

QUARTERLY SERVICE REPORT

CHIEF EXECUTIVE'S OFFICE

Q1 2014-15
April - June 2014

Portfolio holders:
Councillor Paul Bettison, Leader of the Council

Assistant Chief Executive:
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Section 1: Director's Commentary

Bracknell Regeneration Partnership continue to remodel the town centre highways and direct utilities. This work is an essential stage in preparation for construction of the Northern Retail Quarter West

The final set of notices were served under the town centre CPO; the ability to serve notices ended in June.

One key focus for the team was creation of a brand new outdoor market in High Street. (The market was officially opened on 18 July)

The new Business and Enterprise Service (BES) has hit the ground running and has produced a comprehensive work plan to address the priority areas of retention and engagement with the local business community, promotion and investment, generating enterprise, employment and skills and improvements to infrastructure. Work is progressing on projects such as the Business Contact Programme, a new partnership between the business community and regulators, a critically important survey of infrastructure needs, an inward investment strategy and a refreshed purpose designed web site aimed at business. These will be coming to fruition in the coming months.

In addition, the ESDP has been reinvigorated and refreshed and a new programme of work has been embarked upon supported by two new and augmented sub-groups. The City Deal (hitherto to be branded Elevate Me Bracknell Forest) is progressing well and we have recently recruited a new Business Relationship Co-ordinator to add impetus to this important programme which aims to bring together local providers and businesses in a new way to assist young people (specifically in the age group 16 to 24) find rewarding and fulfilling jobs and careers. The project will be launched in the Autumn of 2014.

October sees Honda Motor of Japan bring their entire European headquarters to Bracknell; this is one of the most significant prestigious inward investments coming into the borough for years and sends a very powerful message out to other world-class businesses that Bracknell Forest is most certainly open for business! The BES is working energetically helping to smooth the way for the company to arrive and the Planning, Transportation and Legal teams have also been playing their part in a highly professional and efficient manner.

The first steps have been taken to raise the profile of business throughout the council so it is not just about the BES having a business focus but the whole organisation. This is the start of a transformational change towards achieving the overarching objective of being one of the most business friendly areas in Europe.

During the first quarter of 2014/15 Thames Valley Police have migrated their crime recording to a new data base which has made the monitoring of crime data by the Council's Community Safety Team (CST) problematical. These problems are slowly being resolved however it has meant that the quantitative crime and anti-social behaviour data for quarter 1 is unavailable at this time. This data should be available for Q2.

In addition there have been two changes to the CST. The CADIS Analyst retired at the end of March and a new post has been recruited. The Community Safety Support Officer, who would have provided back up to the production of the CADIS report, has

also left the council to take up a post with another local authority. This has led to a gap in service in the production of the CADIS report. However the work to reduce anti-social behaviour has continued.

The overall level of crime recorded by the police has continued to fall but there have been rises in the numbers burglary of dwellings. This rise however should be seen in the context of substantial reductions in 2013/14 and Bracknell Forest still records some of the lowest levels in the Thames Valley. There was a rise in burglary dwelling in April 2014. The offenders have been arrested but it may take many months of low numbers to turn the figures back into a reduction.

More work has been done to promote domestic abuse services including the launching of a new website, 'www.ItsNeverOk.co.uk', which is likely to drive up reports of anti-social behaviour. The effect of the summer weather and the World Cup on the number of reports has yet to be established. The current budget should be able to accommodate the expected rise in reports.

The Community Safety Partnership has commissioned a Domestic Homicide Review to examine the circumstances of the death of Aleksandrs Vasiljevs who was the victim of a domestic murder in September 2013

The Bracknell Town Centre CCTV cameras owned by Bracknell Forest Council are now fully serviceable and awaiting the signing of the operating Service Level Agreement.

The Community Safety Plan for 2014/17 has now been approved by the CSP and Full Council.

Mr Anthony Stansfeld, the Thames Valley Police & Crime Commissioner, wrote letters to the Local Police Area Commander and the Leader of Bracknell Forest Council in April praising the work of the police in partnership with Bracknell Forest Council in achieving substantial levels of crime reduction.

Planning continues for the Careers Event on Thursday 9 October 2014 building on the very successful 2013 event.

The 2013/14 annual report of O&S was adopted by Council on 30 April.

The Council's entry, 'Transforming the effectiveness of health scrutiny by applying the lessons of the Francis Report', was shortlisted for this year's 'Good Scrutiny Awards' by the Centre for Public Scrutiny.

The delivery of the work programme for Overview & Scrutiny in 2014-15 is at an early stage, and is on track.

The number of complaints to the Local Government Ombudsman has been higher than usual, though the incidence of complaints being upheld continues to be very low.

Communications and Marketing has been working across the Council to support communications for current major projects - the ongoing works at Twin Bridges – including keeping road users up to date via social media; monitoring media coverage of the town centre regeneration and working with the Regeneration Team and Bracknell Regeneration Partnership to ensure key messages are agreed.

The service has also worked extensively on communications planning for the bus station re-vamp and outdoor market, attended the first Blue Mountain Community Reference Group and has been busy pushing recycling and good cause messages across all communications channels. Communications support for the “Time for a Change” programme at Time Square concluded.

Social media continues to grow and overall proves to be a very popular and supports local communication channels. Melinda Brown was appointed as Head of Communications and Marketing.

Section 2: Department Indicator Performance

Ind Ref	Short Description	Previous Figure Q4 2013/14	Current Figure Q1 2014/15	Current Target	Current Status	Comparison with same period in previous year
Communications and Marketing - Quarterly						
L167	Number of media enquiries received (Quarterly)	75	58	N/A	N/A	
L168	Number of news releases issued in the quarter (Quarterly)	56	49	50		
L169	Increase in number of Facebook and Twitter followers (Quarterly)	664	581	250		
Community Safety - Quarterly						
CSP1.01	Prevent a rise in the number of incidents of burglary dwelling (Quarterly)	156	59	41		
CSP2.01	Reduce the number of repeat incidents of DA committed by the 2012/13 DASC cohort (Quarterly)	62.0	Unavailable	18.0	Unavailable	Unavailable
CSP2.02	Reduce the number of Children on Child Protection Plans where DA is a factor and the perpetrator has participated in the DAPS programme (Quarterly)	20	8	4		
CSP2.11	Reduce all nuisance anti-social behaviour as recorded by CADIS (Quarterly)	3,790	991	916		
CSP7.01	Reduce the number of reported incidents of theft from motor vehicle (Quarterly)	100	69	82		
CSP7.02	Reduce the number of reported incidents of theft of motor vehicle (Quarterly)	28	19	18		
L185	Reduce all crime (Quarterly)	4,859	1,131	1,227		
Overview and Scrutiny - Quarterly						
L116	Percentage of high level complaints dealt with in accordance with corporate standards (Quarterly)	100%	88%	93%		
L132	Cumulative number of local government ombudsman complaints requiring a local settlement (Quarterly)	0	0	1		
Performance and Partnerships - Quarterly						
L115	Performance reports produced to corporate timetable (Quarterly)	100%	100%	100%		

Traffic Lights

Compares current performance to target

Comparison with same period in previous year

Identifies direction of travel compared to same point in previous year



On, above or within 5% of target



Performance has improved



Between 5% and 10% of target



Performance sustained



More than 10% from target



Performance has declined

The following are annual indicators that are not being reported this quarter:

Ind Ref	Short Description
L170	Percentage of staff who feel; generally, the council keeps them well informed (Biennial)
L171	Percentage of respondents who give an overall rating of good or excellent to Town & Country (Annually)
L165	Biennial Member Survey: Percentage of O&S members satisfied with O&S officer support (Biennial)

Section 3: Complaints

Corporate Complaints received

The number of complaints received in this quarter – 0.

The number of complaints received from quarter 1 to quarter 1 (*year to date*) – as above

Stage	New complaints activity in quarter 1	Complaints activity year to date	Outcome of total complaints activity year to date
New Stage 2	0	0	0 upheld, 0 partially upheld, 0 not upheld, 0 ongoing
New Stage 3	0	0	0 upheld, 0 partially upheld, 0 not upheld, 0 ongoing
New Stage 4	0	0	0 upheld, 0 partially upheld, 0 not upheld, 0 ongoing
Local Government Ombudsman	0	0	0 upheld, 0 partially upheld, 0 not upheld, 0 ongoing

Nature of complaints/ Actions taken/ Lessons learnt:

The Chief Executive's Office received no stages 2-4 or Ombudsman complaints in quarter 1. For other council departments, the Office co-ordinated the action on seven complaints to the Local Government Ombudsman (LGO).

Section 4: People

Staffing Levels

	Establishment Posts	Staffing Full Time	Staffing Part Time	Total Posts FTE	Vacant Posts	Vacancy Rate
Chief Executive	2	2	0	2	0	0
Chief Executive's Office	26	23	3	25.01	2	7.14
Department Totals	28	25	3	26.01	2	6.67

Staff Turnover

For the quarter ending	31 March 2014	8.00%
For the last four quarters	31 March 2014	18.52%

Total voluntary turnover for BFC, 2013/14: 12.64%
 Average UK voluntary turnover 2012: 10.6%
 Average Public Sector voluntary turnover 2012: 8.1%
 (Source: XPerHR Staff Turnover Rates and Cost Survey 2013)

Comments:

Staff Sickness

Section	Total staff	Number of days sickness	Quarter 1 average per employee	2014/15 annual average per employee
Chief Executive	2	0	0	0
Chief Executive's Office	26	111	4.27	18.23
Department Totals (Q1)	28	111	3.96	
Totals (14/15)				15.84

Comparator data	All employees, average days sickness absence per employee
Bracknell Forest Council 13/14	5.50 days
All local government employers 2012	9.0 days
All South East Employers 2012	8.7 days

(Source: Chartered Institute of Personnel and Development Absence Management survey 2013)

N.B. 20 working days or more is classed as Long Term Sick.

Comments:

Section 5: Progress against Medium Term Objectives and Key Actions

Progress has been monitored against the sub-actions, supporting the Key Actions contained in the Chief Executive's Office Service Plan for 2013 – 2014. This contains 33 actions to be completed in support of 4 Medium Term Objectives. Annex A provides detailed information on progress against each of these key actions:

Overall 0 actions were completed at the end of Quarter 1 () , while 32 actions are on schedule () and 1 was causing concern ( and ).

The action that is causing concern is:

Ref	Action		Progress
11.2.9	Develop and implement the Good to Great programme theme of Communications and Cross-Department working		The group's membership needs to be revitalised as a number of members of the project team have left the Council. Plans are in place to do this.

Section 6: Money

Quarterly financial information relating to the Chief Executive's Office is presented in the Corporate Services Quarterly Service Reports

Section 7: Forward Look

Regeneration

- Utilities and diversion works
- Launch of new Bracknell Market
- Implementation of the CPO

Business and Enterprise

- Implement and deliver key high profile projects from the work plan including the Business Contact programme, Local Business Partnership, progress the infrastructure survey and inward investment strategy.
- Develop essential “back-room” systems and market intelligence building blocks creating firm foundations for the future, including a business database, available property register, and CRM.
- Progress work on the next Strategic Economic Framework and Plan
- Scope and specify a new purpose designed web site for the business community incorporating the new branding.
- Launch Elevate Me Bracknell Forest to assist young people find suitable jobs
- Initiate the Apprenticeships task force
- Actively support and assist key new investors to arrive in the borough such as Honda Motor Europe.

Overview and Scrutiny

- Progressing the delivery of the 2014/15 work programme for Overview and Scrutiny, principally through supporting the programme of Commission and Panel meetings, and progressing the reviews being carried out by Overview and Scrutiny working groups.
- Continuing to ensure that complaints against the Council at stage 4 and through the Local Government Ombudsman are responded to fairly and promptly.

Performance and Partnerships

- Embedding the performance framework for 2014-15
- Completing quarter 1 performance updates and reporting
- Reviewing the Partnership’s meeting structure and governance
- Issuing terms and conditions for voluntary sector grants
- Preparing for the Careers Event on 9th October 2014
- Induction of the new Performance and Partnerships Officer

Communications and Marketing

- Bracknell town centre regeneration phase 2
- Preparation for the opening of the new outdoor Bracknell Market in July 2014
- Blue Mountain communications
- Residents parking scheme
- Twin Bridges phase 2
- Town & Country summer 2014
- Time for a Change (internal communications)

Community Safety

- New member of staff appointed to the post of Crime & ASB Analyst to develop the CADIS system to provide better analysis to the Community Safety Partnership. The new post holder will explore how CADIS data can be paired with crime data to better inform tasking meetings.

- The Community Safety Team will be working with Thames Valley Police to increase the capacity of the ANPR system through the acquisition of a re-deployable ANPR camera.
- Other staff changes will necessitate the employment of two other new members of staff to the Community Safety Team.
- Possible completion of the Domestic Homicide Review for AV.
- The Community Safety Team will be working closely with secondary schools within the Borough to promote the Channel Panel, part of Prevent, the Government programme to prevent radicalisation of young and other vulnerable people.

Annex A: Progress on Key Actions

MTO 1: Re-generate Bracknell Town Centre				
Sub-Action	Due Date	Owner	Status	Comments
1.2 Regenerate Charles Square				
1.2.1 Implement the Compulsory Purchase Order	31/03/2015	CXO		All notices served. CPO expired in June.
1.3 Deliver the framework which enables regeneration of Bracknell Town Centre.				
1.3.1 Produce and implement a strategy for Market Square and the existing market	31/03/2015	CXO		New Market launched
1.3.3 Work with BRP to monitor and implement demolition and construction programme for town centre regeneration	31/03/2015	CXO		Ongoing.
1.4 Attract new retailers and leisure operators to underpin the regeneration of the Broadway based northern retail quarter and the creation of an '18 hour' economy.				
1.4.1 Co-ordinate the work of the Town Centre Partnership	31/03/2015	CXO		Ongoing.
1.4.2 Provide support to development partners and other occupiers where required to attract new retailers to the regenerated town centre	31/03/2015	CXO		Ongoing.
1.4.3 Work with BRP to agree a strategic brief for the Northern Retail Quarter East	31/03/2015	CXO		Ongoing.
1.6 Maintain pressure on landowners to rebuild or refurbish unattractive buildings in the town centre				
1.6.1 Maintain pressure on landowners to rebuild or refurbish unattractive buildings in the town centre	31/03/2015	CXO		Winchester House due to be demolished in Autumn 2014. Enid Wood house currently being modernised. Completion due early 2015. Planning permission granted for Eagle House redevelopment.
1.7 Promote residential development in the town centre, where viable, to take pressure off of our countryside to deliver housing.				
1.7.1 Coordinate proposals for residential development in Bracknell Town Centre including at Stanley Walk/Jubilee Gardens	31/03/2015	CXO		Ongoing discussions with stakeholders.
1.8 Deliver high quality public realm and public spaces.				
1.8.4 Co-ordinate future public realm and town	31/03/2015	CXO		Ongoing.

centre management				
1.9 Implement an Accommodation Strategy to rationalise the number of buildings used by the Council.				
1.9.13 Implement flexible and mobile working principles across all town centre offices	31/03/2015	CXO		Ongoing.
MTO 8: Work with the police and other partners to ensure Bracknell Forest remains a safe place				
Sub-Action	Due Date	Owner	Status	Comments
8.1 Continue to seek to reduce overall crime levels, focusing particularly on burglary, domestic abuse, Internet related crime, non-rape sexual offences, personal robbery, vehicle crime, violent crime and anti-social behaviour.				
8.1.1 Implement the Community Safety Plan priorities, to tackle burglary, domestic abuse, internet related crime, non-rape sexual offences, personal robbery, vehicle crime, violent crime and anti-social behaviour	31/03/2015	CXO		At the end of Q1 data from Thames Valley Police shows a 10% fall in all recorded crime in Bracknell Forest. This includes reductions in personal robbery, vehicle crime and violent crime. There has been a rise in the number of burglaries following substantial reductions in 2013-14. All ASB as recorded by CADIS has fallen in Q1 by 2% but there have been rises in the numbers of Nuisance and Personal ASB reports
8.1.2 Continue to seek to reduce overall levels through targeted action with prolific offenders	31/03/2015	CXO		The BFC Community Safety team includes a member of staff who works with prolific offenders to reduce their offending and subsequent harm to the community. This work has made a major contribution to the 10% reduction in overall crime in Q1. The offender manager also works with perpetrators of domestic abuse and some referrals under the Prevent / Channel Process
8.1.3 Work with partners to ensure crime and disorder is considered as part of the town centre regeneration plans	31/03/2015	CXO		The Community Safety Manager is a regular member of the Regeneration Operations Group to ensure that Bracknell town centre regeneration is fully cognisant of the impact on crime and ASB. Recent contributions have been through the introduction of a CCTV system shared with BRP and the safety of walkways.

8.2 Reduce the incidence of anti-social behaviour.				
8.2.1 Implement a co-ordinated programme of action to address anti-social behaviour	31/03/2015	CXO		The CSP Anti-social Behaviour Working Group meets monthly to consider all ASB issues which merit a partnership approach. Most of these cases are currently neighbour disputes. Repeat cases and cases with vulnerable victims take priority. The Community Safety Team within BFC work in close partnership with the TVP ASB officer.
8.3 Press for more visible policing.				
8.3.1 Work through the Joint Tasking process with the Police to ensure visible policing in the borough	31/03/2015	CXO		Safety Manager is a regular attendee at the police Daily Management Meetings and the monthly Joint Tasking meeting to make recommendations where appropriate. The CSM also has regular meetings with the Local Police Area Commander and his deputy. A presentation was given on the 26 June 2014 to all neighbourhood officers regarding closer working with the Council.
8.4 Work with the police and crime commissioner to maximise the benefits to residents of the borough.				
8.4.1 Work with a newly elected police and crime commissioner to maximise the benefits to residents of the borough, in particular by ensuring timely communication with the new commissioner	31/03/2015	CXO		The Community Safety Manager attends regular meetings held by the PCC and his staff. Twice a year finance reports are submitted to the PCC and quarterly performance reports are also submitted. The PCC aims to attend at least one CSP meeting a year and his staff aim to attend 4 CSP Executive meetings a year.
MTO 9: Sustain the economic prosperity of the Borough				
Sub-Action	Due Date	Owner	Status	Comments
9.1 Contribute to the work of the Thames Valley Berkshire Local Enterprise Partnership, including the promotion of inward investment and support for existing firms				
9.1.1 Promote superfast broadband through the implementation of the Berkshire Broadband plan	31/03/2015	CXO		This project is progressing well, the match funding from BDUK has come through and when the programme is complete more than 96% of the borough will benefit from superfast broadband.

9.2 support the work of the Economic and Skills Partnership to sustain the local economy, in particular by co-ordinating the implementation of the Bracknell Forest Local Economic Development Strategy.

9.2.1 Sustain the borough's economic prosperity through co-ordination of the Bracknell Forest Economic and Skills Development Partnership	31/03/2015	CXO		The ESDP is continuing its work with its various sub-groups (infrastructure, employment and skills, promotion and community). At the last meeting 8th July 2014 the work of the LEP SEP was discussed and the BES work plan was presented for debate and this will form the basis for the next Strategic Economic Framework.
9.2.13 Co-ordinate the Bracknell Forest Careers Event	31/03/2015	CXO		On track
9.2.14 Implement the 'hub and spoke' proposals in the City Deal project plan, working with other Berkshire authorities and the Local Enterprise Partnership	31/03/2015	CXO		The City Deal (Elevate Me - Bracknell Forest) is progressing well, a Business Relationship Co-ordinator has been recruited, the IAG hub will be operational in the town centre manned by multi-agencies and the EMBF web site will be operational to help NEETs find worthwhile jobs and career opportunities.
9.2.15 Work with the Thames Valley Berkshire Local Enterprise Partnership, in particular to deliver the Strategic Economic Plan implementation plan	31/03/2015	CXO		Actively working with TVB LEP and other authorities in Berkshire to deliver the SEP. Currently focussing upon the four strands of the SEP, in particular the International strand dealing with Inward Investment and Trade.
9.2.2 Promote economic prosperity through the establishment of a dedicated resource to support business and enterprise	31/03/2015	CXO		Ongoing.
9.2.3 Promote inward investment through the implementation of an inward investment strategy	31/03/2015	CXO		The Inward Investment strategy is part of the BES work plan and work on this part of the plan will continue into the Autumn. As part of this work liaison with BEDOG and establishing new links with UKTI and TVCC to gain access to the inward investment pipeline and virtual business teams linking in with our Business Contact programme.
9.2.4 Review the Local Economic Strategy	31/03/2015	CXO		The review will be undertaken as part of the BES work plan and continuing work with the ESDP. A workshop is planned for the Autumn to brainstorm and scope the key dimensions.

9.2.5 Support small and medium sized enterprises through the provision of advice and guidance	31/03/2015	CXO		Advice and guidance to SMEs is included as part of the BES work plan.
9.2.6 Develop a programme of engaging with local businesses and eliminating barriers to success	31/03/2015	CXO		The BES is currently developing a fully functional Business Contact Programme with account management linking to a CRM database as part of the forthcoming Business Information and Intelligence System, involving the top twenty managers in the organisation linking to an initial portfolio of three companies each.
9.2.7 Promote commercial links to China, and other emerging economies, in particular through the implementation of a programme of engagement and events	31/03/2015	CXO		Currently exploring the development of an incubator for Chinese companies looking to experience doing business in the UK.
9.2.8 Promote Bracknell Forest as a premier business location through the development of a new brand identity	31/03/2015	CXO		Work is progressing - the brand identity has been developed and will be rolled out as part of the Inward Investment Strategy and the new ESDP "Promotion" sub group.
MTO 11: Work with our communities and partners to be efficient, open, transparent and easy to access and to deliver value for money				
Sub-Action	Due Date	Owner	Status	Comments
11.2 ensure staff and elected members have the opportunities to acquire the skills and knowledge they need.				
11.2.9 Develop and implement the Good to Great programme theme of Communications and Cross-Department working	31/03/2015	CXO		The group's membership needs to be revitalised as a number of members of the project team have left the Council. Plans are in place to do this.
11.7 work with partners and engage with local communities in shaping services.				
11.7.7 Continue to support the voluntary sector through the provision of core grants, to develop it's capacity	31/03/2015	CXO		Core grants awarded for 2014-15 and Q1 monitoring meetings booked.
11.7.8 Lead the review and work with partners to update the Sustainable Community Strategy	31/03/2015	CXO		Good progress, to be completed in Q2.
11.8 implement a programme of economies to reduce expenditure				
11.8.13 Implement the Facilities Category Management Strategy	31/03/2015	CXO		

11.8.5 Develop proposals to help the Council produce a balanced budget in 2015/16	31/03/2015	CXO		Ongoing.
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