



Performance Report to Members on Key Performance

Indicators for the period:

October to December 2014



Explanation of terms and conventions used in the report:

Linkage to the Council's Corporate Objectives:

Each of the reported activities is listed under one of the

Council's Corporate Objectives:

Corporate Objective – Place

Corporate Objective – Homes

Corporate Objective – Economic Growth

Targets:

There are two targets:

Quarter Targets represent desired performance for that particular quarter

Year to Date Targets represent the desired performance at that point in the year

Trend Columns:

For each Performance Indicator this will show the trend as follows -

This Quarter Compared to the Previous Quarter

(Current Quarter Vs. Previous Quarter)

Better / Higher Better / Higher than previous

Same Same as previous

Worse / Lower Worse / Lower than previous

Year to Date compared to Same Time Last Year

(Year to Date (Current Year) Vs. Year to Date (Previous Year))

Better / Higher Better / Higher than previous

Same Same as previous

Worse / Lower Worse / Lower than previous

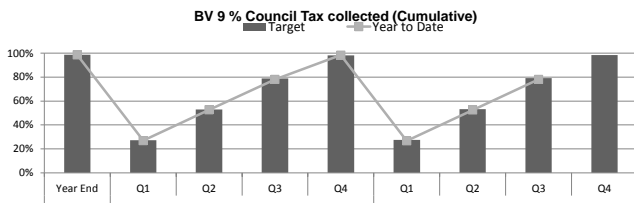
N/A: Not Applicable – No relevant comparison available

Corporate Objective - Place

BV009 Percentage of Council Tax collected (Cumulative)

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	98.1%	98.3%	79.1%	78.0%	79.1%	78.0%	N/A	Worse, (78.1%)

Polarity High is Good



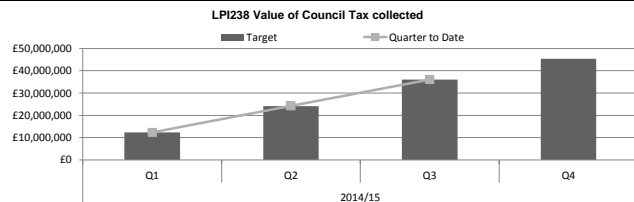
Commentary

Collection rate is currently 0.1% down compared to end of December 2013. Main reason is increase in collectable debit caused by the council tax technical changes introduced from 1 April 2014 i.e. 50% council tax premium on long-term empty properties, and the reduction in the level of discounts for properties which are unoccupied/unfurnished and properties undergoing major structural repair. Proactive collection and enforcement work being maintained and anticipate achieving same collection rate for 2014/15 as was achieved in 2013/14 i.e. 98.3%

LPI238 Value of Council Tax collected (Cumulative)

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	N/A	£36,013,985	£36,075,807	£36,013,985	£36,075,807	N/A	N/A

Polarity High is Good



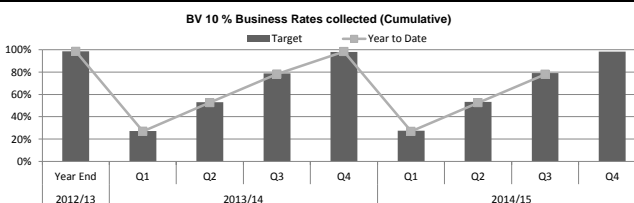
Commentary

The value of council tax collected is £956,549 more than the amount collected at the end of December 2013. Major contributing factor to the increase in amount collected is the proactive approach and variety of initiatives being adopted by the recovery and enforcement team.

BV010 Percentage of Business Rates collected (Cumulative)

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	97.1%	97.8%	82.3%	82.3%	82.3%	82.3%	N/A	Better, (80.3%)

Polarity High is Good



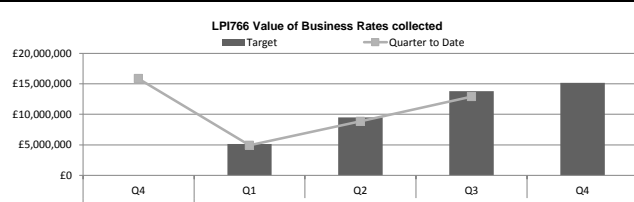
Commentary

Collection rate is currently 2% up compared to end of December 2013. Main reason for significant improvement is increase in resources from October to proactively target debtors who have not been paying or defaulting on payment arrangements. Retail rate relief, introduced from 1 April 2014 has also helped to reduce the amount of collectable debit.

LPI766 Value of Business Rates collected (Cumulative)

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	£15,851,631	£13,816,342	£12,904,576	£13,816,342	£12,904,576	N/A	Worse, (£13,128,614)

Polarity High is Good



Commentary

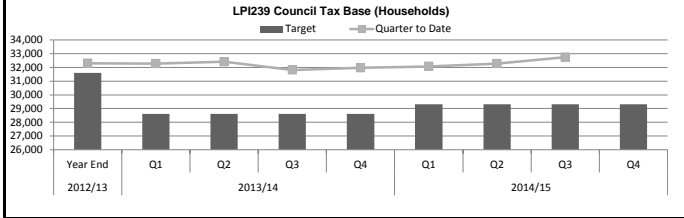
The value of business rates collected is £224,038 less than the amount collected at the end of December 2013. Major contributing factor to the decline is caused by the collectable debit decreasing, the primary influencing factors causing this are a decline in the overall rates base Rateable Value and the award of £205K Retail Rate Relief from 1 April 2014.

Corporate Objective - Place

LPI239 Council Tax Base (Band D Equivalent Households)

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	28,617.1	31,969.0	29,313.2	32,746.0	29,313.2	32,746.0	Higher, (32,271.8)	Higher, (31,812.0)

Polarity No Polarity

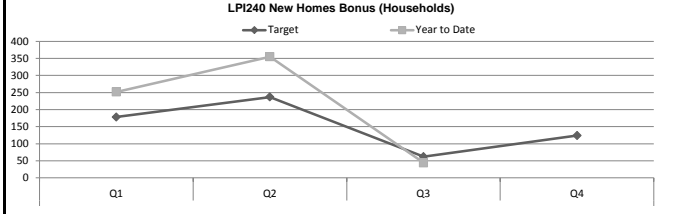


Commentary
The targets shown are those approved for the setting of Council Tax. The results shown are net of the various Council Tax discounts.

LPI240 New Homes Bonus (Households)

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	N/A	N/A	N/A	62.0	44.0	N/A	N/A

Polarity No Polarity



Commentary
This indicator monitors the Council's progress towards achieving the increase in housing required to meet the forecast New Homes Bonus for 2016/17. The indicator runs from October to September and does not align to the normal financial year; this quarter is the first quarter for the purposes of measuring progress.

Corporate Objective - Place

BV078a Average number of days for processing new claims								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	21.00	20.70	21.00	14.25	21.00	22.14	Better, (20.46)	Worse, (21.92)
Polarity	Low is Good							
						<p>Commentary</p> <p>Compared to the end of Q2 (25.35 days), there has been an improvement of 3.21 days. Ongoing improvement expected to continue over Jan/Feb/March. There are no long-term staff absences in the section now so I am confident that the annual target will be met and exceeded before the end of the financial year.</p>		

BV078b Average number of days for processing change of circumstances								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	12.00	10.21	11.50	10.85	11.50	14.10	Better, (17.09)	Worse, (13.66)
Polarity	Low is Good							
						<p>Commentary</p> <p>Compared to the end of Q2 (15.68 days), there has been an improvement of 1.58 days. Ongoing improvement expected to continue over Jan/Feb/March. There are no long-term staff absences in the section now so I am confident that the annual target will be met and exceeded before the end of the financial year.</p>		

BV079b(ii) Percentage of recoverable overpayments recovered in year vs. total debt (Cumulative)								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	28.00%	24.25%	20.00%	21.14%	20.00%	21.14%	N/A	Better, (19.49%)
Polarity	High is Good							
						<p>Commentary</p> <p>Compared to December 2013, the total amount of debt collected has increased by 1.65%. The status of each overpaid Housing Benefit invoice is monitored on a monthly basis and every recovery and enforcement option available to us are being exhausted to ensure that income collection is being maximised to its full potential.</p>		

BV079b(iii) Percentage of overpayments written off vs. total debt (Cumulative)								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	4.00%	2.92%	3.00%	2.00%	3.00%	2.00%	N/A	Better, (2.05%)
Polarity	Low is Good							
						<p>Commentary</p> <p>Write-offs are only approved in appropriate circumstances and in accordance with our write-off policy. Write-offs continue to be closely monitored and there is no indication at present that the level of write-offs will exceed 4% of the total debt raised.</p>		

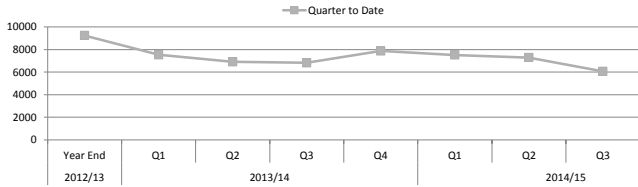
Corporate Objective - Place

LPI768 Total number of calls received by Revenues and Benefits (Capita) Call Centre

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	29,116	N/A	6,068	N/A	20,871	Lower, (7,291)	Lower, (21,250)

Polarity No Polarity

LPI768 Total number of calls received by Capita Call Centre



Commentary

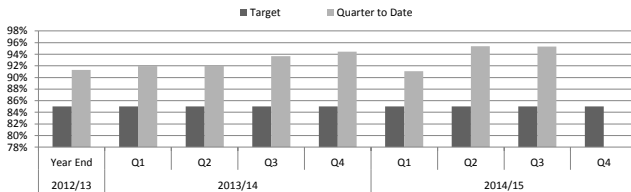
The Year to Date Result is 379 calls lower than at the same time last year.

LPI767 Percentage of all calls to Revenues and Benefits (Capita) Call Centre that were answered

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	93.0%	85.0%	95.3%	85.0%	93.8%	Worse, (95.4%)	Better, (92.5%)

Polarity High is Good

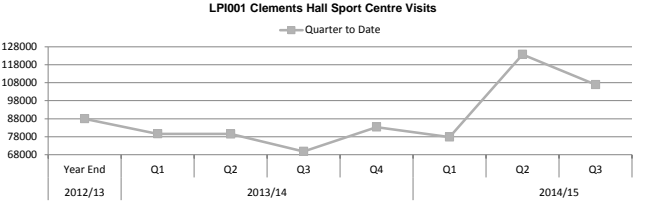
LPI767 % of calls to the Capita Call Centre that were answered

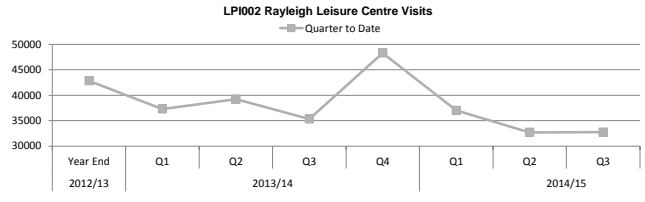


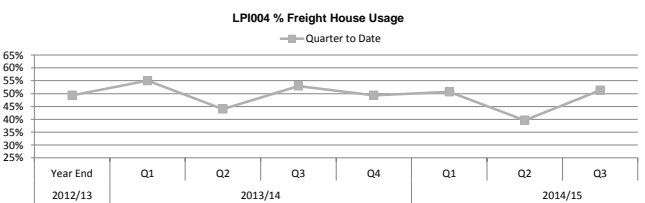
Commentary

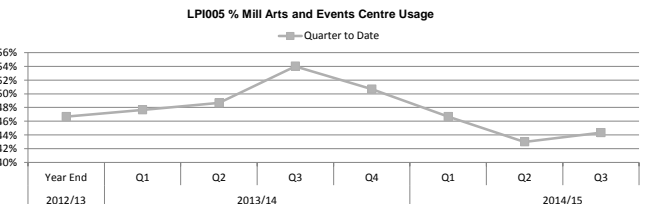
6,068 calls made to the call centre in Q3, compared to 6,816 for Q3 in 2013 - decrease in call volume of 11%. Level of abandoned calls has improved from 6.3% in Q3/2013 to 4.7% in Q3/2014. Service provision consistently exceeds contract SLA (85% of calls answered at first point of contact) and there have been no official complaints received in Q3 regarding level of service provided by the contact centre.

Corporate Objective - Place

LPI001 Clements Hall Sport Centre Visits								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	330,000	312,341	82,500	106,915	247,500	308,458	Lower, (123,741)	Higher, (228,975)
Polarity	No Polarity							
						<p align="center">Commentary</p> <p>Quarter 2 and 3 figures contained formula errors (resulting in a spike in the usage figure). This was incurred by the Contractor during the transition period. The Contractor implemented a revised usage formula from December 2014. This is currently being validated.</p>		

LPI002 Raleigh Leisure Centre Visits								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	140,000	160,083	41,250	32,735	123,750	102,422	Higher, (32,691)	Lower, (111,791)
Polarity	No Polarity							
						<p align="center">Commentary</p> <p>The Gym closed temporarily for new installations during December. The Bowls Christmas events did not take place. Usage was therefore negatively affected.</p>		

LPI004 % Freight House Usage								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	50%	50%	55%	51%	55%	47%	Higher, (39.7%)	Lower, (50.7%)
Polarity	No Polarity							
						<p align="center">Commentary</p> <p>We are working with the new contractor to look at how usage can be stimulated by e.g. offering a wider programme of events.</p>		

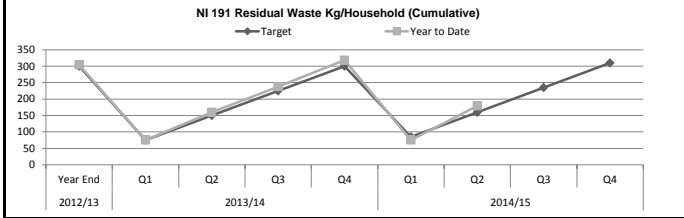
LPI005 % Mill Arts and Events Centre Usage								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	50%	50%	55%	44%	55%	45%	Higher, (43.0%)	Lower, (50.1%)
Polarity	No Polarity							
						<p align="center">Commentary</p> <p>We are working with the new contractor to look at how usage can be stimulated by e.g. offering a wider programme of events.</p>		

Corporate Objective - Place

NI 191 Residual household waste collected kg per household

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	300	319	75	0	235	0	Worse, (104)	Worse, (238)

Polarity Low is Good

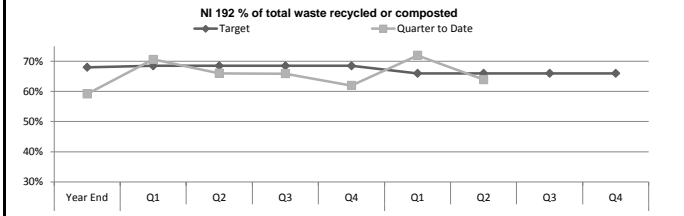


Commentary
There has been a discrepancy in the tonnage reported from the Materials Recycling Facility so no figure will be input for this quarter until this has been rectified.

NI 192 Percentage of total waste recycled or composted

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	68.50%	66.34%	66.00%	0.00%	66.00%	0.00%	Worse, (63.92%)	Worse, (67.61%)

Polarity High is Good

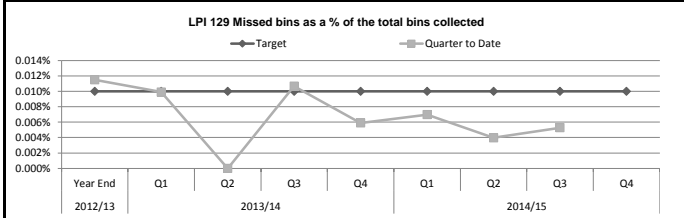


Commentary
There has been a discrepancy in the tonnage reported from the Materials Recycling Facility so no figure will be input for this quarter until this has been rectified.

LPI129 Missed bins as a percentage of the total bins collected

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	0.010%	0.006%	0.010%	0.005%	0.010%	0.005%	Worse, (0.004%)	Better, (0.007%)

Polarity Low is Good



Commentary
The Quarter Result represents 44 Missed Bins out of 834724 collected during the quarter.

Corporate Objective - Place

LPI646 Percentage of land/highways with unacceptable levels of litter								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	15.0%	10.3%	15.0%	11.6%	15.0%	11.5%	Worse, (11.5%)	Worse, (10.1%)
Polarity	Low is Good							
						<p align="center">Commentary</p> <p>The level of cleanliness is within target.</p>		

LPI647 Percentage of land/highways with unacceptable levels of detritus								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	15.0%	10.2%	15.0%	12.4%	15.0%	12.0%	Worse, (11.9%)	Worse, (10.5%)
Polarity	Low is Good							
						<p align="center">Commentary</p> <p>The level of cleanliness is within target.</p>		

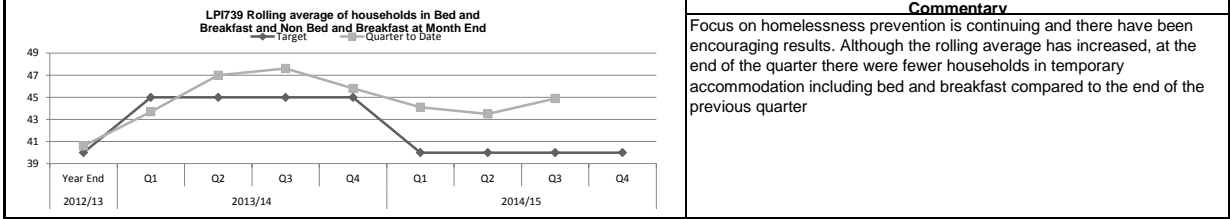
LPI615 Energy consumption (Kilowatt hour) per Quarter/Year of 4 main Rochford District Council buildings (Cumulative)								
	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	700,000	521,131	131,250	143,671	393,750	275,127	Worse, (57,198)	Better, (344,099)
Polarity	Low is Good							
						<p align="center">Commentary</p> <p>Another good performance, despite a problem with the boiler controls in one building during this quarter. Comparison with Quarter 3 in 2013/14 shows a saving of some 11% and the year to date result shows a 20% saving compared to 2013/14.</p> <p>Seasonality factors affect the quarter comparisons.</p>		

Corporate Objective - Homes

LPI739 12 month rolling average of households in Bed and Breakfast and Non Bed and Breakfast Temporary Accommodation at month end

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	45.0	45.8	40.0	44.9	40.0	44.9	Worse, (43.50)	Better, (47.60)

Polarity Low is Good

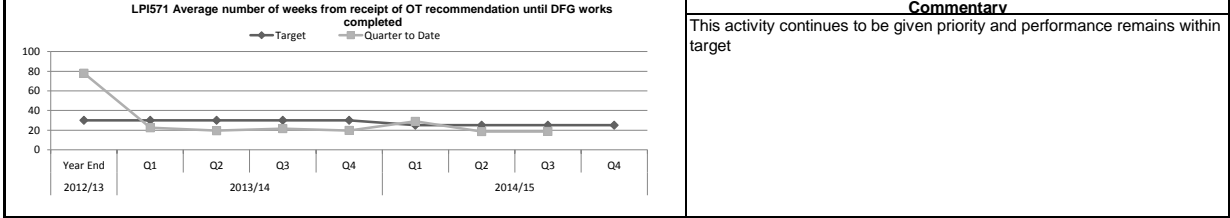


Commentary
Focus on homelessness prevention is continuing and there have been encouraging results. Although the rolling average has increased, at the end of the quarter there were fewer households in temporary accommodation including bed and breakfast compared to the end of the previous quarter

LPI571 Average number of weeks, from receipt of Occupational Therapist's (OT) recommendation until the Disabled Facility Grant (DFG) works are completed

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	30.0	20.9	25.0	18.7	25.0	22.2	Worse, (18.54)	Worse, (21.24)

Polarity Low is Good



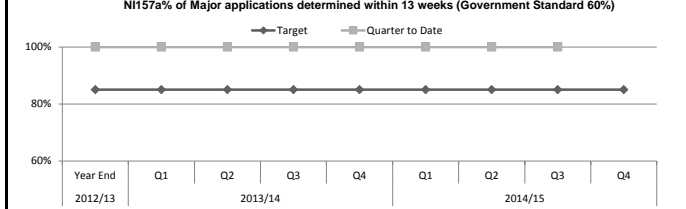
Commentary
This activity continues to be given priority and performance remains within target

Corporate Objective - Homes

NI 157a Percentage of major (Large Scale and Small Scale) applications determined within 13 weeks

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	85.00%	100.00%	85.00%	100.00%	85.00%	100.00%	Same, (100.00%)	Same, (100.00%)

Polarity High is Good

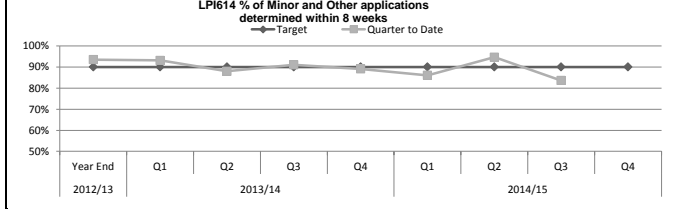


Commentary
Priority, very high performance sustained due to Government Measures.

LPI614 Percentage of minor and other applications determined within 8 weeks (NI157b and NI157c)

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	90.00%	90.24%	90.00%	83.65%	90.00%	88.43%	Worse, (94.62%)	Worse, (90.59%)

Polarity High is Good

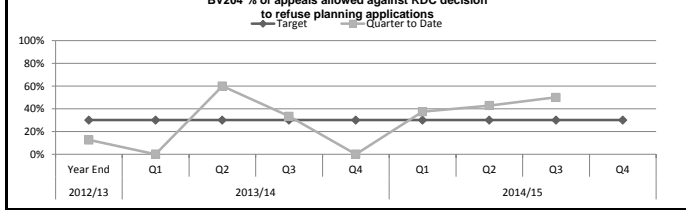


Commentary
Performance decreased as a result of staff vacancy, recruitment underway.

BV204 Percentage of appeals allowed against the authority's decision to refuse planning applications

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	30.0%	38.9%	30.0%	50.0%	30.0%	42.9%	Worse, (42.9%)	Better, (46.7%)

Polarity Low is Good



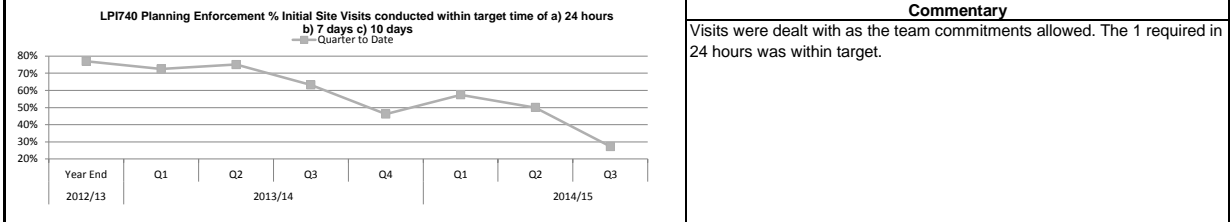
Commentary
This is a volatile indicator. The Year to Date result represents 9 out of 21 appeals allowed.

Corporate Objective - Homes

LPI740 Planning Enforcement: Percentage Initial Site Visits conducted within target time of a) 24 hours b) 7 days c) 10 days

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	63.7%	N/A	27.3%	N/A	51.0%	Worse, (50.0%)	Worse, (70.1%)

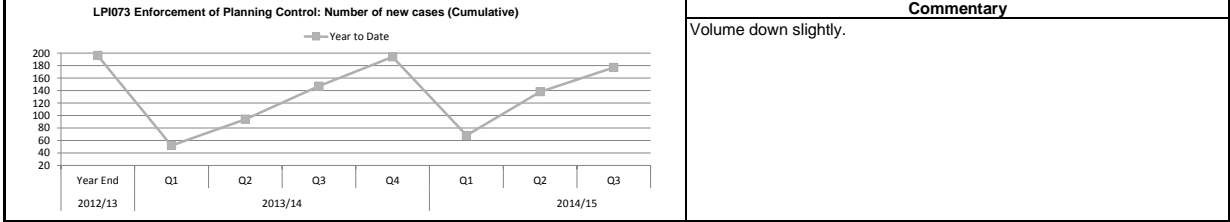
Polarity High is Good



LPI073 Planning Enforcement: Number of new cases

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	200	194	50	39	150	177	Lower, (70)	Higher, (147)

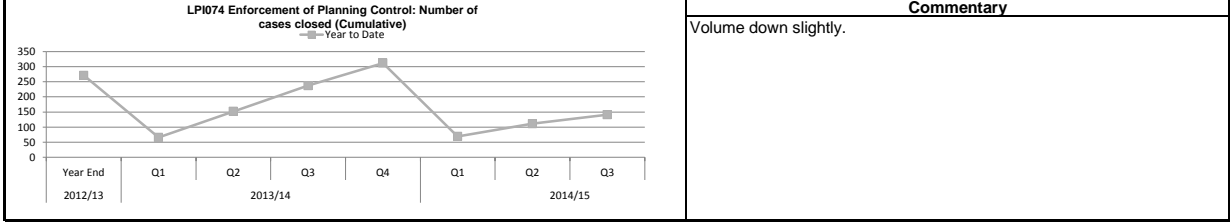
Polarity No Polarity



LPI074 Planning Enforcement: Number of cases closed

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	99	312	25	30	112	141	Lower, (42)	Lower, (237)

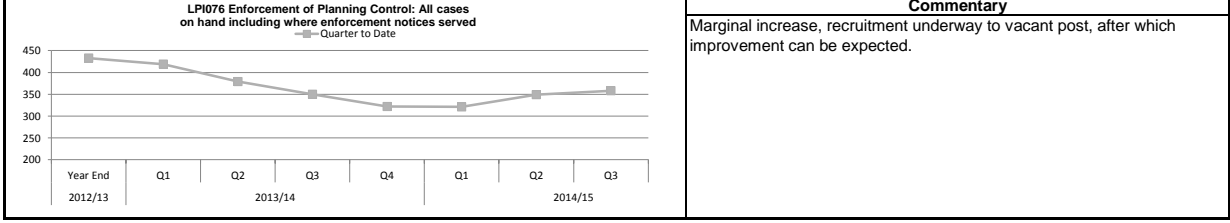
Polarity No Polarity



LPI076 Planning Enforcement: All cases on hand including where enforcement notices served

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	350	322	360	358	360	358	Higher, (349)	Higher, (350)

Polarity No Polarity



Corporate Objective - Economic Growth

LPI743 Building Control Chargeable Services: Workload

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	4,175	N/A	1,431	N/A	4,631	Lower, (1,657)	Higher, (3,242)

Polarity No Polarity

LPI743 Building Control Chargeable Services: Workload (Cumulative)

Commentary

We have seen a slight reduction in the number of inspections which is normal during winter months. However the overall workload is still higher than last year.

LPI769 Building Control Chargeable Services: Market share – percentage of applications for less than 100 housing units

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	70.3%	N/A	0.0%	N/A	63.2%	Lower, (100.0%)	Lower, (76.2%)

Polarity No Polarity

LPI769 BC Chargeable services – Market Share % of applications for less than 100 housing units

Commentary

The BC section received no applications for residential new build units in the quarter, compared to 6 Initial Notices received for other inspectors.

LPI771 Building Control chargeable services: Market share – percentage of applications for 100 or more housing units

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	0.0%	N/A	0.0%	N/A	0.0%	Same, (0.0%)	Same, (0.0%)

Polarity No Polarity

LPI771 BC Chargeable services – Market Share % of applications for 100 or more housing units

Commentary

There have been no applications for more than 100 dwellings.

LPI776 Building Control chargeable services: Market share – percentage of all other work

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	87.7%	N/A	87.8%	N/A	89.7%	Lower, (91.5%)	Higher, (86.8%)

Polarity No Polarity

LPI776 – BC Chargeable services – Market Share % of all other work

Commentary

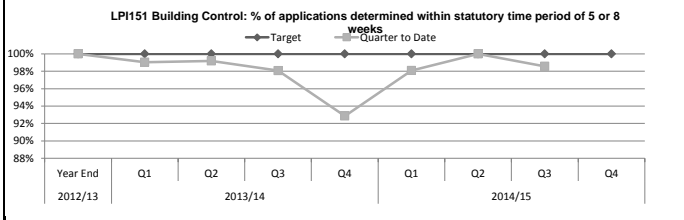
We dealt with 159 of 181 such items this quarter.

Corporate Objective - Economic Growth

LP151 Building Control: Percentage of applications determined within statutory periods (5 and 8 weeks)

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	100%	97%	100%	99%	100%	99%	Worse, (100%)	Worse, (99%)

Polarity High is Good

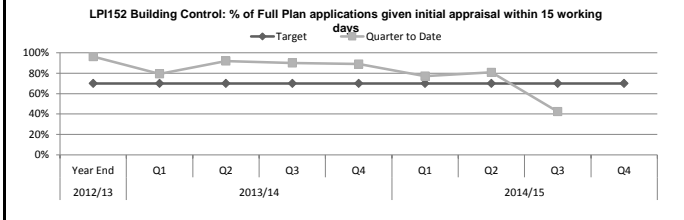


Commentary
138 out of 140 decisions issued within the quarter were determined within the statutory time limits

LP152 Building Control: Initial appraisal on 'Full Plan' applications within 15 working days

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	70%	88%	70%	42%	70%	68%	Worse, (81%)	Worse, (89%)

Polarity High is Good

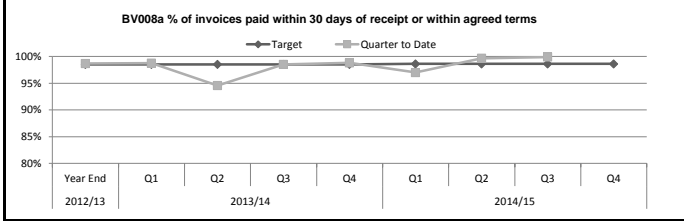


Commentary
No commentary available

BV008a Percentage of invoices paid by the Authority within 30 days of receipt or within the agreed payment terms

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	98.5%	97.6%	98.6%	99.9%	98.6%	98.9%	Better, (99.7%)	Better, (97.2%)

Polarity High is Good

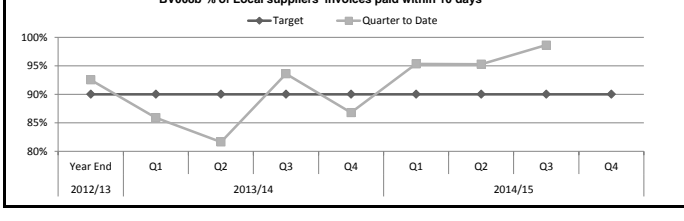


Commentary
Prompt payment of invoices continues to be maintained with 100% of invoices being paid within 30 days in October and December.

BV008b Percentage of invoices paid by the Authority within 10 days of receipt to Local Suppliers

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	90.0%	86.7%	90.0%	98.6%	90.0%	96.5%	Better, (95.3%)	Better, (86.7%)

Polarity High is Good



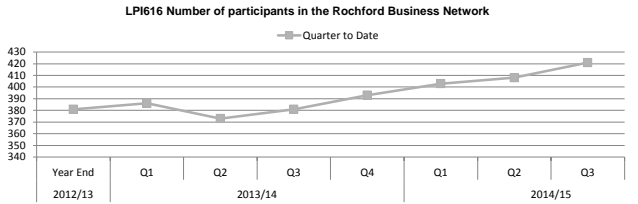
Commentary
Priority continues to be given to the payment of local suppliers with the majority being paid within 10 days.

Corporate Objective - Economic Growth

LPI616 Number of participants in the Rochford Business Network

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	200	393	450	421	450	421	Better, (408)	Better, (381)

Polarity High is Good

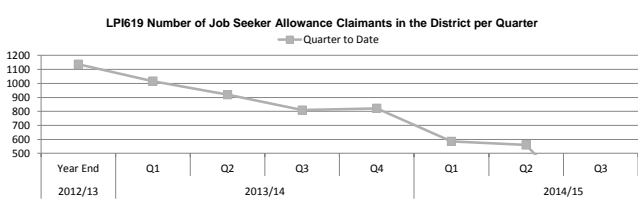


Commentary
The number of businesses that have signed up to the Rochford Business Network continues to increase. Additional promotional activity, work with Chambers of Trade, and additional events throughout the last year have led to this. As a result of the ongoing vacancy mapping exercises, the database is fully updated and reflects businesses that close/relocate out of the District.

LPI619 Number of Job Seeker Allowance Claimants in the District per Quarter

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	822	N/A	0	N/A	0	Better, (560)	Better, (809)

Polarity Low is Good

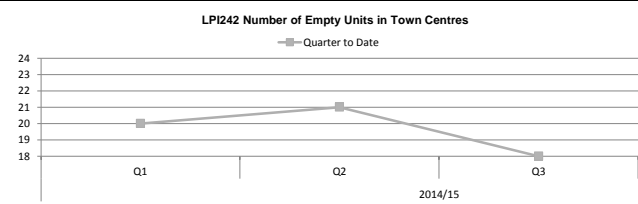


Commentary
Data for Quarter Three is not yet available and will be reported to Members as soon as possible.

LPI242 Number of Empty Units in Town Centres

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	N/A	N/A	18	N/A	18	N/A	N/A

Polarity Low is Good

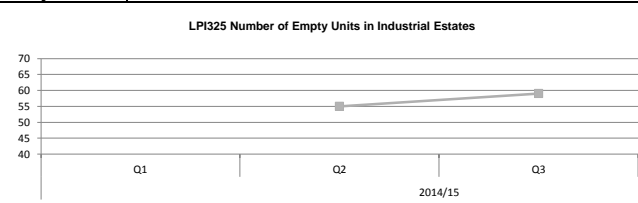


Commentary
This figure is very low generally and we are now able to monitor any long term vacant units. Through the Town Team and an emerging Empty Shops Strategy, the Economic Development Unit will be introducing initiatives to help reduce this figure further. The breakdown of this figure is Hockley – 5 (out of 82) Rayleigh – 5 (out of 257) Rochford – 8 (out of 107) This is based on the number of units (ground and upper floors) in the primary and secondary shopping areas.

LPI325 Number of Empty Units in Industrial Estates

	Last Year		Current Year				This Quarter compared to	Year to Date compared to
	Target	Year End	Quarter Target	Quarter Result	Year to Date Target	Year to Date Result	Previous Quarter	Same Time Last Year
Result	N/A	N/A	N/A	59	N/A	114	N/A	N/A

Polarity Low is Good



Commentary
The definition covers units which are vacant – to let, sold, or for sale. It does not include units where occupancy is evident but unknown. (The survey covered 452 units.)