unemployed residents are offered appropriate training and support to help them secure and retain employment in an increasingly technological jobs market

- Dudley MBC has signed up to a joint Black Country Employment and Skills Protocol between partners including Learning and Skills Council, Jobcentre Plus, Black Country Consortium, Black Country Chamber of Commerce, local Colleges to ensure better joint working arrangements to ensure Dudley residents benefit from training and employment opportunities
- Delivery of Enterprise Awareness Training to encourage unemployed residents to consider self employment in 2008/9;
- Delivery of LAA 2007-2010 stretch targets focused on improving skills and employment opportunities for people in Dudley
- Signing of new Local Employment Partnership with Jobcentre Plus (March 2009;

Creating new industrial and commercial opportunities in sustainable locations

Work progressing on the production of several planning documents in order to safeguard sites as well as identify new opportunities for such development. Such documents include the Black Country Joint Core Strategy, Brierley Hill Area Action Plan, Halesowen Area Action Plan, Stourbridge Area Action Plan & the Development Strategy Plan Document

Additional work with the community and voluntary sector to promote the valuable contribution made to the overall prosperity of the Borough made by volunteers and recognition of how skills acquired through volunteering can aid individuals accessing the jobs market

- Develop opportunities for volunteers to improve their skills and access training opportunities through, e.g. Train2Gain programme, to assist them in securing employment
- The Prince's Trust Community Cash Awards provides grant funding to groups of young people aged 14-25 to develop community based projects

Raising the aspirations of children and young people within the borough and creating opportunities for them to achieve economic well-being

- Continual working with Prince's Trust and Dudley secondary schools in the delivery of the XL programme which aims to assist those students who are at risk from exclusion (105 students participated up to Dec 2007); 28 unemployed participated in Team programme; 6 from core client groups accessed educational/training/job opportunities that benefit local communities
- The Prince's Trust Development Awards of between £50-£500 enable young people aged 16-25 to access opportunities in education, training and employment
- Joint working through extended schools to raise engagement with young people in activity and with adult
 and family learning to increase the numbers of parents involved in learning which impacts on chid poverty
 and educational outcomes

Building our share of better paid employment opportunities through long term education and training programmes to equip people for increasingly high skilled positions

- Increase Activity through mainstream and discretional funding which provides training and qualifications such as Train2Gain and Higher Level qualifications in order to increase opportunities for local people to obtain higher paid employment through better skills and qualifications
- Working with Black Country Learning Partnership with a focus on increasing the number of people achieving Level 4 and higher qualifications

Improving the quality and vibrancy of local centres by a set of programmed developments agreed by the local communities

Action Plans (either as Supplementary Planning Guidance or Regeneration Strategies have been adopted for Lye and Cradley, or are in preparation or to be adopted for Shell Corner, Pensnett and Quarry Bank. All involve local communities in their preparation, and in the case of Shell Corner, Lye and Cradley, local partnerships in their implementation and review (developed and supported by Community Renewal)

Championing the interests of Dudley Borough, securing resources and our position regionally



- Through the West Midlands City Region, a Multi Area Agreement focussed upon employment and skills is being developed. If approved by government this agreement will allow authorities within the region to work better together and pool resources in order to achieve a shared goal of reducing worklessness
- Working closely with Sandwell MBC to draw down £12m of European funding for regeneration within Dudley and Sandwell.

Strategic Priorities for next 3 years as "People and Places":

People

- People employment opportunities and a broader skills base for Dudley residents, with a focus on disadvantaged areas
 - o Increase the number of people in the borough accessing training and job opportunities.
 - o Broaden the skills base of Dudley residents in order for them to obtain and sustain employment.
 - Decrease the number of households experiencing hardship resulting from low incomes and vulnerability to changes with the economy.

Places

- Business developing and diversifying the local business base
 - o Develop a strategic approach to inward investment across the borough.
 - Sustain the business base and develop the business support offer to provide key businesses in Dudley Borough with direct access to Council and partner agency services.
 - o Increase the proportion of higher value businesses in the borough.
- Place creating an attractive environment for people to live, work and invest in
 - o To regenerate the borough's town centres as a focus for the provision of community services, the promotion of inward investment and the creation of job opportunities.
 - To offer a range of investment sites and opportunities to cater for the expansion of existing businesses and the attraction of new investment.
 - To develop Dudley's role within the regional transport system to enable residents to move into, out of and around the borough and connect them with employment opportunities locally and regionally.



Priority 2: Promoting a sense of well-being and good health for everyone

People told us they wanted Dudley to be a borough with improved health for everyone, where fewer people smoked, more people engaged in physical activity and enjoyed better diets and there was less abuse of drugs or alcohol.

Outcome: A Borough where people enjoy a sense of well being, and enjoy healthier and more active lifestyles

Headline Achievements

People

- Improvements to health outcomes
 - o Reduction in all age all cause mortality from 762/100,000 1995-7 to 618 in 2007;
 - o Increase in life expectancy 1995/7 to 2005-7:males from 74.5 to 77 yrs; females from 79.5 to 81.6 yrs
 - Reduction in premature death rates from cardiovascular disease from 148.6 in 1995/97 to 79.1 in 2005/7
 - reduction in the percentage of our year 6 children who are obese 20.18% against a target of less than 23%
- Smoking: 2377 smokers helped to quit in 2008/9
- Greater choice and quality in adult social care doubling of numbers self-directing their support to over 1000 people
- Dudley pilot for personalised healthcare budgets
- Major contribution toward well being of older people through good information, engagement and understanding of needs (cited by Audit Commission as good practice)
- Establishment of new cross-authority Mental Health Trust
- Safeguarding Vulnerable Adults Board developments approx 250 people safeguarded through procedures 08/09
- Increase in number of people taking physical exercise (Place Survey)
- Healthier lifestyles of children and young people:
 - o Alcohol drunk by Yr 10s in week before survey 2004 (56%), 2008 (39%);
 - o % Yr 10s smoking, 2004 (25%), 2008 (15%);
 - o % Yr 10s ever tried drugs: 2004 (27%, 2008 (20%)

Places

- Refurbished PFI hospital at Russell's Hall;
- Major performance improvements in adaptations service
- Large public/private LIFT capital programme bringing together health and social care services in one integrated health facility;
- 3 of Borough's children's homes judged as "outstanding" by OFSTED; (IMG)
- Healthy Towns initiative (1) (*IUSp.18*) based on the Borough's parks (£4.5m); 1 of only 9 borough awarded:
- Refurbished leisure centre facilities (£1.4m investment);
- QUEST standards met in all our leisure centres (1) (IUSp. 18)
- First Extra Care Housing provision in the Borough opening at Beacon Centre with work commencing on two sites in Russells Hall and Coseley in September 2009
- Activity development of Walkzones; (1) (IUSp. 18)
- Decrease in children/young people drinking/smoking/using substances:
 - Alcohol drunk by Yr 10s in week before survey 2004 (56%), 2008 (39%);
 - o % Yr 10s smoking, 2004 (25%), 2008 (15%);
 - % Yr 10s ever tried drugs: 2004 (27%, 2008 (20%)
 - o access to "Scores on the Doors" Food Safety/Healthy Options
- Healthy Eating:
 - o Food for Health Rating for establishments; (1) (IUSp. 18)
 - o All schools attained Healthy Schools Standards (IMG); (1) (IUSp. 18)



Objective 2.1

Tackling the connection between poverty and poor health

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
FIN BEN 002a Benefits shop activity – benefits take up FIN BEN 002b	1099178	2493556	2612998	2550000	2373518	•	7
Benefits shop activity – number of successful new claims for attendance allowance and income support	1027	951	1037	1000	1016	*	7

Objective 2.2

Promoting and improving access to physical activity and encouraging healthy eating so as to reduce levels of obesity

Key Activity	What we have achieved
Providing activity opportunities to enable referral to appropriate exercise for children with weight management problems	 MEND programme – Mind, Exercise, Nutrition Do It! A course for families with children aged 7 to 13 whose weight is above the healthy range for their age and height, in partnership with the PCT. 56 children, from a total of 71 referrals, have completed one of the 7 programmes run since October 2007. Dudley PCT has secured funding for an additional 7 programmes QUEST (a nationally recognised quality standard for the leisure industry) achieved at Halesowen, Crystal and Dudley Leisure Centres and Sports Development. These 3 centres have also installed state of the art fitness suites with the very latest equipment with a public/private partnership deal with £1.4 million
Increasing the number of quality assured sports facilities within the Borough	coming from the private sector partner and membership has significantly increased as a result. Membership numbers at the Council's leisure centre health and fitness facilities has risen from 1359 (March 2008) to 2236 (March 2009). We have also seen a 37% increase in the take up of leisure option cards when compared to 2006/07 (DUE C&C002) • Over £250,000 has been invested at the Dell Stadium to refurbish the athletics track and improve levels of floodlighting to enable Dudley Town FC to establish its home base at the facility
Dudley Food for Health	 DUE in partnership with the PCT has actively promoted healthy lifestyles and reducing health inequalities through the promotion of the Dudley Food for Health star rating award for catering businesses in recognition of their good standards of hygiene, healthy nutritional choices and sustainability.
Get Cooking	 In partnership with the PCT, Adult Learning and Community Renewal - implementation of "get cooking" in community locations targeting groups of people teaching them how to cook, good nutrition and specialist diets - Men's cooking at Upper Gornal
'Scores on the Doors'	 Improvement in food hygiene is anticipated with the introduction in April 2008 of a 'Scores on the Doors' award scheme which publishes a star rating for businesses based on standards of food



Key Activity What we have achieved hygiene. At March 2009, 1567 out of the 2100 food premises in the Borough are listed with 79% of those being rated as satisfactory or higher. The scheme is proving to be very popular with members of the public with up to 2000 users accessing the scheme each month Ongoing through Walkzone. The walkzone website (www.walkzone.dudley.gov.uk) helps users plot walking routes Implementation of Active Dudley project around the Borough. Walkzone has been so successful that it is now being rolled out on a regional and national basis Dudley Council and PCT received £4.5 million funding from the government's £30million Healthy Community Challenge Fund. Dudley is the only council in the region to receive funding and is now officially designated as a healthy town. Dudley's programme, entitled 'Let's Go Outside', aims to encourage families to make the most of outdoor areas by transforming parks, play areas, and nature reserves into 'family health hubs'. The hubs will, through a programme of activities and events, promote healthy lifestyles for all ages and help reduce the level of obesity in the borough. Physical changes created through the **Healthy Towns** funding will include developments on parks to provide outdoor gyms, toilets, indoor spaces, cycle storage, notice boards and signage. All the hub sites will have work done to be compliant with the Disability Discrimination Act. Activity programmes will also be set up in parks such as led walks, cycle trails, community event days, sports coaching and multi-skills sessions, and a whole host of other activities. In addition, safe, active travel connections will be created to join people's homes to the health hubs. The 'active travel corridors' will be created by adding signage, crossings, cycle storage to existing routes and the establishment of brand new routes Appointment of School Obesity Prevention Advisor (PCT funded) Appointment of School Obesity Prevention Advisor (PCT funded) · All menus now adhere to current National Food Standards. Menus produced using a Nutritional Computer Package which ensures meals are well balanced and nutritionally sound School meals All primary school menus sent to parents on a termly basis illustrating the healthy options available. Menus are also available via the Dudley Website, the Dudley Portal and Inside Dudlev Promotional posters and leaflets produced and displayed within schools throughout the year, particularly to promote 'theme days' Adult and Community Learning Sport and Personal and Community Development Learning (PCDL) Fitness Programmes provision, in sports and fitness is delivered directly in local communities and includes widening participation activity and a fee-paying programme based on customer demand Community Renewal in partnership with Wolves and WBA have Wolves in the Community delivered and are continuing to deliver football training which West Bromwich Albion Fairplay project encourages exercise and has the added value of diversionary activity. Workshops on healthy lifestyles, drugs, jobs and Teenage Pregnancy are delivered as part of the programme which targets socially excluded neighbourhoods and communities Adult and Community Learning input Number of learners over 60 years participating in adult Older Peoples Strategy community learning: 4608 (HCOP 14.1) Number of learners over 60 years completing a learning

programme: 3678 (HCOP 14.2)



Key Activity Adult and Community Learning input to Mental Health and Learning Disabilities Delivery of LAA 4.4.1 target Delivery of Anxiety Management Courses to learners referred by GPs Delivery of dedicated life skills programme for those with learning disabilities Supporting Families, Carers and Dependants Delivery of Family Learning Programmes in local community settings

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
DUE E&P 003 / HCOP 07.1 Increase take up of Dudley Food for Health Award	-	-	59	60	71	*	7
DUE C&C002 Leisure options card holders	-	3290	4068	4200	4520		7
HCOP 05.1a % of the total population within a 20 minute walk of 3 different designated activity centres, at least one of which has achieved the recognised QA standard HCOP 05.1b	-	-	32.9%	Data not	available	-	-
Number of attendances recorded as structured physical activity sessions in designated parks activity stations	-	-	5398		No longe	r reported	
CYP 03.2 % schools achieving the National Healthy Schools Standards (NHSS) NI 008	-	-	79%	100% (Stretch)	100%	*	7
% of adult population doing sport or active recreation for 30 mins on 12 days in last 4 weeks (Active People Survey)	-	-	17%	19%	17.4%		7
HCOP 14.1 Number of learners over 60 years participating in adult community learning HCOP 14.2	-	-	771	786	4608	*	7
Number of learners over 60 years completing a learning programme	-	-	735	750	3678	*	7
Satisfaction	Actual	A	ctual	Target	Stat	us	DoT 06/07 v
Performance Indicator	2003/04	4 20	06/07	2006/07	2006	/07	03/04
BV 119a Satisfaction – Sports users	50%	2	17%	55%		\	4

Objective 2.3

Minimising the effect of smoking by achieving a smoke-free generation in Dudley in advance of government targets



Key Activity	What we have achieved
'Smokefree Generation'	 Through the Health & Wellbeing Partnership the council has launched the Tobacco Control Strategy for Dudley entitled 'Smokefree Generation'. The council also works jointly with Dudley PCT stop smoking service, HM Customs & Excise and other Black Country local authorities to implement the smoke free legislation. This year DUE is running a 'Counterfeit Kills' campaign which will be targeting large companies about recognising and stamping out illegal sales of cigarettes in the workplace Smoking cessation sessions are run in community locations in conjunction with Community Renewal across the neighbourhoods where smoking is more prevalent and where health inequalities
Smoking in schools Work towards implementing the Tobacco Control Strategy for Dudley entitled 'Smokefree Generation' in partnership with Dudley PCT	 'Quit Because' Theatre in Education run for secondary and targeted primary schools to tackle smoking issues 'Smokin and Tokin' Theatre in Education taken place in 14 secondary schools for 2134 year 8 pupils during 2008/09, giving pupils an opportunity to explore the issues around smoking and illegal drugs Work has taken place with 2 pilot schools to develop smoking education toolkit for secondary schools Tobacco Control Strategy launched on the 26th June 2008. Implementation taking place in relation to smoke free enforcement (1,777 inspections in 2008/2009) and the regulation of tobacco sales (11 test purchases with no sales in 2008/2009)

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
HCOP 08.2b Number of smokers who quit at 4 week follow up with the NHS smoking cessation service	-	-	2419	1881 (Stretch) @ 31/12/08	1539 @ 31/12/08		2008/09 year end data not available

Adult Social Care

Reference to this service area appears under 'Areas of additional work'.

Key Activity	What we have achieved
Older People's Strategy	 Implementation continues through Older People's Board and Themed Action Groups. Review of strategy complete Older Persons Handbook launched
Mental Health	 Dudley-Walsall mental Health Partnership established Integration of Community Mental Health Team for Older People (based at Woodside Day Centre) Redesign of Mental Health Adult Day Services has been completed and implemented
Supporting families, carers & dependents	 Amongst other success initiatives, we now have partnerships for Experts Patients Programme and 'Extend, Get Cooking, Walking to Health Programme' Assisted Living Centre now open at Jack Newell Court Dudley Carers' Strategy 2007-2012



Key Activity

What we have achieved

- · Dudley Carers' Network established
- · Carers' assessment continue to increase
- Dudley Carers' Newsletter
- · Carers involved in planning and consultation

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
BV 053 Households receiving intensive home care per 1,000 population aged 65 or over	13.3	12.6	12.1	12	12.1	*	→
BV 054 Older people helped to live at home per 1,000 population aged 65 or over BV 056	92.5	92	91	94	88	•	4
% of items of equipment delivered and adaptations made within 7 working days BV 195	80%	93%	92%	94%	91%	*	4
Acceptable waiting times for assessments (% less than or equal to 4 weeks) BV 196	80.5%	86%	85%	90%	88%	*	7
Acceptable waiting times for care packages (% less than or equal to 4 weeks) BV 201	93%	95%	93%	95%	83%	*	7
Adults and older people receiving direct payments per 100,000 population aged 18 or over	56	72	141	205	235	*	7

What's Already Planned/Areas of Additional Work – Summary (where not already referred to above)

Promotion of healthy lifestyles in all FE colleges..?

Developing in partnership the Activemag.net website

This has been developed according to the project brief and timeframe. There is potential to extend the system beyond its original purpose to track young volunteers in support of the stretch target



Strategic Priorities for next 3 years as "People and Places":

People

- Addressing poor health, mental wellbeing and unhealthy lifestyle choices to improve people's quality of life by...
 - o Reducing the number of people (including children) classed as overweight or obese
 - o Improving people's physical health & lifestyle through the increased promotion and marketing of healthy lifestyle choices (again a focus on children and young people)
 - Improving people's mental health and wellbeing by promoting healthy lifestyle choices and initiatives
 - o Improving people's sexual health, with a focus on reducing the prevalence of STIs
 - o Reducing the Borough's infant mortality rate
 - Safeguarding health through the coordinated response to pandemic threat
 - o Provision of greater choice and more personalised services
- Dealing with the prevalence and harmful effects of alcohol and substance misuse by...
 - Reducing the number of adults and young people using illegal drugs; focussing on drug awareness education and prevention initiatives
 - Reduce the number of adults consuming unsafe levels of alcohol; and the number of young people who consume alcohol
 - Supporting more people into drug and alcohol treatment programmes, focussing on accessibility and tailored treatment

Places

- Tackling health inequality within the Borough by...
 - o reducing the variance in life expectancy, focussing on reducing the gap between affluent and less affluent parts of the borough
 - Improving access to public services, focussing on 'hard to reach' communities and society groups
 - Reducing the prevalence of smoking, with a focus on the more deprived areas of the borough, through the partnership tobacco strategy;
 - o Reducing the numbers of teenage pregnancies in the borough, focussing on the promotion of sexual health awareness
 - providing better care for the most vulnerable in our society through safeguarding and protection, e.g. through implementing the action plan agreed from the Adult Social Care Inspection
- Addressing poor health, mental wellbeing and unhealthy lifestyle choices to improve people's quality of life by...
 - Extending extra care housing provision by opening 2 new developments and planning for three more:
 - Further modernise health & social care facilities in the Lve area:
 - Proceed with Lift: H+ S care centre programme opening Brierley Hill centre and planning for Lye and Dudley



Priority 3: Celebrating our heritage and the diversity of local culture

Through the consultation process, many people highlighted the value they attached to the heritage and cultural life of the borough including its many recreational activities and its contribution to the quality of life. Specifically, they identified the need for more leisure/recreational facilities that meet the needs of children and young people.

Outcome: To build upon the real sense of pride, respect and belonging that stems from living in the Borough, by celebrating the physical heritage and varied cultural life of its people and enjoying its many leisure opportunities

Headline Achievements

People

- More people involved in physical activity (1) (IUSp.25-6);
 - Leisure options card holders from 3290 in 2006/7 to 4520 in 2008/9;
 - Participation in physical activity and sport as per the Active People Survey (2005/06) and Active People Survey 2 (2007/08) indicates a marginal increase in participation in physical activity from 16.7% (national rank 340) to 16.9% (national rank 327). The participation measure is based on adults undertaking 3 x 30 minutes of physical activity/sport each week
 - Dudley is the best performing authority in the Black Country in terms of this indicator but participation levels are still well below the national average for participation of 21.3%
- More visitors to museums and galleries
 - o Personal from 194/1000 pop. in 2005/6 to 301.7/1000 in 2008/9 (1) (IUSp. 19)
- Library modernisation programme; (1) (IUSp.22) leading to improved satisfaction with libraries (e.g. increased opening hours)
 - o BV118a 68% in 2003/4 to 86% 2006/7
- Good engagement mechanisms for all council services
- Creation of Heritage, Culture & Leisure Partnership and adoption of the Council's Culture Strategy
- National Youth Theatre regional centre in Dudley working with children and young people
- continual high standards achieved by Dudley Performing Arts, Dudley Halls, and Dudley Museum Services
- User forums for all Council facilities; (1) (IUSp.24)
- Sportlink programme in schools; (1) (IUSp.25)
- Preferential pricing for low participation groups; (1) (IUSp.25)
- Liveability implementation £3.4m over 3 years (1/2) (IUSp.27)

Places

- Borough awarded Play Pathfinder status (£3.2m programme improving services and outcomes)
- Healthy Towns initiative offering wider community outcomes;
- Provided more diversionary activities such as Multi-User Games Areas increased (MUGAs) in 5 parks, improving facilities for teenagers;
- New Archives & Family History Centre commissioned
- Secured funding for "Seven Sisters" phase 1 of the "Strata" within the Wren's Nest Nature Reserve (1) (IUSp. 12)
- Play pathfinder project, meeting the "Enjoy" part of "Enjoy and Achieve" from ECM agenda – good external recognition (IMG)



Objectives 3.1

Increasing the percentage of the population with good access to cultural, leisure and sports facilities

Key Activity	What we have achieved
As 2.2	
Improve promotion and programming of activities to increase access and participation by target groups	 Promotional materials widely distributed Signage replacement programme – tactile and including pictograms to assist users with disabilities and users who do not have English as first language Tandrusti programme aimed at older Asian persons BME community engaged through Dudley performing Arts Swimming sessions aimed at young people with disabilities and their parents/carers Key client groups engaged through Adult and Community Learning attending area of learning of cultural, leisure and sports
Library modernisation	 Looked after children programme Library Modernisation Plan implementation plan progressing to schedule Opening hours extended at Gornal, Kingswinford, Stourbridge and Dudley libraries (including Sunday opening at Stourbridge and Dudley) Library links live at Dudley Wood and Woodside and Quarry Bank with RFID (Radio Frequency Identification) self service. The library links will all stock more than 1,500 books and have free internet and catalogue access. Wordsley library has reopened
Museums / Glass making	 Working with schools to align museum exhibitions with the school curriculum All three museums have attained the Visitor Attraction Quality Assurance Scheme (VAQAS) quality standard for a second year for the level of customer services. Both Broadfield House and Dudley Museum have received Black Country Tourism awards for the quality of exhibitions and customer service Dudley Museum access improvements completed and galleries refurbished
To maximise opportunities for lifelong learning within the wider community Adult and Community Learning Arts and	 The provision of first rung learning provision and progression provision delivered through Adult and Community Learning is available across the borough in many buildings including Libraries and Neighbourhood Learning Centres as centres of lifelong learning within local communities Increased participation in learning from targeted groups The provision of outreach services for glass and geology and the establishment of a tour guide service at Red House Cone and Broadfield House has increased the number of people participating in Museum Services Museum websites provide online access to collections database Personal and Community Development Learning (PCDL) and Family Learning provision, in Arts and Culture is delivered directly in
Culture Programmes Smoking cessation sessions are run in community locations in conjunction with	local communities and includes widening participation activity and a fee-paying programme based on customer demand Smoking cessation sessions are run in community locations in conjunction with Community Renewal across the neighbourhoods



Key Activity

What we have achieved

Community Renewal across the neighbourhoods where smoking is more prevalent and where health inequalities are marked

where smoking is more prevalent and where health inequalities are marked

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
BV 170a Number of visits to/uses of LA funded or part-funded museums and galleries per 1,000 population BV 170b	592.7	406.3	474.8	376.31	492.9	*	7
Number of those visits that were in person, per 1,000 population BV 170c	194	250.5	276.5	212.7	301.7	*	7
The number of pupils visiting museums and galleries in organised school groups NI 10 % of adult population (16	12636	12359	13474	10000	17700	*	7
years and above) in the local area who have attended a museum or gallery at least once in the last 12 months (Active People Survey)	-	-	13%	16.5%	15%		7

Satisfaction Performance Indicator	Actual 2003/04	Actual 2006/07	Target 2006/07	Status 2006/07	DoT 06/07 v 03/04
BV 118a Satisfaction Libraries – Found Books BV 118b	68%	86%	70%	*	7
Satisfaction Libraries – Book reservations BV 118c	75%	79%	75%	*	7
Satisfaction Libraries – Library information	82%	94%	85%	*	7
BV 119a Satisfaction – Sports users	50%	47%	55%		4
BV 119b Satisfaction – Library users BV 119c	72%	76%	-	-	7
Satisfaction – Museum users	44%	42%	48%		4
BV 119d Satisfaction – Theatre users	47%	41%	50%		4
BV 119e Satisfaction – Parks & open spaces	68%	64%	72%		4

Objective 3.2

Building upon the range of sports, arts and leisure activities for children and young people and encouraging their participation in healthy, purposeful cultural activities



Key Activity

What we have achieved

- The provision of sport and physical activity in a range of community settings has increased opportunity of access for all
- Multi use games areas (MUGAs) now in Hurst Green Park,
 Grange Park, Netherton Park, Stevens Park and Buffery Park
- The provision of Skate Parks in each township area has been achieved by March 2009
- 100% of the Borough's Council facilities are now supported by User Forums resulting in increased levels of engagement with service users
- People with a disability have benefited from improved access through the completion of DDA priority 1 improvements at the Borough's Leisure Centres
- Race Equality review action plans delivered
- Public consultation undertaken on all of the Council's Cultural Services biennially
- A preferential pricing policy for low participant/target groups has been implemented leading to greater participation from under represented groups
- Encouraging access and promoting choice of cultural activities by providing 50% of publicity materials in the most commonly spoken community languages in the Borough
- The delivery of the Active Dudley project has enhanced children and young peoples physical and mental well being through preschool/training to all nursery units within the Borough by March 2009
- The Sportlink Programme has been delivered to 75% of schools by March 2009
- Sports specific development programme delivered for target sports
- The implementation of the GP referral scheme for Children and Young People has been implemented by March 2008
- The provision of free sports sessions through the community sports coaching scheme/gymnastics programme/holiday courses initiatives has been made available to looked after children
- 50% of sports clubs have achieved Clubmark accreditation by March 2008
- Model for community use of school sports and arts facilities has been rolled out Borough wide by March 2007
- 100% of the Council's and its partner agencies and voluntary sector organisations are operating in accordance with Dudley MBC Child Protection Policy by March 2009
- Safe environments to pursue cultural activities through the provision of 'Learn to Swim' programmes and the adoption of new cycling proficiency standard is now available to children and young people
- Participation in sport and physical activity has increased by 3% by March 2009 from a baseline figure for March/April 2006
- The GP exercise referral scheme has been expanded in partnership with PCT
- Availability of a programme of small scale theatre productions developed in partnership with Black Country Touring
- Number of people and range of events offered by the Borough's Halls has increased
- There has been an increase in participation levels for Dudley Borough Trail year on year

To take action to address barriers to participation in order to enhance equality of access

To support the delivery of 'Every Child Matters' outcomes through Cultural Services

To improve peoples health, well being and quality of life through participation in cultural activities



Key Activity		What we have achieved					
To utilise cultural activiti improvements in Comm		sp • Gi Bo • Th po foi • Pr ac • Al ac • Pa Re	races reen Gym pro prough ne number of pols has incre r March/April povision of phi stivities through Liveability pl cordance with	swims per ar ased by 5% I 2006 ysical activity th the PRU hysical impro h Safer by De s been estable has been ex	door events for door events for mum at the format the format at the format the format for a comportunities are even ents have even ents have even ents the even even the even the even even even even the even even even even even even even ev	paces through our major cer or from a bas as as diversior e been devel nes all Liveability e Borough's	nout the intres with eline figure hary oped in
Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2007/08	Status 2007/08	DoT 07/08 v 06/07	Target 2008/09

Objective 3.3

Improving the parks and open spaces of the Borough through improved design and layout to increase activity and use by all sections of the community

Park keeping recruitment Friends of Parks Performance Actual Indicator 2005/06	 Site based staff at Wrens Nest NNR, Saltwells LNR, The Leason LNR and Fens Pool LNR On the back of the Liveability programme, 33 Friends Groups are now established Actual Actual Target Status 2006/07 2007/08 2007/08 2007/08 2007/08 2007/08					
Ongoing development of parks though liveability programme	 The Office of the Deputy Prime Minister has created a Liveability fund of £89 million. Throughout the country, there are twenty seven pilot authorities in receipt of this money. Dudley Council is one of these and has been awarded £3.4 million over three years for its project called Improving Parks for People Multi use games areas (MUGAs) now in Hurst Green Park, Grange Park, Netherton Park, Stevens Park and Buffery Park Completion of the Phase 1 restoration of The Leasowes, Halesowen & securing of a Stage 1 pass for the Heritage Lottery funded improvements at Priory Park Embarked on 28 play area schemes from September 2008 					
Key Activity	What we have achieved					



Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2007/08	Status 2007/08	DoT 07/08 v 06/07	Target 2008/09
						U0/U/	

Satisfaction Performance Indicator	Actual 2003/04	Actual 2006/07	Target 2006/07	Status 2006/07	DoT 06/07 v 03/04
BV 119e Satisfaction – Parks & open spaces	68%	64%	72%		4

What's Already Planned/Areas of Additional Work - Summary

Positives

Development of a cultural strategy 2006 to guide future improvements

Developed – see above under Key Achievements and below.

A £5million programme of improvements to local parks and living environment

- The Council has secured £3.4m from the Governments Liveability Scheme and was one of 27 pilot authorities running a park' based Liveability project
- Liveability programme mainly completed and being extended through Play Pathfinder and Healthy Towns Programmes bringing additional £7m investment into Parks and Open Spaces
- Green Flag awarded for 1 park, March 2008-12-19 phase 1 of Leasowes Grade 1 listed historic landscape completed

A redevelopment of the Dudley Castle and Zoo to help reserve the history and prestige of this site

- Negotiations are underway to bring forward the development proposals which have been granted planning permission
- The regeneration of the town centre will be linked to major plans for Castle Hill, the Zoo, Black Country Museum, the Canal Trust and Wrens Nest and North Priory. There are also transport improvements at Burnt Tree in partnership with Sandwell planned for 2009 with support for light rail and associated public transport improvements to improve accessibility being actively supported and progressed

Planned redevelopment of all our major town centre sites to preserve the distinctive sense of local identity

- A dedicated new company, New Heritage Regeneration Limited, has been created as the vehicle for taking forward the delivery of physical regeneration developments, focusing initially on Dudley and Brierley Hill. The company is in the process of working with English Partnerships (EP) and Advantage West Midlands (AWM) and an interim management company has been appointed to move the company forward
- Work has begun to prepare Area Action Plans for Brierley Hill, Stourbridge and Halesowen Town Centre(s). The Brierley Hill Area Action Plan is due for adoption in 2009/10, whereas Stourbridge and Halesowen Area Action Plans are due for adoption in 2011/12. These have been subject to wide consultation and engagement ensuring the distinctive sense of local identity
- Townscape Heritage 5-year grant scheme approved

A £3.5 million investment programme to improve the council's leisure centres

- Leisure Centres have received £1.5m investment in health and fitness suites in partnership with private sector; Dudley Leisure Centre pool refurbishment £750k; DDA improvements across sites £300k
- Leisure Centres in Dudley, Halesowen, Stourbridge and the Council's Sports Development Service have gained 'Quest' accreditation

Improved sports and leisure facilities at borough schools



- Redhill School in Stourbridge have installed a floodlit 3G synthetic turf pitch & ancillary facilities at a cost
 of £1 million. Ellowes Hall School Specialist Sports College have been awarded £725,000 for the
 development of floodlit synthetic turf pitches project to be completed in 2009
- Primary Capital Programme may provide an opportunity for school sports facilities to be enhanced and opened up for community use
- · Playing Pitch Strategy recommendations fully implemented by March 2009
- · Accreditation obtained through Sporting Equals March 2007

Establishing a thematic partnership to lead on this priority area

Heritage Culture and Leisure partnership established with several working groups including 2012; Cultural Strategy

Developing cultural projects in disadvantaged neighbourhoods

Tandustri; Green Park initiative

Maximising the opportunities presented by the Olympic Games of 2012

2012 Sub Group established by Heritage Culture and Leisure Partnership; officer representation at sub regional/regional 2012 initiatives to ensure that borough is made aware of and maximises 2012 opportunities

The development of Dudley Concert Hall as the principal entertainment venue in the borough to support the night time economy

Continued expansion of professional entertainment programme, complementing local/voluntary sector arts activities thereby providing regular audiences in Dudley and associated benefits to night time economy

Building upon the historic importance of glass making in the borough, celebrating our heritage and the quality of contemporary local craft making

- Glass Quarter Development plan has been developed as an informal document to use to develop areas such as tourism, heritage and business support
- Supplementary Planning Document is being developed adoption planned for December 2009
- <u>International Festival of Glass</u> held every two years and supported by the glass industry and the Council e.g. tourism, museums service
- New brand for the Stourbridge Glass Quarter has been developed for use in co-ordinated leisure marketing between visitor attraction sites
- Working with colleagues across the region and including Wolverhampton University to develop a plan for supporting the glass industry

Further developing the heritage attraction potential of Wrens Nest Nature Reserve and its geological and industrial revolution features, including pursuing Geopark status and creating links with Dudley Town Centre and other local visitor attractions

- Heritage Lottery Fund application successful for 'phase 1' of the Strata vision funding nearly £800,000 of an overall project cost of £1.2million. Work will provide greater access, education opportunities and interpretation within the NNR. Development of the stage 2 application is continuing to progress on time. Community consultation will start in earnest from April 2009, with the Council continuing to work to a timetable of a Stage 2 submission in June 2009. Funding applications are being drafted to secure additional match funding
- Contractors have been appointed to undertake the stabilisation of the Step Shaft Mine, with work commencing mid-April 2009
- The Council is continuing to work with its partners to develop the application to the European Geoparks (Geopark Status) Network (EGN). It is hoped that an application will be submitted in early 2009 once a space becomes available within the nomination process
- The Tourism Team will be involved in the Dudley Town Centre Partnership which is being set up as part of the Townscape Heritage Initiative project, thereby ensuring that the linkages to Wren's Nest and Castle Hill are made

Extension of existing work with voluntary sector, e.g. Friends of parks Forum, Football Forum

 Involvement of leisure/culture in volunteering stretch target; growth of friends of Parks Forum; support provided to voluntary sector Sports/Arts Councils

Establishing the Single Network for Sport within the borough



- Dudley Community Sport and Physical Activity (CSPA) established (PAiCE) and reporting to Heritage Culture and Leisure Partnership. PAiCE responsible for delivery plan for NI 8 Adult Participation in Sport & Physical Activity; Dudley also contributing to sub-regional sports partnership
- The Council has supported the development of the Black Country Sports Facilities Strategy and working
 with Sport England (West Midlands) is currently developing a Borough facilities strategy utilising the
 'Facilities Improvement Service' having been identified by Sport England as an area that would benefit
 from this service

Development of world heritage bid for the Black Country's canal network

Black Country Consortium Ltd are now leading on this work. Work is continuing on the development of the Statement of Significance and working with partners to agree a management structure and management plan for the canal network. The Leader of the Council is the champion for the project and Chairs the World Heritage group

Strategic Priorities for next 3 years as "People and Places":

People

- Addressing the availability for people to both initiate and sustain their involvement in cultural, leisure and recreational activities and venues by means of an improved range of choices and extended access to fulfil people's preferences.
 - Increase users and non-users positively influencing recreational and cultural activities and the use of venues.
 - Maximise people being able to easily access up-to-date and co-ordinated information about recreational and cultural activities and venues,
 - To increase people participating in activities and accessing venues for cultural and recreational purposes including for learning, health improvement, socialising and personal growth,
 - with a specific focus on areas of low participation, young people and disabled people.
- Engage local people & businesses around the 2012 Olympiad;

Places

- Healthy Towns aim to achieve Green Flag status for four of the parks within this initiative;
- Creating opportunities around the 2012 Olympiad
- Better use of built and natural heritage
 - To increase people connecting positively with high quality sites of local heritage, open spaces and natural environment, thereby supporting the Community and Individual learning agenda;
- Safeguarding of Local Tradition
 - Rehousing the Glass collection



Priority 4: Safeguarding and Improving the Environment

It was a widespread view of those consulted that the borough has a local environment that everyone can be proud of. Local people enjoy a strong sense of local identity with their local natural and built environment and they would like to have safe, green, clean and attractive local areas.

Outcome: An attractive, healthy, safe and sustainable natural and built environment that everyone who lives and works in the Borough will care for and can be proud of. One which promotes and protects the features that are a legacy of the Borough's geological and industrial for current and future generations

Headline Achievements

People

- Evacuation programme of the North Priory residents achieved well ahead of deadline; (1) (IUSp.30)
- Improved tenant satisfaction; (1) (IUSp.31)
- More people recycling and composting 14084 tonnes 2005/6; 20179 tonnes 2008/9; (1) (IUSp.32-3);
- Green waste collection service rolled out across all households in the Borough -115,000 green bins phased in since spring 2006 (1) (IUSp.32);
- 30% combined recycling and composting target achieved
- 50%+ of Street Cleaning workforce receiving NVQ environmental training
- 30+ employees in Green Care taking NVQ level 2's
- Green Care Team received Employer of the Year Award at the Future Skills Dudley Awards 2008
- Street Cleansing National Service Team of the Year Awards 2007
- Proactive Friends Groups operating across major parks in the borough
- BME consultation day increasing awareness and accessibility of Environmental Services for BME Groups
- Programme of highway resurfacing improving travel for local people and visitors to the borough
- Replacement programme for Street Lighting infrastructure improving levels of lighting across local communities.

Places

- · High levels of street and other area cleanliness;
- Improved standards of cleanliness in borough: 12% 2007/8 to 8% 2008/9
- Improvements in reducing graffiti in borough: 6% 2007/8 to 3% 2008/9
- Effective action dealing with fly-tipping and abandoned vehicle removal; (1) (IUSp.32-3): the number of enforcements has increased at the same time as the number of incidents of fly tipping has decreased
- Improved local authority dwelling SAP ratings; (1) (IUSp.30)
- Improved performance on recycling of vacant dwellings; (1) (IUSp.31)
- Improved rate of reduction in non-decent council properties; (6) (4) (IUSp.31)
- 2 Extra Care housing schemes about to commence
- Major upgrade of recycling centres network
- Brierley Hill parallel route improvements to congestion and air quality (1) (IUSp.32);;
- Provision of affordable homes;
 - o 200 delivered in 2008/9 against target of 110 (target exceeded by >100%);
- Reduction of non-decent housing On course to meet 2010 government target;
- Improved performance on reoccupation of vacant dwellings in both sectors
- Introduction of Civil Parking Enforcement in 2008 reducing congestion and improving highway accessibility across the borough
- · Gold award for Stourbridge in Heart of England Britain in Bloom Awards
- Horticultural Excellence Award for Mary Stevens Park
- Major refurbishment of Subway works in Stourbridge
- Transport Asset Management draft Plan prepared for the Borough
- Environmental Management "Road Show" visiting locations Borough-wide.



Objective 4.1

Improving the quality of local authority housing and also private housing occupied by vulnerable households, in line with the Government's 'Decent Homes Standard'

Key Activity	What we have achieved
North Priory	North Priory clearance completed at year end 2008/09, with only household remaining on the estate. Hoardings now erected around the site and demolition has commenced of stage 1 and ground investigations completed
Decent Homes Update	On course to meet the Government Decent Homes Standard by 2010 within our existing and planned resources
Choice based lettings	Choice based lettings scheme full implemented
NGLAA Affordable Housing	Actions to achieve increase in the provision of affordable housing progressing, including establishing a land assembly group. Ongoing work with partner RSLs to identify additional sites/affordable units for future delivery

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
BV 063 Average SAP rating of local authority dwellings BV 064	64	65	66	67	67	•	7
No of vacant dwellings returned into occupation or demolished as a direct result of action by the authority BV 184a	16	61	91	95	100	*	7
% of local authority dwellings which were non-decent at the start of the financial year BV 184b	26%	25%	21%	17%	17%		7
% change in the proportion of non-decent dwellings between the start and end of the financial year BV 212	7.7%	16%	19%	35.3%	17.6%		4
Average time taken to re-let local authority housing (days) BV 074a	32	27	25	23	33		7
Satisfaction – Tenants overall BV 074b	72%	74%	74%	((Replaced by	r collected NI 160 below))
Satisfaction – Tenants – black & ethnic minorities	60%	75%	75%	((Replaced by	r collected NI 160 below))
BV 074c Satisfaction – Tenants – non black & ethnic minorities NI 160	75%	74%	73%	(r collected NI 160 below))
% local authority tenants 'very satisfied' or 'satisfied' with landlord service	-	-	-		Awaiting su	rvey results	
SSC 12.1b No. installations by Health through Warmth NI 155	-	-	246	180	409	*	7
Gross number of affordable (social-rented and intermediate) homes	-	-	90	110	200	*	7



Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
delivered							
BV 106 % of new homes built on previously developed land	99.82%	99.73%	99.8%	98%	Not yet available	-	-

Objective 4.2

Identify and address the needs of the community for parks, green spaces and recreational facilities, and adequate access to such facilities. This will be achieved by a variety of ways including the development of a 'Green Space Strategy' and a 'Rights of Way Improvement Plan' for the Borough

Key Activity		Wha	at we have	achieved			
See 3.3							
Green Space Strategy		<mark>Boro</mark>	<mark>ugh standard</mark>	<mark>l for greenspa</mark>	spaces Strate ace provision Cabinet in De	and a quality	y level to be
Community Pride Award	ds						
Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2007/08	Status 2007/08	DoT 07/08 v 06/07	Target 2008/09

Satisfaction Performance Indicator	Actual 2003/04	Actual 2006/07	Target 2006/07	Status 2006/07	DoT 06/07 v 03/04
BV 119e Satisfaction – Parks & open spaces	68%	64%	72%		4

Objective 4.3

Work to secure further improvements to the cleanliness and overall appearance of our Borough including initiatives to reduce the number of abandoned vehicles, littering and fly tipping. We will look specifically at prevention through education and widespread community engagement

Key Activity	What we have achieved
Recycling	 A green waste wheelie bin service has been rolled out Borough wide, with nearly 115,000 green wheeled-bins phased in since Spring 2006, helping to increase recycling performance to over 29% (BV 082ai + BV 082bi) Identified and now targeting areas of low participation



Key Activity		Wha	at we have	achieved				
Waste initiatives		res an • Ou en sc • Ba • E • V	sulted in a 67 d 2008/09 (Bur performand forcement acore in the Holiday worder Managand Wolverhall Wanicipal Wa	wimprovem (W 199a) (W	ent in performation with incidents sulted in a 'grons the completion, an initiative cil's to developent Strategy	of borough homance between sof fly-tipping ade 1/very ef on of the Black with Sandwer of a 30 year of the Black of Talvastics	en 2005/06 g and fective' ck Country ell, Walsall Joint c Country	
DigiTV		ii e r A 24 potho and s	mprove the wancourage so euse, recycle hour reportingles, vandalistreet lighting dawbush com	ray schools in hool children and to prom g service wh m, missed bi using multi r nmunity garde	the Borough to adopt the lote compost ich allows res in collections media ens,	nd Education in manage the principles of ing to residen sidents to rep , abandoned	eir waste, to reduce, ets oort litter,	
Improving appearance – neighbourhood/park proj	proving appearance – ighbourhood/park projects		 Friends of Parks in deprived areas, Sledmere environmental task group, orphan landsites mapping and strategy for deprived neighbourhoods, void and derelict buildings action group, reduction in arson cars and arson buildings Caslon Forest school, street art in Lye Environmental improvements to Lye centre through Lye and Wollescote partnership 					
Air quality School travel plans		Duair acto sta Co Pla as sc	idley, together quality websited cess to air quality websited cess to air quality and ards set bottinue to end an to achieve sisting with e	er with the other that proving a lity informal puality across by Government ourage more 100% of main a levels	des residents tion. The 7 L the region to nt e schools to v intained scho nore students	s mets, has last with quick at As are working meet nation write a School by 2010 at to walk and ing and 3 lev	nd easy ng together al I Travel also cycle to	
Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08	
NI 192 (BV 082ai + BV 082bi) % of total tonnage of	19.68%	22.97%	27.1%	30%	29.87%	•	7	

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
NI 192 (BV 082ai + BV 082bi) % of total tonnage of household waste arisings which have been recycled and / or composted BV082ai	19.68%	22.97%	27.1%	30%	29.87% Estimated	•	7
% of household waste arisings which have been sent by the Authority for recycling	11.22%	12.85%	14.14%	14%	13.65% Estimated	•	4
BV082aii Total tonnage of household waste arisings sent by the Authority for recycling	14084.24	17882.52	20081.94	20179	19434.11 Estimated		4
BV082bi % of household waste sent by the Authority for composting or treatment by	8.46%	10.12%	12.96%	16%	16.22% Estimated		7



Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
anaerobic digestion BV082bii Tonnage of household waste sent by the Authority for composting or treatment by anaerobic digestion	10577.68	14091.38	18401.01	23062	23088.19 Estimated	•	71
BV082ci % of the total tonnage of household waste arisings used to recover heat, power and other energy sources	63.2%	61.08%	56.55%	54%	54.13% Estimated	•	4
BV082cii Total tonnage of household waste arisings used to recover heat, power and other energy sources	79017.03	85017.47	80302.68	77834	77054.7 Estimated	•	4
BV082di % of household waste that has been landfilled	17.07%	15.93%	16.34%	16%	15.99% Estimated		7
BV082dii Tonnage of household waste arisings that has been landfilled	21342.44	22168.55	23198.62	23062	22762.62 Estimated	•	7
BV084a Kilograms of household waste collected per head of the population	410.86kg	455.43kg	465.1kg	472.2kg	466.1kg Estimated	•	7
BV084b % change from the previous financial year in the number of kilograms of household waste collected per head of the population	-1.58%	10.97%	2.14%	1.52%	0.22% Estimated	*	7
BV086 Cost of household waste collection per household	£45.29	£48.97	£52.95	£52.59	£51.22 Estimated		7
BV087 Cost of waste disposal per tonne of municipal waste	£52.90	£45.20	£57.41	£56.92	£61.51 Estimated		4
NI 193 % of municipal waste landfilled BV091a	-	-	15.84%	15%	15.99% Estimated		4
% of households served by kerbside collection of recyclables BV091b	88%	98.9%	99.8%		No longe	r reported	
% of households served by kerbside collection of at least two recyclables BV 199a	88%	98.9%	99.8%	100%	99.66%		7
% of land and highways having combined deposits of litter and detritus that fall below an unacceptable level	18%	13.5%	8%	8%	6%	*	71
BV 199b % of land with visible graffiti	8%	6%	6%	5%	3%	*	7
BV 199c % of land with visible fly- posting	0%	1%	1%	1%	0%	*	7
BV 199d % of land with visible fly- tipping NI 195a	-	3%	1%	Not yet a	available	-	-
% of relevant land and highways that is assessed as having deposits of litter that fall below an acceptable level	-	-	-	-	4%	-	-



Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
NI 195b % of relevant land and highways that is assessed	-	_	-	-	8%	_	-
as having deposits of detritus that fall below an acceptable level NI 195c							
% of relevant land and highways that is assessed as having deposits of graffiti that fall below an acceptable level NI 195d	-	-	-	5%	3%	*	-
% of relevant land and highways that is assessed as having deposits of fly- postings that fall below an acceptable level	-	-	-	1%	0%	*	-
DUE BV 199d(i) Number of incidents of fly- tipping	-	-	1022	1000	930	*	7
DUE BV 199d(ii) Number of fly-tipping enforcement actions NI 196	-	-	911	1500	1335		7
Grading procedure measuring the local authority's effectiveness in reducing the total number of fly-tipping incidents (rating Grade 4 poor – Grade 1 very effective) BV 217	-	-	Grade 2 Effective	Grade 1 Very Effective	Grade 1 Very Effective	•	7
% of pollution control improvements to existing installations completed on time BV 218a	72%	75%	72%		No longer	collected	
% of new reports of abandoned vehicles investigated within 24hrs of notification BV 218b	99.74%	99.38%	97.37%	100%	94.57%	•	7
% of abandoned vehicles removed within 24 hours	100%	100%	100%	100%	100%	*	→
NI 185 % reduction in CO ₂ emissions from local authority operations NI 186	-	-	-	-	Data not yet available	-	-
% reduction in per capita reduction in CO₂ emissions in the local authority area NI 198	-	-	-	3.2%	Data not yet available	-	-
% of children usually travelling to school by car (including vans and taxis)	-	-	-	35%	33%	*	-
Satisfaction	Astrol		atual	Toward	Ctat		DoT
Performance Indicator	Actual 2003/04		otual 06/07	Target 2006/07	Stat 2006		06/07 v 03/04
BV 089 Satisfaction with cleanliness – litter and refuse	52%	68	3.82%	69%	•		7
BV 090a Satisfaction with waste collection	81%	8	30%	85%	•		4



Satisfaction Performance Indicator	Actual 2003/04	Actual 2006/07	Target 2006/07	Status 2006/07	DoT 06/07 v 03/04
BV 090b Satisfaction with waste recycling (local facilities)	63%	74.38%	77%		7
BV 090c Satisfaction with waste disposal (local tip)	74%	71%	77%		4

What's Already Planned/Areas of Additional Work - Summary

Positives

Work with partners across the Black Country to implement the agreed outcomes of the Black Country Study:

- Continue to work through the Black Country Consortium with Partners on the implementation of such projects. This is reflected in work for the Black County Joint Core Strategy on Environmental Infrastructure Guidance as well as greenspace standards through the production of a Greenspace Strategy for Dudley due for completion in February 2009
- In support of the stated ambition of making Dudley a focus for cultural/heritage tourism in the Black Country the Council has taken the lead role in establishing the Destination Management Partnership Steering Group for the sub-region. In addition applications have been submitted to the Heritage Lottery Fund for projects at Priory Park and Wrens Nest National Nature Reserve to support this ambition and realise Dudley's contribution to the <u>Black Country Urban Park Vision</u>

An integrated transport system, investing in local public transport including bus showcase routes as well as the metro line to reduce traffic congestion and pollution levels

- Bus Network Review has been undertaken seeking route optimisation with revised routing implemented April 2008
- Dudley Voluntary Bus partnership signed 30th September between Dudley, Centro and National Express in line with strategic bus action plan seeking 5% patronage increase by 2011

Improving the borough's designated nature conservation sites making them safer and protecting them from misuse

- This work continues through the Council's Nature Conservation Officer who is situated in the Planning Policy Team within DUE
- The work of this Officer safeguards and enhances the quality and use of the Borough's designated nature conservation areas through planning and environmental legislation as well as identifying and designating new and potential sites of this kind
- A Nature Conservation Supplementary Planning Document was adopted by the council in 2006 and is applied to all planning applications (where appropriate) to ensure protected species and designated wildlife are taken into consideration
- Provision of support when demolition notices are served with a view to consider biodiversity interests
- 100% rating maintained of favourable/recovering status of the SSSIs.

Working with partners to reduce pollution levels and developing air quality action plans as appropriate for affected areas of the borough and improving health through traffic management measures

- The whole Borough of Dudley was declared an Air Quality Management Area (AQMA) in December 2007.
 By the 1st July 2009 the Council is required to produce a Borough wide Air Quality Action Plan which will integrate the Action Planning for Sedgley and Brierley Hill AQMAs
- Progress in Brierley Hill is well advanced with the completion of the traffic relief road and we are working with partners to complete the action plan to address areas of poor air quality in the rest of the Borough



Plans to increase household recycling levels and promote recycling across the borough

- The phased in introduction of the wheeled bin collection service for green waste, started in 2006, was completed in May 2008. This has contributed significantly to the achievement of upper threshold performance for composting and recycling performance;
- This has helped to increasing recycling performance to over 29% as part of an overall waste minimisation strategy

Replacing the boroughs ageing street lighting infrastructure with up to date energy efficient lighting columns:

Ongoing programme of work with our own workforce plus the appointment of a Contractor through Prudential borrowing to support the work will take place in 2009

Continued harnessing of new techniques and innovative ways of maintaining and improving the highway, including the use of recycling products in re-surfacing material

Continued letting of main stream highway resurfacing contracts. A key part of the award of contracts is the opportunity for recycling through the re-use of aggregates of highway material

Developing a 'Rights of Way Improvement Plan' to improve walking and cycling routes between where people live and leisure uses, employment sites and bus and train stations – Plan has been developed.

Continued implementation of the contaminated land strategy – currently under review

Improving and enhancing parks and open spaces through Friends of the Parks groups and delivering physical improvements, measured by the green flag quality standard

- Implementation of Liveability Projects; ongoing development of Green Spaces Strategy; initial assessment of sites against green flag
- The Council has secured £3.4m from the Governments Liveability Scheme and was one of 27 pilot authorities running a park' based Liveability project
- It is now a play pathfinder authority and will be embarking on 28 play area schemes from September 2008
- DUE is currently working with planning colleagues on the creation of a Greenspaces Strategy which will set a Borough standard for greenspace provision and also a quality level to be aimed for. We are now at the needs assessment stage which involves community consultation to determine current satisfaction levels with our current provision

Working towards a 'sustainable settlement' agenda, which is mixed use development that reduces the need to travel and with high quality open spaces around buildings, more tree planting, links to parks etc and which respects the local distinctiveness of areas, supporting the sense of community

- This work is reflected within the suite of documents which make up the Local Development Framework. Planning policies and guidance are being produced to ensure that the design and quality of new development meets the needs and aspirations of Dudley's communities
- Such policies / guidance are intrinsic to all planning documents including the Black Country Core Strategy, Area Action Plans and other Development Plan Documents as well as Supplementary Planning Documents

Build 98% of new homes on previously developed land thereby safeguarding Greenfield sites and helping to address dereliction. Such sites can be important wildlife habitats, so it is important to retain space for biodiversity

- Dudley's planning documents set out in the Local Development Framework contain strong policies which safeguard the Green Belt and greenfield sites from development unless there are sound reasons to do so
- · This has ensured that such high proportions of new homes continue to be built on 'brownfield' sites

To reverse the loss of some of our familiar wildlife by contributing to the objectives and targets of the UK and Birmingham and Black Country Biodiversity Action Plans and the proposed Black Country Geodiversity Action Plan

- Council is actively involved in the Birmingham and Black Country Biodiversity Action Plans and Geodiversity Action Plan working towards integrating biodiversity principles into the Joint Core Strategy
- Council also provides part funding for a Bio Diversity Officer 3 officers have been trained to provide local biodiversity information/actions into BARS (Bio diversity Action Recording System) which is a national database



Ensuring that all new buildings are built to higher standards, including environmentally friendly standards (energy efficient, use of recycled materials where appropriate, reduced maintenance etc) – buildings to be proud of

There will be planning policies within the Regional Spatial Strategy and the Black Country Core Strategy to reflect this. Such policies and documents are currently being revised and formulated

An integrated transport system that promotes public transport, walking and cycling and develop innovative initiatives such as car sharing schemes to help relieve congestion, reduce carbon dioxide emissions and pollution and improve people's health

- Bus Network Review has been undertaken seeking route optimisation with revised routing implemented April 2008
- Dudley Voluntary Bus partnership signed 30th September between Dudley, Centro and National Express in line with strategic bus action plan seeking 5% patronage increase by 2011
- Dudley's planning documents set out in the Local Development Framework contain policies and guidance
 to promote the use of a wide range of transport modes and provide the widest choice. This is coupled with
 policies to ensure that new development is promoted in sustainable locations to minimise the need for
 travel particularly by car
- Travel Plans LAA percentage of employees working in organisations committed to work place travel plans increased from 16% baseline to 16.7% (08/09)
- School travel plans progress. With both of the above it is difficult to identify the impacts of travel plans and school travel plans i.e. how successful are they

Encouraging local people, schools and local communities to take pride and responsibility for its local environment by raising awareness of environmental issues and working proactively with volunteer groups e.g. through initiatives like 'Friends of the Parks' groups

- Local Area Agreements were agreed to improve the environment with decisions made by the Council and its partners to improve the cleanliness of streets in identified areas
- Initiatives coordinated with local community groups, the police and fire services and Community Regeneration have been very successful
- The Council has maintained its improvement in reducing litter and detritus on the borough streets and is now targeting the removal of graffiti in recreation areas and highways

Ensuring that new housing meets the need of the population e.g. Catering for choice and provision of affordable housing

The Planning Policy Team work closely with DACHS to ensure that new housing meets the need of the population. This includes working together on the production of a regularly updated Housing Needs Survey to inform policies on affordable housing and the mix of housing types and tenure through the Housing Strategy and policies contained within the Local Development Framework documents

Reduce the impact of the borough on climate change by reducing levels of carbon dioxide (CO2) produced through reduced car usage, improved energy efficiency within homes and buildings and by encouraging businesses to adopt environmental practices

- There will be planning policies within the Regional Spatial Strategy and the Black Country Core Strategy to reflect this. Such policies and documents are currently being revised and formulated
- This is coupled with planning policies within the Local Development Framework to ensure that new
 development of homes and facilities is promoted in sustainable locations to minimise the need for travel
 particularly by car and encourage alternative modes of transport such as walking cycling and public
 transport
- A Partnership Delivery Plan has been developed to reduce carbon emission across the borough with initiatives being coordinated through the Boroughs Climate Change Group, with a focus on raising awareness, and building on existing initiatives such as work based travel plans and targeting areas which produce the most carbon emissions
- Our Crystal Leisure Centre has recently been awarded a carbon saving certificate for its combined heat
 and power unit. The ENER.G carbon saving certificate recognises that the combined unit saved 326
 tonnes of CO₂ in 2007. This is equivalent to a forest of 50,000 mature trees. The centre has had the unit
 for three years, but this is the first time that the efficiency saving has been acknowledged
- First LAA included target to increase energy efficiency of housing schemes such as warmfront and homes for warmth, installations in able to pay sector and vulnerable households living in the private sector. We can and hopefully will be organising a carbon calculator of energy saved



Strategic Priorities for next 3 years as "People and Places":

People

- Adapting to and mitigating against the effects of climate change by adopting a more responsible attitude by individuals, groups and organisations toward the local and global environment through both preventative and remedial action:
 - through developing practical travel options, with a focus on reducing sole occupant car journeys;
 - o Through increased recycling and reduced waste with a focus on low participation communities and companies;
 - Reducing carbon emissions, and increasing the number of people/organisations adapting to the consequences of climate change

Places

- Creating an environment allowing people to live in appropriate homes, in a safe and attractive environment;
 - Maximising the home choices for people by increasing the quality, availability and affordability of homes within both the private and social housing sectors with a focus on areas with poorer housing conditions;
 - Environmental enhancement with a focus on neighbourhoods with relatively low environmental quality
 - o Reduce the number of people who are, or at risk of becoming, homeless;
 - o Increase the attractiveness of those parts of the borough suffering from environmental blight, littering and dereliction;
 - o Increase the provision of good quality, environmentally sustainable homes within developments of high design quality that blend with their surroundings.
 - Improving the condition of Local Authority homes to meet tenants' aspirations
- Adapting to and mitigating against the effects of climate change by adopting a more responsible attitude by individuals, groups and organisations toward the local and global environment through both preventative and remedial action:
 - Improving air quality and road congestion through traffic management and infrastructure condition
 - o increasing the number of business and schools with Green Travel Plans.
 - Safeguarding the biodiversity of the borough's habitats



Priority 5: Promoting Individual and Community Learning

Consultation has clearly shown that the community want Dudley to be a borough with opportunities for learning open to everyone, and one where recognition is given equally to academic and vocational attainment. People want to see help given to raise children and young people's aspirations whilst also providing opportunity to meet such aspirations.

Outcome: A Borough where everyone, irrespective of background, or personal circumstance, has the opportunity to realise their full potential, and one where our young people in particular, aspire to realise their full potential and are supported in doing so

Headline Achievements

People

- Play Strategy (see Heritage & Culture Pathfinder) (IMG)
- Post16 A level outcomes
- KS2 results make Dudley the best in the Black Country, best in statistical neighbours group and one of the top three performing authorities in the West Midlands.
- Number of adults gaining skills for life qualifications (2) (IUSp.42,44);
- Adult skills for life programme delivery and take up;
 - o No. adults over 60 completing a learning programme: 735 in 2007/8, 3678 in 2008/9;
- Levels and choices of engagement with children and young people;
 BEST programme targets exceeded (supporting people from priority groups into construction-related jobs);
 - BEST programme 2003-7: 1219 learning opportunities, 1000 qualifications, 1112 job outcomes
- Improved adult learning inspection performance
- National Family Learning award
- NEET rate below national average
- Strong, inclusive and extensive engagement with children & young people via Participation Plus;
 (2) (IUSp.45)

Places

- Community based extended schooling (Caslon school exemplar);
- Narrowing gap between Borough and national KS attainment; (1) (IUSp.39-40) Latest Key Stage Two results, released 1 April 2009 show:
 - 81 per cent of Dudley pupils gained level 4 in English (*national expectation*); 28 per cent gained higher than the national expectation by attaining a level 5; in maths, 79 per cent of pupils achieved level 4 while 31 per cent attained a level 5, *exceeding the national expectation*. 89 per cent of pupils recorded a level 4 in science while 44 per cent were *above the national expectations with a level 5*.
 - The results make Dudley the best in the Black Country and one of the top three performing authorities in the West Midlands.
- Community based extended schooling (Caslon School exemplar) (1) (IUSp.44)
- BEST programme targets exceeded (supporting priority groups into jobs within the construction and allied trades); (2) (IUSp.44)

Objectives 5.1

Improving the participation and achievement of children and young people in learning and raising their aspirations



- The percentage of looked after children having an up to date Personal Education Plan has been steadily increasing in the last 2 years and at year-end 2008/09 stood at 77.5% - this issue has been monitored by the Member Sub Group over the last 2 or 3 years
- NEETS although we are not currently hitting our stretch targets our figures are consistently better than the national average and those of statistical neighbours, and have improved steadily in each of the last 3 years
- Attendance figures in both primary and secondary schools are the best they have been
 for ten years. We have an action plan to achieve further improvement. This focuses
 our resources on priority schools, targeted families with a history of persistent absence,
 and a range of reforms to ensure that the school curriculum is more closely tailored to
 the needs of young people
- Latest Key Stage Two results, released 1 April 2009 show:
 - 81 per cent of Dudley pupils achieved a level 4 in English, which is the national expectation. Meanwhile 28 per cent achieved higher than the national expectation by attaining a level 5.
 - In maths, 79 per cent of pupils achieved level 4 while 31 per cent attained a level 5, exceeding the national expectation. And an impressive 89 per cent of pupils recorded a level 4 in science while 44 per cent were above the national expectations with a level 5.
 - The results make Dudley the best in the Black Country and one of the top three performing authorities in the West Midlands.

Key Activity	What we have achieved
To maximise opportunities for lifelong learning within the wider community	 The provision of first rung learning support is available through Libraries and Neighbourhood Learning Centres as centres of lifelong learning within local communities Numbers attending homework clubs increased, book issues increased, and use of public access computers increased Increased participation in learning from targeted groups The provision of outreach services for glass and geology and the establishment of a tour guide service at Red House Cone and Broadfield House has increased the number of people participating in Museum Services Museum websites provide online access to collections database
Family Learning Delivery	 Delivery of Family Learning Programmes in local community settings. Wider Family Learning aims to get adults and children learning as or in a family. The programmes can be a springboard for adults to progress to further adult learning. The programmes are delivered in schools, libraries early years settings, children's centres and with community and voluntary groups. Courses on offer include Family ICT, Healthy Living, Sport, Music, Languages, Craft, Hair & Beauty, Performing arts, K'NEX Modelling, Dads 'N' Lads, SHARE, Parent craft Family Literacy, Language and Numeracy (FLLN) programmes are delivered in partnership with Children's Services within the



Key Activity

What we have achieved

same range of organisations as above

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
BV 045 % of half days missed due to total (that is authorised & unauthorised) absences in secondary schools maintained by LEA BV 046			7.2%	7.18%	7.57%	A	7
% of half days missed due to total (that is authorised & unauthorised) absences in primary schools maintained by LEA			5.1%	5%	6.01%	A	4
BV 050 % young people leaving care aged 16 or over with at least one GCSE at Grade A* - G or a GNVQ BV 161	60.7%	55.9%	45.7%	72%	56.1%		7
The ratio of the percentage of those young people who were looked after who were engaged in education, training or employment at the age of 19 to the percentage of young people in the population who were engaged in education, training or employment at the age of 19 DCS EYYE 17	0.7	0.65	0.56	0.91	0.39		4
% of looked after children having a current up to date Personal Education Plan (PEP)			67.6%	85%	77.5%		7
CYP 11.1 % of 16-18 year olds not in education, employment or training NI 73	-	5.6% (Baseline)	5.7%	4.6% (Stretch)	5.4%		7
% of pupils achieving level 4 or above in both English and Maths at Key Stage 2 NI 75	-	-	69%	Untargeted	72.4%	-	7
% of pupils achieving 5 or more A* to C grades at GCSE or equivalent including English and Maths at Key Stage 4 BV 038	-	-	43.6%	49.7%	46.9%		7
% 15 year old pupils in schools maintained by the local education authority achieving five or more GCSEs at grades A* - C or equivalent	53.4%	55.8%	56.9%				
BV 039 % 15 year old pupils in schools maintained by the local education authority achieving 5 or more GCSEs or equivalent at grades A*-G including English and Maths.	90.4%	90.6%	91.7%				



Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
BV 040 % pupils in schools maintained by the local education authority achieving Level 4 or above in the Key Stage 2 Mathematics test. BV 041	73%	74.6%	74%				
% pupils in schools maintained by the local education authority achieving Level 4 or above in the Key Stage 2 English test	79%	78.8%	79%				
BV 043a % statements of special educational need issued by the authority excluding exceptions	89.77%	94.44%	100%	100%			
BV 043b % statements of special educational need issued by the authority including exceptions BV 181a	79.8%	90.57%	90.96%	95%			
% 14 year old pupils in schools maintained by the local education authority achieving Level 5 or above in the Key Stage 3 test in English	74%	71.2%	75%				
BV 181b % 14 year old pupils in schools maintained by the local education authority achieving Level 5 or above in the Key Stage 3 test in Mathematics	73%	74.1%	74%				
BV 181c % 14 year old pupils in schools maintained by the local education authority achieving Level 5 or above in the Key Stage 3 test in Science	69%	71.4%	73%				
BV 181d % 14 year old pupils in schools maintained by the local education authority achieving Level 5 or above in the Key Stage 3 in ICT BV 194a	70.7%	68.5%	73%				
% 11 year old pupils achieving Level 5 in Key Stage 2 in English BV 194b	25%	31.6%	32%				
% 11 year old pupils achieving Level 5 in Key Stage 2 Mathematics	27%	31.6%	30%				

Objective 5.2

Ensuring that learning provision is of the highest quality and is relevant to both the current and future needs of employers, learners and potential learners



Key Activity

What we have achieved

- Widen participation in adult and family learning through a needs led approach
- Develop the curriculum in partnership with partners, other providers and services to ensure a broad and balanced offer which meets learners' needs
- Develop employability programmes in adult and family learning work
- Identify skills for life needs and support adults to access appropriate provision
- Implement the Skills for Life, Employability, Family Learning and E- Learning Action Plans
- Provide support and guidance for learners to progress and realise their full potential though a diversity of learning achievements
- Work in partnership to implement the Family Learning and Parenting Strategy
- Work with statutory, community and voluntary partners to develop learning opportunities, in particular for people aged 60 plus years
- Support vulnerable adults in independent living learning programmes
- Improve the quality of Adult and Community Learning (ACL) through the Self Assessment process and Improvement Plan and the Common Inspection Framework
- Implement an effective performance management system linked to Divisional and Directorate structures
- Ensure equality, diversity and social inclusion is embedded within the organisation through regular consultation with individuals, communities and learners and inclusive delivery of services
- Maintain and develop effective partnerships and a co-ordinated approach to Adult and Community Learning in Dudley Borough through the application of corporate Partnership protocol
- Ensure a well trained, motivated and effective workforce.
- Develop sustainable practices and aim to reduce adverse environmental impact of service delivery
- Provide a secure and safe environment in which adults and families are able to learn.

ACL team achievement of key objectives



Performance Indicator	Target 07/08	Achiev ed 2007/08	April/M arch Target 08/09
KPI 1: Informal interventions / events: attendances	2000	2500	3359
KPI 2: Total Individual learners ALL PROGRAMMES	7300	7695	7100
KPI 3: Total learner enrolments ALL PROGRAMMES	12000	12233	11500
KPI 4.1 % qualifications achieved against entries. (Annual academic year)	85%	92%	97%
KPI 4.2 % of learning outcomes achieved (Annual academic year)	80%	83%	82%
KPI 5.1: Percent of learners retained (Annual academic year not CP)	95%	93%	94%
KPI 5.2: % Attendance on all programmes (Annual academic year not CP)	N/A	87%	85%
KPI 6: Number of employers supported in all programmes	45	42	45
KPI 7: Number of individuals gaining employment (all progs)	220	248	109
KPI 8 Equality & Diversity EDIMS			
8.1: Reduce unknown of disability	N/A	N/A	20%
8.2: Reduce the no of unknown ethnic origin from	13%	9%	10%
8.3: % Learners from BME groups	13%	12%	13%
8.4: % Learners from wards and neighbourhoods in top 20% most deprived.	13%	17%	15%
8.5: % male learners (all programmes)	N/A	N/A	20%
8.6: % Learners with disabilities	10%	7%	10%
8.7: % Learners on Skills for Life courses	6%	8%	8%
8.8: % New learners accessing provision through all courses	60%	60%	40%
Number of learners over 60 years participating: (07/08 LAAHCOP 14.1)	BASE	771	786
Number of learners over 60 years completing: (07/08 LAAHCOP 14.2)	BASE	735	750
9: Self Assessment Capacity to improve	N/A	3	2
10: Re-inspection grade SSA 8 improved	N/A	N/A	3



Objective 5.3

To support communities so that they are properly equipped to make a contribution to regeneration in their own areas

What's Already Planned/Areas of Additional Work - Summary

Positives

Implementation of a Black Country CYP Education and Skills Strategy:

The 30 year vision provides an aspirational yet achievable target for young people's education and the skill strategy. Achievement of the 30 year vision will be through the combined contribution of wide ranging activity much of which is detailed herewith

Ensure equality of opportunity through widening participation, reducing barriers to learning and inclusive delivery of services, specifically focussing on ensuring greater equality in educational achievement between different ethnic and social groups.

The Adult and Community Learning Team deliver learning programmes in community settings for adults and families which contribute to improved health, well being, social cohesion, increased knowledge and skills. Targeted provision with priority groups and in priority neighbourhoods also contributes to the skills and employability targets within the Local Area Agreement

Work with voluntary and community organisations, colleges, employers/other providers -

- Three year Development Plan 2007/10
- · Family Learning Activity
- Basic Skills/skills for life provision
- Satellite Centre

No working aged adults (18-64) drawn from within either Priority Wards or Priority Groups with NVQ Level 1 or equivalent (NGLAA – EDE 04.4.4. 1) *

No working aged adults (18-64) drawn from within either Priority Wards or Priority Groups (as defined) who possess Skills for Life within entry levels 1 – 3 (**NGLAA** – EDE 044.4.3) *

Provision of books for children aged 9 months, 18 months and 3 years:

- Working in partnership with NHS and Children's Services to issue 3 books to every child under the age of 5 years.
- Libraries have participated fully in the National Year of Reading

Developing computer technology (ICT) resources and learning materials within community based facilities

DACHS Q1.1c – Roll-out of self-service to library links and libraries with REID computer technology

Improve basic skills for adults

- Delivery of Skills For Life courses through outreach centres including Local Neighbourhood Learning Centres by Future Skills Dudley and DACHS Adult & Community Learning Team
- Forms an important strand of the community renewal strategy as tackling worklessness within the Borough requires a focus on priority groups and areas. It also requires a partnership response and to form a cohesive part of social regeneration to enable sustainability



- Achieving City Strategy Pathfinder Status has enabled the Council along with the Black Country Learning and Skills Council, Jobcentre Plus (JcP), colleges and the private sector to work together in tackling worklessness within the five most disadvantaged wards of the Borough
- City Strategy provides further funding opportunities under the integrated skills, worklessness and welfare to work agenda(s). Coordinated and led by the Community renewal team, Neighbourhood Employment and Skills partnerships have been established in each of the 5 priority wards to drive forward joint working locally.

Build closer links between schools and communities to provide a greater range of services in and around schools

- Building Schools for the Future
 Consultation carried out with children and YP, governors, local residents, ward councillors and key stakeholders including Highways Directorate
- Caslon School, as a national exemplar, continues to lead the way on community based extended schooling and through its local neighbourhood community partnership has achieved considerable increases in results and has engaged the local community in the enhancement of the local neighbourhood and the improvement of adult skills

Improve employer responsiveness and link skills training and employment opportunities to train local people for local jobs

- At Halesowen Highfields a skills pilot to sign up new council tenants at the local voluntary sector 'Lighthouse' has led to increased take up of learning opportunities
- The Building Essential Skills for Construction Trades (BEST) Programme was completed in December 2007, after operating for four years, aimed at supporting priority groups into jobs within construction and allied sectors, in line with the Borough's Economic Strategy. Targets for this programme were exceeded and results include over 1,200 learning opportunities created, over 1,000 qualifications achieved and 1,100 job outcomes
- Dudley Borough have agreed and signed a Memorandum of Understanding with Business Link West Midlands to increase the number of Dudley residents accessing and referred to existing and future publicly funded enterprise support
- Local Employer Partnerships lead by JcP working with new and existing businesses in the Borough
 to ring fence jobs for local people and training local people with the right skills to enable them to take
 up the opportunities
- Establishment of Westfield Academy which is an employment and learning facility based within Merry Hill Shopping Centre
- Continued delivery of Local Area Agreement 2007-2010 stretch targets aimed at increasing the numbers of people aged 18-64 moving into sustained employment from within priority groups and priority wards

Develop excellence in early years education and ensure primary schools provide the best possible start for children and families

 Ready for School - % of 0-5 childcare settings meeting national standards (in relation to qualified staff) for daycare and childminding

Ensure active engagement with parents and whole communities to help them support children and young people's learning and development

Activities held in local parks, family learning centres, community centres, libraries, GP surgeries

- Dad's and Lads sessions
- Get Cooking
- Citizen Advice
- Parenting classes
- · Fitness Classes
- Adult learning
- · Family learning

The Dudley Parenting support and family learning strategy has been developed through a multi-agency partnership group linked into the Children's Trust. Parents/carers have been widely engaged in the consultation process in developing the strategy. Parents involved have expressed an interest in being actively involved in parents' forum



Give children and young people a say in issues that affect them, actively listen to their views

- There has been a 54% increase in the number of Dudley children and young people taking part in the 2008 Tellus 3 survey from the 2007.
- Over 1,000 children and young people were consulted during April, May and June 08 on where the £2.6 million DCSF Play Pathfinder funding was to be spent.
- The Dudley Decision Making Kids(DDMK) and disabled children from Me2Mencap prioritised the 2008/2009 12 children play areas to be refurbished in year one of the three year programme.
- Over 4,600 Dudley children and young people completed the 'Safe to Play' anti-bullying questionnaire as part of the national DCSF Play Strategy and strategy on anti-bullying work out of school.

Promote family and community learning, where everyone in the household or the wider community helps to from one another, whilst also enjoying the benefits of learning for themselves

- Family Learning Centres
- DACHS Support the development and implementation of the Parenting Support and Family Learning strategy – Draft strategy in progress

Support and encourage companies to invest in workforce development

- DCS L4.1b Develop more resilience in the labour market through better work readiness/preparation through 14-19 and Education Business Partnership
- Employer engagement and WRL form a main thread within the 14-19 Vision.
 - Working in conjunction with the EBP, Dudley 14-19 Partnership has strengthened capacity to work directly with business and make more robust links to curriculum provision.
 - The delivery of the new national Diploma qualification has resulted in schools and colleges working more closely with business in so doing better preparing learners for the labour market.
 - DUE R2.1a Optimise the opportunities for local people to develop and improve their skills and obtain jobs *
 - o DUE − R2.1b − Working with local partners to reduce levels of worklessness in the five City Strategy wards •
 - o DUE R2.1c Progress the delivery of the South Black Country Enterprise and Innovation Centre ●
 - o DUE − R2.1d − To support local people into local jobs through the provision of employability skills and training *

Better promote the borough's cultural and social heritage through...

- o Black History Month
- o BME Conference
- Celebrating Ramadhan
- Celebrating EID
- Family Learning Festival
- Refugee week
- o Marketing and promotional campaigns;- King/Queen of Culture; I love my; Reasons to be Cheerful etc..

Challenges

Reduce exclusion rates and improve both attendance and behaviour at school:

- **BV045** % of half days missed due to total (that is authorised & unauthorised) absences in secondary schools maintained by LEA
- **BV046** -% of half days missed due to total (that is authorised & unauthorised) absences in primary schools maintained by LEA

Improve the educational achievements of looked after children and other vulnerable groups

- DCS EYYE 17 % of Looked After Children having a current up to date Personal Education Plan (PEP)
- BV049/PAF A1 % of children looked after at 31st March with three or more placements during the vear



- BV050/PAF A2 % o young people leaving care aged 16 or over with at least 1 GCSE at A* G or GNVQ
- BV161/PAF A4 Ratic of looked after children in employment, education and training for care leavers

Strategic Priorities for next 3 years as "People and Places":

People

- Improve opportunities for people to gain relevant vocational skills, educational attainment and work experience;
- Tackling underachievement of key groups of children and young people; possible link to low aspiration;
- Greater focus on providing opportunities for working age adults to learn new skills in order to be more adaptive to changing circumstances;
- Impact of recession on LSC funding impact on programme development

Places

- Inequality focus reaching out to those neighbourhoods where people are least able to access opportunities;
- Improve opportunities for individual and community learning (link to Learning Revolution – plans to increase volunteering, individual/community learning opportunities;
- Building Schools for the Future 'Readiness to Deliver' submission



Priority 6: Making Dudley a Safe and Peaceful Place to Live

Local people have told us that feeling safe is a very important issue for them. It's not just concern about criminal activity such as burglary or violence, but it is also connected to issues such as antisocial behaviour, damage, graffiti, noise nuisance and fly-tipping, all of which contribute to the fear of crime.

Outcome: A Borough where people are and feel safer and enjoy a greater sense of freedom from crime in their daily lives

People

- Continued reduction in violent crime, vehicle crime, racial incidents;
 - o 3661 in 2006/7, 2080 in 2008/9; (1) (IUSp.48)
- · Victims of crime:
 - 3000 less victims;
- Prolific offender programme successful in curbing crime; (1) (IUSp.48)
- Substance misuse programme significantly improved
- Over 800 antisocial behaviour referrals achieved and resolved
- Development of intervention programme to address anti-social behaviour among young people;
- · Strong community cohesion, tension monitoring and prevent programme arrangements
- Effective safeguarding of vulnerable adults Board established with clear governance arrangements 250 safeguarded in 2008-9
- · Over 3000 staff trained to recognise and respond to adult abuse
- Alcohol strategy developed
- Development of nominated neighbours to increase reassurance among more elderly and vulnerable (SM);
- Development of alternative intervention programme to address ASB among young people (SM);

Places

- continued reduction in overall crime,
 - o 14966 incidents 2006/7, 11450 in 2008/9
- deployment of PCSOs in neighbourhoods and town centres; (2) (IUSp.51
 - o increased from 19 to 102; (2) (IUSp.51)
- development of PACTS and Neighbourhood Watch:
 - (436 NW coordinators in place);
 - o addressing youth issues through communities
- Locks & Bolts; (1/2) (IUSp.51)
- Public perception with aspects of antisocial behaviour (further improvement recorded by the 2008 Place Survey); (1) (IUSp.50)

Objective 6.1

Reducing anti-social behaviour such as graffiti, offensive behaviour and noise nuisance, to reduce the fear of crime

Key Activity What we have achieved

Anti Social Behaviour Unit (ASBU)

 ASBU established. Community Safety, Witnessing Team and Home Security Initiative staff integrated within ASBU team



Reassurance initiative

Reducing levels of litter and detritus

Reducing incidents of fly-tipping

DigiTV

- Website live http://www.dudleysafeandsound.org.uk/
- · Public reassurance meetings ongoing
- Reward funding and proactive targeting of borough hotspots resulted in a 67% improvement in performance between 2005/06 and 2008/09 (BV 199a)
- Our performance in dealing with incidents of fly-tipping and enforcement actions has resulted in a 'grade 1/very effective' score
- A 24 hour reporting service which allows residents to report litter, potholes, vandalism, missed bin collections, abandoned vehicles and street lighting using multi media

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
BV 199a % of land and highways having combined deposits of litter and detritus that fall below an unacceptable level	18%	13.5%	8%	8%	6%	*	7
BV 199b % of land with visible graffiti	8%	6%	6%	5%	3%	*	7
BV 199c % of land with visible fly- posting BV 199d	0%	1%	1%	1%	0%	*	7
% of land with visible fly- tipping	-	3%	1%	Not yet a	available	-	-
NI 195a % of relevant land and highways that is assessed as having deposits of litter that fall below an acceptable level NI 195b	-	-	-	-	4%	-	-
% of relevant land and highways that is assessed as having deposits of detritus that fall below an acceptable level NI 195c	-	-	-	-	8%	-	-
% of relevant land and highways that is assessed as having deposits of graffiti that fall below an acceptable level NI 195d	-	-	-	5%	3%	*	-
% of relevant land and highways that is assessed as having deposits of flypostings that fall below an acceptable level	-	-	-	1%	0%	*	-
DUE BV 199d(i) Number of incidents of fly- tipping	-	-	1022	1000	930	*	7
DUE BV 199d(ii) Number of fly-tipping enforcement actions NI 196	-	-	911	1500	1335		7
Grading procedure measuring the local authority's effectiveness in reducing the total number of fly-tipping incidents (rating Grade 4 poor – Grade 1 very effective)	-	-	Grade 2 Effective	Grade 1 Very Effective	Grade 1 Very Effective	•	7



Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
BV 218a % of new reports of abandoned vehicles investigated within 24hrs of notification	99.74%	99.38%	97.37%	100%	94.57%	•	7
BV 218b % of abandoned vehicles removed within 24 hours	100%	100%	100%	100%	100%	*	→

Objective 6.2

Continue to reduce serious crime

Key Activity	What we have achieved
Identify our most prolific and other priority offenders to reduce number of crimes they commit	 PPO Scheme through the Shared Priority forum – police, housing, drug treatment services, prison services, courts – dealing with the most serious offenders Joint Activities Group (JAG) continues to identify and deliver initiatives. Work is intelligence lead based around Safe & Sound Partnership priorities
Dudley Borough Business Crime Partnership	 The partnership is designed to prevent crime and disorderly behaviour at business outlets throughout partnership working with the police, town centre managers and the private sector. The partnership's integrated business radio link system is the first of its kind in the UK and operates from the Council's intranet network. The partnership was awarded the Home Office backed 'Safer Business Award' in February 2008. There is evidence of a 51% reduction in the total incidents of crime between 2006 and 2007

Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
S&SC 1.1 Overall crime recorded	-	14966	13467	Less than 13467	11450	*	7
S&SC 1.1a Number of violent crimes	-	3661	3048	3277 (Stretch)	2080	*	7
S&SC 1.1b Number of incidents of criminal damage	-	5549	4554	5190 (Stretch)	4081	*	71
S&SC 1.1d Number of recorded crime incidents for theft of a motor vehicle BV 126	-	1112	910	1330 (Stretch)	827	*	7
Domestic burglaries per 1,000 households in the Local Authority area	11.81	9.73	13.1		No longe	r reported	
BV 127a Violent crime per 1,000 population in the local authority area	15.35	15.89	13.9	No longer	`	e S&SC 1.1a below)	above and
BV 127b Robberies per 1,000 population in the local authority area	1.75	1.59	1.7		No longe	r reported	



Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
BV 128 The number of vehicle crimes per 1,000 population in the local authority area BV 174	11.88	10.7	9.6	No longe	er reported (s	ee S&SC 1.1	d above)
Racial incidents per 1,000 population BV 175	169.46	182.92	134.29		No longe	r reported	
Racial incidents – further action NI 015	100%	100%	100%		No longe	r reported	
Number of most serious violent crimes per 1,000 population NI 016	-	-	-	No target set	0.91	-	-
Number of serious acquisitive crimes per 1,000 population NI 020	-	-	17	16.33	15.38	*	7
Number of assaults with less serious injury per 1,000 population	-	-	8.7	8.4	6.56	*	7

Objective 6.3

domestic violence

Continuing to focus on crime prevention to reduce the number of victims of crime

Key Activity		Wha	at we have	achieved			
See 6.2							
The Safe & Sound Partnership continues to identify target areas for crime reduction initiatives Reducing levels of domestic violence			rgeted alarm cidents. Dud date NA property rate) arketing strationt Activities citions outreach we petember '08, afe & Sound Gew initiative —	scheme for volley is piloting marking sche egy ongoing Group (JAG) orker started by Community Forisoner Ma	ning initiative rictims of burg this national me commend continues to at Russells How the PCT and fund inagement Teamaximisatio	glary to reduce by with 100 all ced (505 properties of the ced (505 properties). It is a second to the ced (505 properties) and the ced (505 properties) are ced (505 properties) and the ced (505 properties) are ced (505 properties) and the ced (505 properties) are ced (505 properties) and the ced (505 properties) are ced (505 properties) and the ced (505 properties) are ced (505 properties) and the ced (505 properties) are ced (505 properties) are ced (505 properties) and the ced (505 properties) are ced (505 properties) and the ced (505 properties) are ced (505 properties) and (505 properties) are ced	ce repeat arms fitted perties to deliver by the deliver delive
		ind • Im	crease sancti	ons ence gatherir	ng to ensure t		
Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
See 6.2							
SSC01.1cii % repeat victim rate of	-	-	34.95%	33.1% (Stretch)	38.32%		4

(Stretch)



Performance Indicator	Actual 2005/06	Actual 2006/07	Actual 2007/08	Target 2008/09	Actual 2008/09	Status 2008/09	DoT 08/09 v 07/08
SSC01.1ciii Number of sanctioned detections for domestic violence crime incidents	-	-	606	775 (Stretch)	586		4
SSC01.1civ Number of offences brought to justice	-	-	344	333 (Stretch)	281		4

Objective 6.4

Reducing the impact of crime on children and young people and tackling the fear of crime associated with children and young people

Key Activity	What we have achieved
Young Persons Co-ordinator (Community Safety)	 Role of Young Person's Co-ordinator refocused on ASB issues particular projects aimed as prevention, engagement of young people and fear of crime
Reduce perceptions and build respect; development of youth PACTs across the	 St Andrews and Lye Youth PACTs established St James's ward youth PACT – currently in process of being sup
Borough	 Intergenerational work across the Borough is taking a more coordinated approach 'Be Safe Not Sorry' community safety magazine has now been
Increase safety of young people; produce material / resources to communicate community safety issues to young people	 distributed across the Borough An internet safety leaflet has been produced by young people Work underway on young peoples pages of the safe and soun
Tackle youth related anti-social behaviour by working with agencies in hotspot and dispersal areas	 website Dispersals have become active in Quarry Bank and Cradley. Joint agency work in progress to discuss issues that led to the dispersal and to discuss possible preventative and educationa work in these areas



What's already Planned/Areas of Additional Work – Summary

Positives

Reducing fear of becoming victims of crime – development of neighbourhood PACTs and Youth PACTs:

Prolific offenders/drug habits – implementation of Drugs Intervention Programme (measurable by S3.1b and NI 40); DIP and outreach services – steady improvement in (i) diagnostic indicators; (ii) no waiting list; (ii) client remaining in treatment longer, with better prospects of successful discharge

PCSOs – increased from 19 to 102

CCTV – present in Stourbridge, Dudley, Halesowen, Brierley Hill, Kingswinford and Sedgley **Town centre redevelopment** to design out crime – Area Development Framework has produced "masterplans" for each main town centre

Secure by design – "Locks & Bolts" scheme has provided security for 698 homes in the period April 2008 and May 2009

Racial crime – community tension monitoring scheme

Increasing environmental security by measures such as secure by design, street lighting and boundary treatment in specific areas of crime:

- The Sustainable and Secure Buildings Act 2004 enables the introduction of additional regulations to ensure the provision of minimum levels of security on new buildings
- The determination of planning applications based on 'Secure by Design' principles and applying the Council's 'Community Safety – Supplementary Planning Guidance' thereby designing out crime and disorder on new developments
- When new street lighting schemes for residential areas are designed, in establishing illumination levels the relevant classification in the European Standard code of practice for street lighting design (EN 13201) is used to deliver the optimum levels of lighting for the type of road under consideration
- In establishing the annual programme of works we utilise a Lighting Improvement Requests Register, compiled from requests for improved lighting and into which all such requests are entered. Prioritisation is carried out on the basis of requests received, crime statistics for the hours of darkness and engineering condition of any existing street lighting. The result is that our annual programmes reflect both the expressed needs of residents and levels of crime in those areas
- Parking Management support the 'Safer Parking Award' managed by the British Parking Association and supported by the Home Office and Association of Chief Police Officers.
 To date there are 13 Council owned car parks with this award. Work is being undertaken to secure a further Safer Car Park Award at Level Street Car Park
- Alcohol free Zones have now been introduced in Sedgley, Halesowen, Stourbridge, Dudley, Lye and Mary Stevens Park. These followed persistent problems with alcohol being drunk in streets and the park, with associated anti-social behaviour. Under the alcohol ban the Police have specific powers to prevent drinking of alcohol in the street, and the associated anti-social behaviour. The projects are a direct result of close partnership working between the Police, the Council and local people, and have resulted in less alcohol related anti-social behaviour in each of the areas

Child Abuse – increase in calls to "Stop It Now" national helpline; attitudinal training delivered to professionals, parents, church groups, VS, community groups;

Neighbourhood Watch – 436 coordinators now in place;

Reducing the use of illegal drugs and under-age drinking:

- Through the Health and Well Being Partnership the Council has launched the Tobacco Control Strategy for Dudley entitled 'Smokefree Generation.' The directorate also works jointly with Dudley PCT 'Stop Smoking Service', HM Customs & Excise and other Black Country Local Authorities to implement the smoke free legislation
- In 2008 the directorate ran a "Counterfeit Kills" campaign which targeted large companies about recognising and stamping out illegal sales of cigarettes in the workplace



Improving the Local Environment:

- National Indicator data has shown an improvement over the last 12 months in reduction of fly tipping and graffiti. Joint working with PCSOs in Kingswinford has been undertaken to identify and remove graffiti
- Play area inspection teams have targeted multi use games areas impacting upon improved maintenance requirements
- The Council Street Cleansing Service has continued to improve its performance keeping the borough streets at a good standard of cleanliness. Significant improvements have been made in residential estates with the use of additional funding, exceeding Best Value Performance Indicator and Local Area Agreement targets. Recorded levels of litter and detritus have improved from 24% in 2004/05 to 8% in 2007/08
- The APSE Performance Networks awarded the service overall Winner and Best Performer in Street Cleansing in December 2007
- The Council is pursuing joint working in waste management where this can bring benefits.
 It has taken a leading role in the completion of the Black Country Waste Management Study, a joint initiative with Sandwell, Walsall and Wolverhampton to develop a 30 year joint municipal waste management strategy for the Black Country
- The Council is now working with its Black Country neighbouring Councils on the practical aspects of joint working in waste management

Strategic Priorities for next 3 years as "People and Places":

Safe & Peaceful

People

- Tackling violent crime, by recognising its key determinants
 - Reducing incidents of violent crime, recognising its key determinants;
 - o Reducing the number of victims of domestic abuse with a focus on female victims;
 - Reduce the incidence of violent crime especially in public places with a focus on alcohol-related incidents
- Tackling antisocial behaviour, especially those most vulnerable and at risk of becoming victims, by recognising its key determinants.
 - o Reducing the number of, and supporting, victims of antisocial behaviour
 - o Increasing the positive profile of young people who are victims of ASB
- Safeguarding the most vulnerable in our society:
 - Focus on children and young people by keeping as many as possible free from harm, abuse, neglect
 - Focus on the most vulnerable adults in our society

Places

- Tackling antisocial behaviour, especially those most vulnerable and at risk of becoming victims, by recognising its key determinants.
 - Reducing incidents of antisocial behaviour in areas with a high incident: perception correlation;
- Linking borough regeneration with the designing out of crime