

Measure	Comments
<b>Priority: Clean, Green &amp; Safe Places</b>	
<b>Outcome: Impact of crime and anti-social behaviour across the district will be minimised</b>	
Work with the Police and Community Safety Partners to minimise the impact of crime and anti-social behaviour	<p><b>Half Yearly Measure:</b> - The Council continues to be a leading partner in the Community Safety Partnership which also includes Lancashire Constabulary, Lancashire Fire &amp; Rescue, Probation Services, Youth Offending Team, Office of the Police &amp; Crime Commissionaire, Lancashire County Council and NHS Clinical Commissioning Group. Based on evidence, five priorities for 2015/16 have been identified as being the most important to address in the district. These are Violence Against the Person, Road Safety, Substance Misuse, Domestic Abuse and Anti-Social Behaviour. Quarterly meetings are held to discuss performance on the delivery of priority actions, identify trends and any emerging issues.</p> <p>The Council is also a leading participant in Anti-Social Behaviour Risk Assessment Conferences (ASBRAC) within the district which supports high risk victims of Anti-Social Behaviour and targets offenders</p>
Reduce hate crime and the fear of crime felt by minority communities	<p><b>Half Yearly Measure:</b> The Council supports initiatives and activities aimed at tackling hate crime. In the first half of the year this has included involvement in the Learning Disability Awareness Week and supporting self-advocates to approach shops as part of Lancaster Safety In Towns initiative. At the end of July, shared funding with Wyre Borough Council for the Hate Crime Officer came to an end. Going forward the Council will look to support <i>Victims Voice</i> a hate crime reporting and support agency, funded by the Police &amp; Crime Commissioner, that will provide for three caseworkers to cover the Lancashire, including one responsible for activities in Lancaster, Wyre, Fylde and Blackpool</p>
<b>Outcome: Local neighbourhoods are clean and safe and residents have a sense of pride in the district</b>	
Increased number of projects that directly involve local communities in improving local areas, parks and open spaces	<p><b>Quarterly Measure:</b> Twenty-three groups with a variety of projects are being supported including the development of play areas, allotments, Skateparks and parks. Groups include newly formed groups, Parishes and Friends groups. Other groups are supported through wider initiatives such as the Lancaster Greenspace Forum and consultation toolkits which have been developed in conjunction with Lancaster University. Three new groups/ projects are being supported (Aughton Play Area, Newton Beck Coppice Group, BMX at Greenland's Farm).</p> <p>Friends of Greaves Park and Friends of Ryelands Park have completed a master plan for the parks which will be considered by December Cabinet. Cinder Lane allotment is now complete. Ward councillors are trying to resurrect a friends group for Palatine Recreation Ground, The Bowling Tuition group have also taken on the lease for the pavilion with the aim of re-establishing a bowling team. Lune Bank gardens had a successful national heritage open day to raise the profile of the project to restore the gardens. Beyond the Castle keeps going from strength to strength holding their first archaeological dig on the site with some interesting findings.</p>

Measure	Comments
<b>Priority: Clean, Green &amp; Safe Places</b>	
<b>Outcome: The council's impact on the environment will be minimised</b>	
Increased proportion of Council business travel mileage provided by electric or ultra-low emission vehicles	<p><b>Half Yearly Measure:</b> In May, as part of the major review of the council's business travel arrangements a pool of six ultra-low emission cars were acquired on a 'flexible' vehicle hire agreement. The Co2 emissions on these vehicles is 98 g/km putting them in the lowest group (Band A) for vehicle tax based on fuel type and Co2 emissions.</p> <p>A financial appraisal estimated that savings of over £10k could be realised in 2015/16 from 01 July 2015 when the pool vehicles came into operation, to an estimated maximum of nearly £94k in future years, dependent on usage. An appraisal of the first three months usage to 30 September indicates that the vehicles are being well utilised by staff for business use and with the benefit of this information officers have been asked to consider electric vehicles and associated infrastructure requirements. The wider business travel review suggested numerous options that Services can consider further to reduce or eliminate business travel, which in itself will reduce vehicle emissions.</p>
Amount of household waste reused, recycled or composted is maintained	<p><b>Quarterly Measure:</b> Data for this measure is provided through an external system maintained by Lancashire County Council and is reported three months in arrears. The percentage of waste reused, recycled or composted at 2014/15 Quarter 4 was 37.1%, representing a recycling rate across the whole year of 42.9%, being a small increase of +0.4% compared to 2013/14.</p> <p>In the first quarter of 2015/16 Q1 a 48% recycling rate was achieved, representing a decrease of 3.2% against the same quarter in 2014/15. It can be difficult to confidently assess the reason(s) why rates of recycling and composting fluctuate as it can be affected by several factors including seasonal variations and the weather – green waste will drop, for example in wet weather and Q1 2014/15 is known to have been dryer than the same quarter in 2015/16</p>
Increase income from energy and recycling projects	<p><b>Half Yearly Measure:</b> The amount of income generated from the solar photo-voltaic installations from 1st April 2015 to 30th Sept 2015 was £47,475.69. This is an estimate based on data extracted from the ORSIS online monitoring portal where information of kWh generated from the installed panels is available. It does not take into account any additional income which may be applicable through the Feed In Tariff scheme for which there is a data lag of approximately three months.</p>

Measure	Comments
<b>Priority: Health &amp; Wellbeing</b>	
<b>Outcome: Enhanced quality of life of local residents through access to affordable, decent housing</b>	
Increased number of improved homes	<b>Quarterly Measure:</b> This indicator reports on the number of homes improved in the private sector. It includes those improved by the Housing Standards Team in the private rented sector and those improved in the owner occupied sector by our own Home Improvement Agency (HIA). 983 homes have been improved at the end of Quarter 2, which is significantly ahead of target at this stage. At the beginning of August the HIA commenced working in line with the new Integrated Home Improvement Service (IHIS) agreement with Lancashire County Council. Under this scheme the HIA carry out 'Minor Adaptation' referrals on behalf of the County. The HIA's Handyperson Service is undertaking this work which tends to be larger, more complex and time consuming and, as a result, may lead to the number of properties improved indicated by this measure being reduced.
Improve access to housing	<b>Quarterly Measure:</b> This measure reports on the number of households that have been assisted in finding permanent accommodation into one of three categories of tenure, being: Council Housing, Private Registered Provider of Social Housing and Private Rented Sector. At the end of Quarter 3, 365 households have been assisted by the Housing Options Team (Homelessness) and the Choice Based Lettings Team. This is currently ahead of target.
Increased number of vulnerable households benefitting from Warm Homes Initiatives	<b>Half Yearly Measure:</b> 286 households had benefited from Warm Home Initiatives by the end of Quarter 2 significantly ahead of target at this point. This measure reports on the number of households - both owner occupiers and private tenants - benefiting from interventions to improve the level of affordable warmth in the homes of vulnerable residents. The schemes include a number of activities ranging from replacing inadequate boilers to the payment of fuel bills. Funding is no longer available for a scheme specifically targeting tenants in the private sector but vulnerable households are benefiting through the intervention of the Housing Standards Team in prioritising the elimination of the Category 1 hazard of 'Excess Cold'
<b>Outcome: Health and wellbeing of our residents is improved</b>	
Increased number of people participating in sports and leisure activities	<b>Quarterly Measure:</b> This measure monitors all throughput at Salt Ayre Sports Centre (SASC) and the Community Swimming Pools at Heysham, Hornby and Carnforth. The operational subsidy for Salt Ayre Sports Centre was considerably reduced last year and this trend continues. Throughput in areas such as gymnastic coaching, holiday activities and fitness continue to increase with approximately 200,000 visits obtained in the first half of the year compared to 175,000 for the equivalent period last year
Maximise opportunities for access to innovative leisure activities by working collaboratively with public and private sector partners	<b>Quarterly Measure:</b> Tenders have been received from two Development Companies and an evaluation panel of officers are currently examining the detailed information. Initial indications are positive that the operational costs of operating Salt Ayre Sports Centre will reduce considerably in the first full year and continue to gather momentum over future years.
Facilitate long term improvements in transportation to improve local air quality	<b>Half Yearly Measure:</b> Adoption of the Lancaster Transport Masterplan has been delayed and adoption is now anticipated in the New Year. Input into the content of the Master Plan is continuing, the last meeting being held on the 21 September 2015. A report to Public Health directors to propose the input of County Public Health into air quality is still being drafted by the public health team. The production of a shared Lancashire air quality and planning guidance document has been commissioned by this Council. Production of the template document is due to be delivered by the end of the year. This will be followed by a Lancashire implementation phase. A grant bid through the Cleaner Bus Technology Fund is being prepared for 25% of the buses operating through Lancaster (to reduce nitrogen oxide emissions). This will hopefully be submitted by the County Council on the 30 October 2015.

Measure	Comments
<b>Priority: Health &amp; Wellbeing</b>	
<b>Outcome: Health and wellbeing of our citizens is improved (continued)</b>	
<p>Maintain percentage of 'broadly' compliant food businesses (category 3-5)</p>	<p><b>Quarterly Measure:</b> At the end of Quarter 2 there were 1134 businesses considered to be broadly compliant (3 rating or higher) which equates to 96.7% of all ratings issued. This is a slight improvement at the same period in 2014/15. The number of businesses receiving the top rating of 5 has reduced slightly from 921 last year to 916 this, although the number of businesses considered to be non-compliant (2 or below) has reduced from 46 to 39.</p> <p>The Council has a range of tools available to tackle unsatisfactory food hygiene standards in food business, including advice to Food Business Operators, formal improvement/prohibition notices and/or prosecution. A recent innovation is the introduction of business coaching by Food Safety staff for businesses with a rating of 2 or below. It is anticipated that this will help to bring about sustained improvement in food safety and higher food ratings for non-compliant food businesses, providing a much more cost effective mechanism for improving food hygiene ratings.</p> <p>The total number of businesses registered and eligible for a rating is 1173. This is a reduction of 12 businesses compared to last year. Not all businesses receive a rating, only those food businesses that supply food direct to the public are included within the food hygiene rating scheme. Where a rating is issued, the business is encouraged to display the rating within the business, although there is not yet any legal requirement to do so. All ratings are available to the public on the <a href="#">Food Standards Agency website</a></p>
<p>Maintaining adequate supply to reduce demand led unsustainable price rises in the housing market</p>	<p><b>Half Yearly Measure:</b> The council needs to maintain a five-year supply of housing at all times. This is achieved by granting sufficient planning consents, or allocating enough sites in the local plan, so that the council can demonstrate that any point in time five-years' worth of deliverable housing sites are available to the development industry. The requirement specified with the council's adopted Core Strategy, is for 400 new homes per year, meaning that supply sufficient for 2000 new homes is needed, plus any backlog that has not been delivered to date. An additional buffer must also be added to ensure that in circumstances where delivery has been poor additional opportunities for development are given consent. Previous period of undersupply must also be added. The current housing land supply is calculated to be equivalent to 3.4 years.</p> <p>Whilst the district had experienced exceptionally low levels of new housing build in recent years the last financial year saw a significant return to high levels of development completions: between 1st April 2014 and 31st March 2015 a total of 473 new dwellings were completed. This is comprised of 425 conventional dwellings and 48 dwelling equivalents (student flats and other institutional development). Of the 425 conventional house completed a total of 102 were Affordable Homes, equivalent to a significant 24%. This was facilitated through the provision by the council of an exceptional level of officer support to Registered Providers.</p> <p>58% of dwelling completions in 2014/15 were on brownfield land. At 1st April 2015 a total of 2,615 dwellings had planning consent. Further areas of land suitable for residential development will be identified in the Land Allocations document. Currently it is anticipated that a draft Land Allocations document will be brought to council to seek authority to consult in spring 2016. Consultation on potential options to deliver additional housing growth are being explored by the council as part of its 'People, Homes and Jobs' consultation. A hybrid approach of urban extension, green belt review and village expansion are being investigated. This will feed into the Land Allocations document next year.</p>

Measure	Comments
<b>Priority: Health &amp; Wellbeing</b>	
<b>Outcome: Health and wellbeing of our citizens is improved (continued)</b>	
<p>Improve the wellbeing of our residents through collaborative, preventative and reactive measures</p>	<p><b>Quarterly Measure:</b> Arrangements are currently being made for a tender to be submitted to Lancashire County Council with a view to renewing the Active Health contract. The outputs from this area of work continue to address people's health and include working to reduce numbers of people who are inactive, overweight, have various heart conditions and mental health related illnesses to name but a few.</p> <p>The core programme across the portfolio includes initiatives such as the £1 swim which enables people of all abilities and backgrounds to access the swimming pools and therefore be physically more active.</p> <p>The café at Salt Ayre has seen an increase in revenue of circa 20% as a direct result of refreshing the offer, providing improved customer service and ensuring healthy options are available.</p> <p>Targeted work with community groups and people of varying abilities (and ages) continues with the core programme now including sessions such as multi sports (disability) after school for disabled, indoor cycling for people with both physical and mental health issues, aqua mobility and numerous chair based activities.</p>

Measure	Comments
<b>Priority: Sustainable Economic Growth</b>	
<b>Outcome: Sustainable economic growth and jobs will be created in key sectors, including energy, knowledge, health and visitor economy</b>	
New and improved employment sites and premises will become available in key business locations targeting key sectors	<b>Half Yearly Measure:</b> Work continues on delivering the Lancaster University Innovation Campus, working with Lancaster University and other partners, and Heysham Gateway working with Carillion. These sites target the key sectors of the knowledge economy and energy/environmental technologies. Ongoing work on the new Local Plan will identify further opportunities for new employment land.
Level of support for business growth and skills development will be maximised	<b>Half Yearly Measure:</b> Officers are in the process of agreeing immediate and future policy, actions and interventions around economic development in the context of the council's ongoing budget process. A number of requests for references/support have been received and delivered to the Accountable Body for local Lancaster companies seeking support from the Lancashire Business Growth Fund - a funding opportunity available to the District's manufacturing businesses. The council is promoting the increase of local skills and employment outcomes through major development proposals. A Supplementary Planning Document is being issued for a final open consultation round in November
Supporting small business as important components of thriving retail centres	<b>Half Yearly Measure:</b> The council approved the Lancaster Business Improvement District (BID) Renewal Proposals and instructed Electoral Reform Services to undertake the Renewal Ballot of eligible businesses. The result of the Ballot will be known at the end of November. The council continues to support the Lancaster District Chamber of Trade in delivering a Morecambe Business Improvement District. A Draft Proposal is due to be considered by Cabinet towards the end of 2015 or early in the New Year. The council is continuing to act as the accountable body in support of the Portas Pilot Initiative led by Morecambe Town Council and the Morecambe Town Team. Officers continue to support progression of key projects to completion such as the Public Art initiative managed on behalf of the Town Team by consultants Deco Publique.

Measure	Comments
<b>Priority: Sustainable Economic Growth</b>	
<b>Outcome: The attractiveness and offer of the district, as a place to visit or invest in, will be improved</b>	
<p>Lancaster and Morecambe urban centres will be enhanced by investment in the built environment, heritage assets and the public realm</p>	<p><b>Half Yearly Measure: Lancaster:</b> Substantive phases of improvements as part of <i>Lancaster Square Routes</i> were completed by the end of 2014/2015. No further phases are as yet budgeted for or pending. Since, the focus of activity has moved to how the city centre is managed. Activities include:-</p> <ul style="list-style-type: none"> <li>• Work with the Lancaster BID team to bring in an enhanced arrangements for street cleansing</li> <li>• Support to the county council in monitoring and enforcing the new experimental traffic regulation order to better manage vehicular access to, movements and parking within the pedestrian zone.</li> <li>• Continuing work on an area by area basis to encourage property owners to maintain the appearance of properties in good condition.</li> </ul> <p>Ongoing is work to facilitate investment and to secure appropriate development through development management.</p> <p><b>Morecambe:</b> Activity as part of the Morecambe Area Action Plan (MAAP) is focused on making the town centre more attractive, growing footfall and supporting trading. The council continues to work closely with Lancashire County Council being a key partner as the Highways authority. There is also close liaison with key private stakeholders including the new owners of the Arndale to optimise the improvements that can be achieved.</p> <p>The '<i>Connecting Eric</i>' project to improve the layout of the central seafront and amenities is almost complete with parking rationalised, a new play area and more pedestrian space and improved pedestrian access to the town centre.</p> <p>Commencement of improvement works on Euston Road, Market Street and Victoria Street (parts), part of the '<i>Connecting Victoria Street</i>' project is scheduled for February 2016.</p> <p>Important also is work to support investment and development by third parties and to assure that proposals fit to the MAAP. As part of this the council is liaising closely with New River Retail, the new owners of the Arndale.</p> <p>Outline proposals for further improvements by the city council are being worked on. These include improvements in partnership with Lancashire County Council, subject to budget considerations.</p> <p>Ongoing is work to facilitate investment and to secure appropriate development through development management and, as in Lancaster city centre, to encourage building owners to maintain properties in good appearance.</p>
<b>Outcome: Lancaster and Morecambe Bay will be recognised as important destinations</b>	
<p>Destination brands for Lancaster and the Lune Valley and Morecambe Bay will be developed with partners to establish these areas as important visitor destinations</p>	<p><b>Quarterly Measure:</b> The Lancaster and Morecambe Bay brands continued to be rolled out with broad take-up of the brands using the online brand toolkit. The Online Toolkit continues to be developed in partnership with Marketing Lancashire. Business workshops have been delivered in the district, and support to partner authorities has been offered for the delivery of workshops outside of the district. The next phase for delivery, and planning for broader destination management continues to be considered in closer detail.</p>

Measure	Comments
<b>Priority: Sustainable Economic Growth</b>	
<b>Outcome: Lancaster and Morecambe Bay will be recognised as important destinations</b>	
Visitor spend will be increased	<p><b>Quarterly Measure:</b> Vintage by the Sea 2015 attracted over 40,000 visitors again over the 2 days on the 5-6 September. The weather was very favourable with a full programme of activities and no major event management issues to report. Full economic impact evaluation on the event is still to be estimated and finalised (end of Nov).</p> <p>In Quarter 2 gross income at Lancaster and Morecambe VIC totalled £80,000 (comprising of £65,000 Morecambe VIC and £15,000 Lancaster VIC). Income at Morecambe VIC is concentrated on the sales of Platform tickets (Morecambe VIC being the sole agent) and Stagecoach bus passes and tickets, Morecambe VIC is the only agent in the Morecambe area selling Stagecoach tickets.</p> <p>Income at Lancaster VIC is concentrated on ticket sales commission and bespoke Lancaster gifts and souvenirs. Lancaster VIC sells tickets for a wide range of local venues and festivals.</p>
Visitor numbers will be increased	<p><b>Quarterly Measure:</b> Since January 2015, the council has hosted destination pages on Marketing Lancashire’s visitlancashire.com website. The number of ‘unique visitors’ to visitlancashire.com site from 1 April 2015 to 30 September 2015 was 954,198 which is up 141,776 (17%) on the same period for 2014 (812,422).</p> <p>In Quarter 2 Lancaster and Morecambe VIC’s dealt with over 35,000 enquiries (comprising of 16,971 enquiries at Lancaster VIC and 18,551 at Morecambe VIC). Integration with The Storey and The Platform is progressing well with VIC staff involved in both the operational and marketing aspects of both buildings with positive relationship being developed with companies based in The Storey, for example, where the Lancaster the VIC are the sole agents for selling tickets for a variety of events. Staff at Morecambe VIC provide a professional reception and support and promotion for all events held at The Platform.</p> <p>The Visitor Information Centre Team has been chosen as a finalist in the prestigious Lancashire Tourism Awards 2015 in the Customer Care Category with the winners to be announced on 5 November</p>