COMMUNITY PERSPECTIVE

Aim	Outcome	Lag Measure	Lead Measure	Baseline
Good reputation	• Strong positive reputation with the government, partners, public and the media	• CPA rating • No of positive media reports	• % of actions completed from the CPA improvement plan	• Not yet available • 92.6% of press releases issued are used in at least one local newspaper
Good value for money	• An appropriate level of council tax for the level of services provided	• % of public who are satisfied with level of Tax for services provided	• Projected average council tax increase for the next 5 years	• Not available until consultation April 2004
Council services that meet local needs	• Local needs are met effectively • Services are provided in ways that meet diverse local needs and promote equality.	• % of public who believe local need is being met • % of public who believe that services are provided in an equal and fair way • the number of improvements identified in equality assessments that have been implemented.	• % of service plan targets on track • the number of equality assessment s completed	• Not currently available, but 60% people satisfied with council services. Higher levels for specific services.

Aim	Outcome	Lag Measure	Lead Measure	Baseline
Safe and active communities	• Low crime & fear of crime • High community involvement • Low level of poverty • Places to meet & things to do	% of public who feel that they have a good quality of life • 85% satisfied with Huntingdonshire as a place to live • 9% think it has improved in last 2 years • 28% think it has got worse in last 2 years • 65+ age group highest average level of satisfaction • 16-24 age group expressing highest average levels of dissatisfaction.	• % of safe and active community targets on track	• 93% feel safe outside during the day • 83% feel safe inside at night • 59% feel safe outside at night • 58% feel communities are harmonious • 47% feel that by working together they can influence decisions about their community • 17% feel that they can influence decisions • 21% satisfied with opportunities to participate in decision making processes • 45% satisfied with level of cultural, recreational & leisure services • Per 1000 households: − 11.56 domestic burglaries − 12.3 vehicle crimes − 1.57 violent offences by a stranger

Aim	Outcome	Lag Measure	Lead Measure	Baseline
Healthy population	• Healthy lifestyles • Personal health and safety		• % of healthy population targets on track	• 41% satisfied with level of social & health services • Mortality rate – 631.7 per 100,000 population • Life expectancy – 77.3 (M), 81.9 (F)
Clean, green, attractive environment	• A clean district • Low level of pollution and landfill • High energy efficiency • Appropriate Bio-diversity • Re-development of brown field sites • A high quality built environment		• % of clean, green, attractive environment targets on track	• 62% satisfied with quality and amount of natural environment • 48% satisfied with quality of built environment • Noise not considered to be a problem, except traffic road works • 95+% of district at an acceptable (EPA) level of cleanliness
Housing that meets local needs	• Sufficient affordable housing • Sufficient well maintained housing stock Opportunities for the vulnerable to live independently • A low level of homelessness • Appropriate new housing		• % of housing that meets local needs targets on track	• Need 5,000 affordable homes by 2007 to meet local need • 36% satisfied with availability of housing • 22% satisfied with affordability of housing

Aim	Outcome	Lag Measure	Lead Measure	Baseline
Strong & Diverse Economy	• Residents with skills appropriate to local job market • Appropriate business enterprise • Appropriate commercial development • Low out-commuting • A healthy rural economy • Competitive market towns		• % of strong & diverse economy targets on track	• 36% satisfied with employment opportunities • unemployment 1.4%, ranges by ward from 0.5% to 3.1% across the district • population of working age – no qualification – 12% Level 2 – 61% Level 3 – 41% Level 4 – 22% • 35.3% of the district's employed residents commute out of the district to work • employment by Industry (total 72,000) – Distribution/transport – 19,000 Public services – 17,000 Business – 15,000 Manufacturing – 14,000 Construction – 5,000 Agriculture –2,500

Aim	Outcome	Lag Measure	Lead Measure	Baseline
Accessible services and transport choices	• Access to Services matches customer needs • Transport opportunities that meet local needs		• % of accessible services and transport choices targets on track	• 30% satisfied with public transport • at least 90% find it easy to access local shop/Supermarket/ GP/PO by usual form of transport (Car, 80%) • 21% find it difficult to get to local hospital and theatre/cinema • 50.7% would like the facility to contact HDC outside current opening hours • Transport for routine journeys – car, 80%(driver) 42%(passenger); walk, 64%; bus,18%; bicycle,18%;taxi,12 %;train14%;motorc ycle, 2%

Internal Process Perspective

Effective Community Leadership	• Statutory requirements met • Clear direction and priorities - • Effective external political relationships • Effective political management	• % of stakeholders who believe we have provided effective community leadership	• % of attendance at representative bodies by members	• Not currently available
Service Improvements	• Improved service quality • Improved service effectiveness • Improved service efficiency	• Number of processes improved	• Number of processes reviewed	• Not currently available
Effective Partnerships	• Strong relationships which deliver better services • Low level of risks associated with partnerships • Benefit from partnership opportunities	• No of partnerships achieving targets	• Number of partnerships with clear outcomes and targets agreed	• Not currently available
Effective Management	• Efficient financial and resource management • Effective prioritisation and allocation of resources	• Total net revenue spend against budget • Ratio of direct to indirect costs	• Value of efficiency savings made • Income generated • Direct costs and indirect costs	• Not currently available
Manage Expectations	• Clear appreciation of what we can do with resources available • Recognition of our successes • Clear understanding of local needs	• % of the public with an accurate expectation of what we are going to deliver	• % of actions in Marketing Comms plans completed	• Not currently available

Learn and Grow Perspective

Employees and Members with the right skills	• Employees with the appropriate skills • Members with the appropriate skills • Succession Planning	• % of employees and Members with appropriate skills	• % training & development plans delivered	• Not currently available
Innovation and improvement	• A culture which encourages new concepts to be embraced and the status quo to be challenged	• No of innovation awards internal/external	• Number of innovative suggestions made by employees	• Not currently available
Key behaviours demonstrated and valued	• Celebrate success • Motivated employees who contribute to corporate goals • Employees who value equality and diversity	• Organisational score on employee cultural survey	• % of employees demonstrating key behaviours • % of employees who have attended equality and diversity training courses	• Not currently available
Share & Use Knowledge	• An organisation that learns from experience • Joined up working • ICT infrastructure that links the organisation	• % of queries that can be dealt with at first contact	• Number of services linked to Content Management System and Customer Relationship Management System	• Not currently available