

Public Document Pack

CABINET MEMBER FOR ECONOMIC AND DEVELOPMENT SERVICES

Venue: Conference Room 3, 3rd Floor, Bailey House, Rawmarsh Road, Rotherham.

Date: Wednesday, 9 June 2004

Time: 9.00 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested, in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. Minutes of the previous meeting of the Cabinet Member for Economic and Development Services held as follows:-
(See Orange Book – Delegated Powers – 27th March to 12th May, 2004 pages 1A to 23A)
 - 29th March, 2004
 - 19th April, 2004
 - 26th April, 2004
 - 11th May, 2004
4. Best Value Indicators Quarterly Results 2003/2004 and the Best Value Performance Plan 2004/2005 (Pages 1 - 68)
Best Value Officer to report.
 - to inform Members of the Year End Performance of Economic and Development 2003/2004 Plus Targets for the next three years.
5. B6060 Laughton Common Road Bridge (Pages 69 - 72)
Acting Schemes and Partnerships Manager to report.
 - to consider the transfer of ownership of the bridge to the Council and the construction of an armco type subway structure.
6. Petition re: Parking on Sitwell Drive, Broom (Pages 73 - 74)
Acting Schemes and Partnerships Manager to report.
 - to consider a request for a residents' parking scheme.
7. Cherry Tree Road Estate, Wales - Traffic Calming (Pages 75 - 76)
Acting Schemes and Partnerships Manager to report.
 - to inform Members of a proposal to introduce traffic calming and a 20-mph speed limit on the Cherry Tree Road estate, Wales.
8. Broom Lane Local Safety Scheme

- Principal Engineer to report.
- to report the current situation with regard to reducing the speed limit.
9. Rotherham to Thrybergh Quality Bus Corridor (Pages 77 - 78)
Principal Engineer to report.
- to report on the public involvement programme.
10. Carriageway Surface Dressing (Pages 79 - 82)
Principal Engineer to report.
- to report on the benefits of this treatment, review the 2003 programme and outline the 2004 programme.
11. SCEPTRE Awards 2004 - Town Centre Manager of the Year Category (Pages 83 - 96)
Head of RiDO to report.
- to announce the successful application to the finals of the Town Centre Manager of the Year 2004.
12. Streetpride Annual Report. 2004
Head of Streetpride to report.
- to inform Members of results, achievements and key activities from the Streetpride Service for 2004.
13. Conferences/Seminars
to consider attendance at the following:-
- (i) The Centre for Transport Policy – National Transport Awards Dinner and 7th UK Chairs of Transport Conference – 8th and 9th July, 2004 – London. (information attached)
- Extra Item:-
- (ii) NABMA 56th Annual Conference – 5th to 7th September, 2004 – Scarborough.
14. Minutes of a meeting of the Joint Leisure Services Project held on 14th May, 2004 (Pages 97 - 100)
- to receive the minutes.
- Extra Item:-
15. Minutes of a meeting of the Unitary Development Plan Review Members' Steering Group held on 21st May, 2004. (copy attached) (Pages 101 - 104)

EXCLUSION OF THE PRESS AND PUBLIC

The following items are likely to be considered in the absence of the press and public as being exempt under the paragraphs, indicated below, of Part 1 of Schedule 12A to the Local Government Act 1972:-

16. Request for CERB funding - 8.42 Academy Construction Trades (ACT) (Pages 105 - 108)
Economic Strategy Manager to report.
 - to consider a request for CERB funding from the 2004/2005 budget.
(Exempt under Paragraph 5 of the Act – report contains information relating to an application for financial assistance)

17. Update to Members after the Floods of November 2000 (Pages 109 - 118)
Head of Streetpride to report.
 - to update Members of the investigations and remedial works which have been undertaken following the exceptional flooding that occurred in November 2000.
(Exempt under Paragraphs 7 and 8 of the Act – information relating to the financial or business affairs of other than the Local Authority and amount of expenditure for the acquisition or supply of goods or services)

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
a) Condition of non-principal roads. The percentage of the classified network (B&C roads in need of major strengthening.	BVPI 97	Yes			15.49%	8.73%	16.20%	14.24%	13.9%	13.5%	13.2%	Achievement of targets dependent on level of Capital allocations. Need to commit additional resources to footway improvements limits the scope for more radical improvements on carriageways. Our year end result is better than the All England National average of 18.5%.
b) Condition of unclassified roads [David Cooper/Bob Stock]					11.89%	10.15%	12.50%	11.53%	11.2%	10.9%	10.7%	We aim to be amongst the best All England authorities by 2006.
Percentage of street lamps not working as planned. (At any one time throughout the year.)	EX - BVPI 98				1.10%	N/A	1.09%	1.07%	1.04%	1.02%	1.00%	Nature of indicator means that only gradual progress can be made to improve current good performance.

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05			2005/06			2006/07			Comments			
					Actual	Top Q	Target	Actual	2004	2005	2006	2007	2008	2009	2010	2011	2012		2013	2014	
[Bob Stevenson / David Cooper]	LPI																				
Road safety.	BVPI 99			Yes																	
Number of casualties per 100,000 population:																					
(a) Killed/seriously injured (KSI).					36		52	51	50	48	46										
(b) Slight injuries.	PSA				464		440	477	436	432	428										
Road user types:																					
(a) Pedestrians total.					60		72	61	16	15	14										
Killed/seriously injured.					11		16	9	55	55	54										
Slight injuries.					49		56	52	55	55	54										

Whilst targets have been met in some of the categories there are a few that are not on track. As part of RMBC's contribution to the S.Yorks casualty reduction targets we are working with the DfT and their consultants to address the relatively poor performance in 2003. This work has produced an improvement plan that will be implemented forthwith in order to bring the actual performance back on track.

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06			2006/07	Comments
					Actual	Top Q	Target	Actual		Targets				
(e) Other vehicle users.					47		50	32						
Killed/seriously injured.					1	2	3	1	3	3	3	3	3	
Slight injuries.					46	28	47	31	47	46	46	46	46	
[David James] [Brent Sharp]														
No of people KSI, on the roads of Rotherham, as measured by STATS 19.	LPSA						2003	2003	2004	2005	2006	2006	2006	Actual this year is higher than last years out turn. The trend however, is still downward. Stretch Target for 05/06 reflects LPSA grant.
[David James] Brent Sharp]	BV 99						130	127	125	113	108	108	108	
The number of serious casualties per 1,000,000 kilometre travelled by a vehicle on principal roads.	P2b													
[David James] Brent Sharp]	LPI				0.153		0.204	0.185	0.195	0.187	0.178	0.178	0.178	As above.

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05			2005/06			2006/07			Comments
					Actual	Top Q	Target	Actual	Target	2004	2005	2006	2004	2005	2006	2004	2005	
NEW – Number of road accident casualties broken down by nature of casualties.	BV 99																	KSI casualties in both categories have risen from the all time low last year. However, the overall trend is still downwards and appears to be on course to achieve the required reduction at this point in the Government's 10 year transport plan. Child KSI casualties have already achieved more than the 50% reduction target even though there has been a slight rise in this years figures.
All (KSI)																		
Children (KSI)																		
All Slight Injuries																		
[Brent Sharp David James]																		
Number of days of temporary traffic controls or road closure on traffic sensitive roads caused by road works per kilometre of traffic sensitive roads.	BVPI 100																	The targets have been set at 0.02 to allow for emergencies. Should Statutory Undertaker's use of such control be included then the target would inevitably increase. This PI is performing better than the All

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
[David Cooper]												England results.
Damage to roads and pavements. The percentage of reported dangerous defects (e.g. potholes) in roads and footways that have been repaired within 24 hours. [Andy Shaw]	EX - BVPI 105 LPI				97.90%	N/A	99%	99.7%	99.5%	99.5%	99.5%	Maintaining targets at 99.5% as this is a challenging target. We have done exceptionally well this year with our performance of 99.7%
Percentage of new homes built on previously developed land.	BVPI 106				58.54%	91.68%	60%	53%	60%	60%	60%	Critical areas: outstanding planning permissions on greenfield sites still to be completed will continue to influence the target Improvement Plans: completion of the Urban Potential Study and review of housing policies in the Local Development Framework will allow a reassessment

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05			2005/06		2006/07		Comments	
					Actual	Top Q	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target		
																of allocations	
[Alan Mitchell] [Simon Hartley]	D 11																
Planning cost per head of population.	BVPI 107 To be an LPI					£5.59	£7.74	£6.10									
[Karl Battersby] [Andrew Kidder]																	
% of planning applications determined in line with the Government's new control targets to determine:	BVPI 109	Yes	Yes	Yes (CE)													Performance against all 3 targets has improved over 2002/03. Performance against local targets has been achieved in 2 out of 3 categories this also applies to upper quartiles. The set targets reflect the Councils commitment to achieving National targets in all categories by 2006.
60% of major apps in 13 weeks.	PSA					51.56%	55.00%	57%	55.26%	59%	61%	63%					

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
65% of minor apps in 8 weeks 80% of other apps in 8 weeks. [Karl Battersby]					49.65%	63.66%	55%	54.50%	58%	65%	67%	
					76.24%	80.51%	75%	79.77%	80%	82%	84%	
Percentage of applicant and those commenting on planning applications satisfied with the service received. [Karl Battersby] Alan Platt to report	BVPI 111	Yes			00/01 77%	N/A	81%	79.2%			82%	Customer satisfaction with the Development Control Service has improved since the last survey. Our result was only 1.8% less than the target and represents a high level of satisfaction with the service. The Council aims to ensure continuous improvement and this is reflected in the target setting. The Council will carry out local annual surveys.

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
The percentage of authority buildings open to the public in which all public areas are suitable for and accessible to disabled people.	BVPI 156	Yes			0	56.50%	10%	0%	10%	15%	20%	A one off funding allocation has been made for access improvements in 2004/05. Taking account of the resources allocated, a new target of 10% has been determined. An action plan for meeting the target is currently being developed. The renewal of the Council's property portfolio over the coming years will provide a unique opportunity in the medium to long term to provide the Council's services from buildings which are far more inclusively accessible than required by the indicator or could reasonably be achieved by altering existing buildings. As the new buildings will

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
												<p>be required to meet at least the standard set out in Building Regulations Approved Document M 'Access to and use of buildings', they will comply with the indicator.</p> <p>A target of six months after the adoption of the Corporate Access Strategy has been set for development of the Implementation Action Plans, subject to co-ordination with other service areas' action plans where applicable. These will include action plans for 2005/06 onwards to improve access to the Council's public buildings not affected by the renewal of the property portfolio as they are identified. The improvements will be in accordance with the latest available authoritative design standards, in line with</p>

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
	AC- A1b C 5											disabled people's priorities, and utilise the corporate premises access fund, subject to approval by Members.
[Arnold Murray] [Brian Messier]												
The percentage of pedestrian crossings with facilities for disabled people.	BVPI 165	Yes				97%	97%	97%	100%	100%	100%	Sites at Bramely and Malby will be completed this year and this will complete the programme of works.
[Dave James] [Mick Powell]												
The percentage of total lengths of footpaths and other rights of way which were easy to use by members of the public.	BVPI 178					82.50%	77.60%	85%	93.6%	93.8%	94%	It will be a challenge to improve on current high performance levels.

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05			2005/06		2006/07		Comments
					Actual	Top Q	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	
[David Cooper]																
The percentage of searches carried out in 10 working days.	BV 179					98.10%	99.94%	100%	100%	100%	100%	100%	100%	100%	100%	Rotherham is one of the best performing Authorities in the Country on land searches. Our average turnaround time is 6.5 working days. We aim to improve on this time when we introduce NLIS level III
[Karl Battersby/Phil Reynders]	AC-G1															
a) The energy consumption/m ² of local authority operational property, compared with comparable buildings in the UK as a whole.	BV 180					87%	85%	83%	103%	98%	93%	88%				Fossil fuel consumption The rise in consumption is due to an increase in the properties being monitored Electrical consumption No targets have been set, further definition is required from the Government.
b) Average lamp circuit wattage compared with average consumption/wattage by local						95% 385 kwh/unit/yr	78%	90%	161% 378 kwh/unit/yr	153%	145%	138%				

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
Condition of footway. [David Cooper]	BV 187				42.09%	14.56%	40%	42.96%	40%	38%	36%	Schemes need to be targeted to class 1 and 2 footways to achieve targets. Busier footways account for the slight fall in performance. Many of the footways covered are in the town centre areas. Some schemes will be targeted towards the footway categories surveyed.
The number of decisions delegated to officers as a percentage of all decisions [Karl Battersby]	BV 188 To be an LPI				82%	N/A	83%	85%	85%	87%	89%	The Council have decided to retain this PI as a local indicator. Last year we exceed the target of 83%, this was driven by the delegation scheme adopted in Oct 2003. Now the scheme is in place this indicator will contribute to the efficiency of BV 109 involving planning decisions.

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
Percentage of appeals allowed against the Authority's decision to refuse [Karl Battersby]	BV(x1) New BV 204						33%	30%	28%	26%	24%	This is a new PI and is intended to measure the number of planning appeal decisions allowed against the authority's decision to refuse. The Council is committed to sustaining and improving appeal performance. We await guidance from the ODPM regarding what is considered a reasonable performance.
Quality for service checklist (Planning). [Karl Battersby]	BV(x2) New BV 205							1	2	2	3	The Council are committed to the e-government agenda and aims to be fully compliant by 2005, this is reflected in our target setting. This will improve service quality for the customer. 3 points

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
The percentage of planning appeals that were successful.	F2b LPI				25%		33%	30.4%				** based on current monthly reports. Our performance is one of the Country's best, but we are entering a National benchmarking exercise which will test us still further.
[Karl Battersby]												This indicator is replaced by BV 204.
Land Search breakdown.	F6b LPI											
Percentage of Electronic Searches (NLIS) - £82 fee.					2.70%		10%	6.4%	15%	25%	35%	Move to NLIS Level 3 Projected effect. We find that solicitors are asking for this service.
Percentage of Manual Searches (Non-NLIS) - £101 fee.					69.60%		60%	63.9%	55%	50%	45%	
Percentage of LLC1 Only Searches - £6 std fee, £4 NLIS fee.					28%		30%	29.7%	30%	25%	20%	Reduction in Personal Searches is anticipated.

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
Percentage of principal roads which need major repairs. [David Cooper]	P2c LPI				20.60%		20%	17.25%				No targets set as survey method has been replaced and will not be continued with in future years. This indicator will be replaced by BV 96.
Percentage of highway inspections achieved. [Andy Shaw]	Local LPI 1				99.40%		99.50%	99.4%	99.5%	99.5%	99.5%	Marginal reduction of 0.1% against year-end target in 2003/04 due to highway inspectors taking on a dual role of Streetpride liaison with Area Assemblies.

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments	
					Actual	Top Q	Target	Actual					Targets
Percentage of chargeable inspections of undertaker's work achieved.	Local LPI 2				99.94%		100%	100%	100%	100%		30% of all statutory undertakers work to be inspected to meet 100% target.	
[David Cooper]													
The number of reports received of blocked gullies per 1000 gullies.	Local LPI 3				5		9	3.95	6	6	6	6	This service is likely to be included in Rotherhamconnect in 2004 and result in an increased number of reports because people will be encouraged to report their blocked gullies. Current performance is good and the aim is to maintain this.

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06		2006/07	Comments
					Actual	Top Q	Target	Actual		Targets			
Average reception waiting time, sample one day per week.	Local												
With Appointments	LPI												
Total number	6				525			229					Reduced Monthly sample due to reception moves
No attended in 10 mins					503			226					Reduced Monthly sample due to reception moves
% of total visitors seen in 10 mins					95.80%			99.25%				100%	Target met
Without Appointments													
Total number					415			364					
No attended in 10 mins					380			356					

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
% of total visitors seen in 10 mins [Graham Clark]					91.60%		90%	96.38%	97%	98%	99%	Target met
Customer complaints No	Local LPI 7				61			28				
Acknowledged in 5 days % of total achieved												
Responded in 10 days % of total achieved					55			26				
Stage II Full response 30 days % of total achieved [Anthony Patterson]					90.16%		90%	92.86%	92%	94%	96%	Target met
								0				

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
(i) Water costs per sq m GIA	Local DTLR				£1.63/m ²			£1.59/m ²				(i) Target not set for 2003/04 as dependent on market forces.
(ii) Consumption in litres/sq m Operational prop + markets and public toilets.	4c 11 LPI				716.1 litrs/m ²		680.3 litrs/m ²	862.5 litrs/m ²	819.4 litrs/m ²	778.4 litrs/m ²	739.5 litrs/m ²	(ii) Target set on a smaller group of properties as information was available for part of the property portfolio. Actuals for 2003/04 for larger number of buildings and higher consumption due to a warmer than average summer which has led to the target being

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06		2006/07	Comments
					Actual	Top Q	Target	Actual		Targets			
The cost per square kilometre of keeping relevant land and relevant highways for which the local authority is responsible, clear of litter and refuse.	Local 13 LPI was BV 85				£48,159				51,525	52,202	52,880		Provisional Growth rate at approx. 1.3%

[Andy Shaw]

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
Rotherham's record of informing Health and Safety Executive of reportable injuries and dangerous occurrence's within 10 working days measured as a percentage of the total. (RIDDOR) Reporting of Industrial Diseases and Dangerous Occurrence's Regulations.	Local											
	14				74.20%		100%		100%		100%	We aim to be fully compliant with submissions to the HSE.
	LPI											

[John Stapleton.]

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05			2005/06			2006/07			Comments
					Actual	Top Q	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	
% of gross internal floor-space classified as good satisfactory categories A-B	Local 15				60%		65%	65%	68%	71.5%	75%							PI achieved target and future targets reflect proposed improvements, they include: Change in work style Investment in new properties. Council depots are being rationalised.
Revenue running costs per square metre	F5 LPI Local 16 F6 LPI				£21.76/m ²		£20/m ²	£19.97/m ²	£20/m ²	£20/m ²	£20/m ²	£20/m ²	£20/m ²	£20/m ²	£20/m ²			Aiming to improve the condition of buildings therefore targets have been set at £20/m ²

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05			2005/06			2006/07			Comments	
					Actual	Top Q	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target		
[Arnold Murray/Darren Merriman] [David Rhodes]																			
Rotherham's Annual Average Earnings as a % of the GB Annual Average Earnings (full time workers including overtime) a) Workplace based comparison b) Residence based comparison	New – replacing Local 17							n/a											RMBC is striving to increase the average earnings through the activities of RIDO, EC&L, Resources etc. Regeneration Plan focuses on attracting new investors offering more quality and better paid new jobs and therefore the targets are more challenging than the statistical projection based on last six years performance would be. Last year saw particularly significant increase of the average pay relative to the national pay.
[Richard Poundford/Jaroslava Riley]																			
Reduce the gap between Rotherham and the national ave in terms of working age population in	Local 18							n/a											Raw data from ONS/NOMIS database used for both, but in case of LPSA

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
Economic Inactivity rate [Richard Poundford/Jaroslava Riley]	NEW (taken over from Corporate Core)											Economic Inactivity rate is calculated as a % of working age population. To reduce the variances rolling average over last 4 quarters is used. Previous figures were revised due to the ONS replacing all the datasets by new series re-weighted to the February 2002 population estimates. In this indicator Rotherham is still well behind the national level which stands long-term at around 21%. Council's Employability Group actions (see Comment in 'Local Indicator 18') are aimed also at the Economic Inactivity issue.
		(4Q) 25.2%			n/a	23.4%	23.2%	23.0%	22.8%			

Indicator Description [Lead Officer]	Ref. No.	CPA	RPI	LPSA	2002/03		2003/04		2004/05	2005/06	2006/07	Comments
					Actual	Top Q	Target	Actual				
a) Increase the stock of VAT registered businesses in the borough.	Local				4385		n/a	4445 (2002)	4475 (2003)	4505 (2004)	4535 (2005)	ANNUAL PERFORMANCE MEASURE – Small Business Service revised 1994-2001 data and released 2002 update.
	19				19		19	19	20	20	21	
b) Increase the number of new VAT registrations per 10,000 head of Rotherham population	B3				19							
[Richard Poundford/Jaroslava Riley]	LPI											
Vacancy rate for industrial and commercial property Annual	Local											ANNUAL PERFORMANCE MEASURE – The increase is due in the main to exceptional circumstances: 1) Company liquidation in Barbot Hall, leaving 13,000 sqm; 2) unit under refurbishment for Marks & Spencer in Parkgate Retail World, 5,000 sqm; 3) Adwick Park Manvers – new
floorspace	21				9.85		9%	10.5%	8.5%	8.0%	8.0%	

Quarters: 1 2 3 4
 Period: April 2003 to March 2004

**ECONOMIC AND DEVELOPMENT SERVICES
 PERFORMANCE MANAGEMENT
 QUARTERLY PERFORMANCE REPORT**

APPENDIX A

Code	DESCRIPTION	Lead Officer	2002/3 Actual	2003/4 Target	QUARTERLY CUMULATIVE TOTAL				Year End Projection.	ODPM 2002/03 Top qtr	Comment
					1	2	3	4			
BVPI 89	Percentage of people satisfied that the authority has met their duty to keep their relevant land and relevant highways for which the authority is responsible clear of litter and refuse.	C.E Office		60%					58%	58%	The latest survey was conducted in 2003/4 and saw the satisfaction level increase to 58% from the 2000/2001 level of 46%.
BVPI 96	Condition of principal roads. (United Kingdom Pavement Management System) UKPMS. The percentage of the principal road network (A roads) in need of major strengthening. PSA	David Cooper Bob Stock	12.37%	12.0%	12.41%	12.34%	11.23%	10.75%	10.75%	60%	AMENDED Two year survey cycle Recent completed works now fed into PI DATA. Good year-on-year improvement being achieved. Low confidence in reliability of the Top qtr figure from ODPM.

Quarters: 1 2 3 4
 Period: April 2003 to March 2004

**ECONOMIC AND DEVELOPMENT SERVICES
 PERFORMANCE MANAGEMENT
 QUARTERLY PERFORMANCE REPORT**

APPENDIX A

Code	DESCRIPTION	Lead Officer	2002/3 Actual	2003/4 Target	QUARTERLY CUMULATIVE TOTAL				Year End Projection.	ODPM 2002/03 Top qtr	Comment
					1	2	3	4			
BVPI 97	a) Condition of non-principal roads. The percentage of the classified network (B&C roads in need of major strengthening.	David Cooper Bob Stock	15.49%	16.2%	15.14%	14.55%	14.39%	14..24%	14..24%	8.7%	Two year cycle Quarterly variance can be anticipated due to condition of individual roads treated. Gradual improvement achieved through targeted action.
	b) Condition of unclassified roads		11.89%	12.5%	11.84%	11.5%	11.57%	11.53%	11.53%	10.1%	Four year cycle Now includes 75% of network surveyed. Closing in on upper quartile performance.
BVPI 98 LPI	Percentage of street lamps not working as planned. (At anyone time throughout the year.)	Bob Stevenson David Cooper	1.1%	1.09%	0.75	0.78	0.97	1.07	1.07%	1.0%	Target achieved despite increases in outages experienced due to longer burning hours through the winter months.

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					1	2	3	4			
BVPI 99	Road safety. Number of casualties per 100,000 population:	David James	36	52	5	24	34	51	51		
	(a) Killed/seriously injured (KSI).	Brent Sharp	464	440	107	231	339	477	477		
	(b) Slight injuries.										
	Road user types:										
	(a) Pedestrians total. Killed/seriously injured.		60	72	19	33	43	61	61		
	Slight injuries.		11	16	1	4	6	9	9	11	
	(b) Pedal cyclists. Killed/seriously injured.		49	56	18	29	38	52	52	38	
	Slight injuries.		17	27	3	10	19	23	23		
	(c) Two wheeled motor vehicle users. Killed/seriously injured.		0	4	0	1	2	3	3	3	
	Slight injuries.		18	23	3	9	17	20	20	21	
	(d) Car users. Killed/seriously injured.		34	23	5	13	22	31	31		
	Slight injuries.		7	6	1	3	6	8	8	8	
			29	17	4	10	16	23	23	26	
			339	320	79	181	267	382	382		
			17	23	3	15	19	30	30	18	
			329	297	76	166	248	352	352	260	

Code	Description	Lead Officer	2002/3 Actual	2003/4 Target	1	2	3	4	Year End Projection.	ODPM 2002/03 Top qtr	Comment
BVPI 99	Road safety. Number of casualties per 100,000 population:	David James	36	52	5	24	34	51	51		
PSA	(a) Killed/seriously injured (KSI).	Brent Sharp	464	440	107	231	339	477	477		
	(b) Slight injuries.										
	Road user types:										
	(a) Pedestrians total. Killed/seriously injured.		60	72	19	33	43	61	61		
	Slight injuries.		11	16	1	4	6	9	9	11	
	(b) Pedal cyclists. Killed/seriously injured.		49	56	18	29	38	52	52	38	
	Slight injuries.		17	27	3	10	19	23	23		
	(c) Two wheeled motor vehicle users. Killed/seriously injured.		0	4	0	1	2	3	3	3	
	Slight injuries.		18	23	3	9	17	20	20	21	
	(d) Car users. Killed/seriously injured.		34	23	5	13	22	31	31		
	Slight injuries.		7	6	1	3	6	8	8	8	
			29	17	4	10	16	23	23	26	
			339	320	79	181	267	382	382		
			17	23	3	15	19	30	30	18	
			329	297	76	166	248	352	352	260	

General Comments
 Please note that this indicator is reported on a calendar year to ODPM and not as a financial year.
 Whilst targets have been met in some of the categories there are a few that are not on track. As part of RMBC's contribution to the S. Yorks casualty reduction targets we are working with the DfT and their consultants to address the poor performance in 2003. This work has produced an improvement plan that will be implemented forthwith in order to bring the actual performance back on track.

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					1	2	3	4			
	(e) Other vehicle users. Killed/seriously injured. Slight injuries.		51 1 46	50 3 47	7 0 7	18 1 17	22 1 49	32 1 31	32 1 47	2 28	
LPSA BV 99	No of people KSI, on the roads of Rotherham, as measured by STATS 19.	David James Brent Sharp		Target 2003 130	Jan - Mar 16	April - June 49	July - Sept 68 (25)	Sept - Dec 127 (59)			There has been an increase on last years all time low. However, the overall trend is still downward.
P2b LPI	The number of serious casualties per 1,000,000 kilometre travelled by a vehicle on principal roads.	David James Brent Sharp	Outturn 2002 0.153	Target 2003 0.204	0.015	0.087	0.117	0.185	0.185		There has been an increase on last years all time low. However, the overall trend is still downward.
BVPI 100	Number of days of temporary traffic controls or road closure on traffic sensitive roads caused by road works per kilometre of traffic sensitive roads.	David Cooper	0.0	0.02	0	0	0	0	0	0.20	AMENDED So far no road closures during traffic sensitive times. The projection has been set at 0.02 to cope with emergencies.

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					1	2	3	4			
BVPI 105 LPI	Damage to roads and pavements. The percentage of reported dangerous defects (e.g. potholes) in roads and footways that have been repaired within 24 hours.	Andy Shaw	97.9%	99%	No data	99.1%	98.6%	99.7%	99.7%		This high target has been exceeded by 0.7%.

BVPI 106 D 11	Percentage of new homes built on previously developed land.	Alan Mitchell Simon Harley	58.54%	60%	49.3% Affected by one G/field site, 15 completion	59%	59%	53%	53%	53%	92%	Critical Areas: Outstanding planning permissions on greenfield sites still to be complete will continue to influence the target. Improvement Plans: Completion of the Urban Potential study and review of housing policies in the UDP/LDP review will allow a reassessment of allocations.
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					1	2	3	4			
BVPI 107	Planning cost per head of population.	Karl Battersby Andrew Kidder To be an LPI	£5.59	£6.10	£5.49	£5.52	£5.52	£5.52	£7.74	This indicator appears in the ODPM's Consultation paper for 04/05 and recommends deletion of this PI because they see it has a negative effect on planning, although they say it could be a LPI	
BVPI 109 PSA	% of planning applications determined in line with the Government's new control targets to determine: 60% of major apps in 13 weeks. 65% of minor apps in 8 weeks 80% of other apps in 8 weeks.	Karl Battersby	51.56% 49.65% 76.24%	57% 55% 75%	58% 46% 73%	53% 45% 73%	52% 52% 78%	51% 53% 78%	55% 64% 81%	AMENDED Measures are being put in place to address performance in the major category, such as monthly progress meetings on major applications, the introduction of a house builders focus group to encourage pre-application discussion, and introduction of standard templates for Section 106 agreements.	

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					1	2	3	4			

BVPI 111	Percentage of applicant and those commenting on planning applications satisfied with the service received.	CE Office Corporate	00/01 77%	81%	-				79.2%	81%	Customer satisfaction with Development Control has improved since the last survey.
BVPI 156 AC-A1b C 5	The percentage of authority buildings open to the public in which all public areas are suitable for and accessible to disabled people.	Arnold Murray Brian Messider	0	10%	0	0	0	0	0%	57%	Resource allocation has led to the target for 2003/04 not being met. Taking account of the resources allocated, a new target of 10% compliance with the performance indicator in 2004/05 has been determined. An action plan for meeting the target is currently being developed for approval by Members. Access improvements have been and will be achieved through successful Premises Fund bids, but those have not yet lead to a building complying with the indicator.

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					1	2	3	4			
BVPI 165	The percentage of pedestrian crossings with facilities for disabled people.	Dave James Mick Powell	97%	97%	97%	97%	97%	97%	97%	95%	AMENDED We have a total of 62 sites and two do not have tactile paving installed or audible/tactile signals they are: Tickhill Road/Grange Lane/ Muglet Lane. Bawtry Rd/Cross Street/ Flash Lane
BVPI 178	The percentage of total lengths of footpaths and other rights of way which were easy to use by members of the public.	David Cooper	82.5%	85%	90.7%	94.5%	94.6%	93.4%	93.4%	CSS 78% Not CSS 100%	Well towards the top end of upper quartile demonstrating continued good performance. Improvement achieved by targeted signs/waymarking improvements.
BV 179 AC- G1	The percentage of searches carried out in 10 working days.	Diane Douglas Phil Reynders	98.1%	100%	99%	97%	100%	100%	100%	100%	2 nd Q performance affected by office reorganisation & new starter 'bedding in' period

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					1	2	3	4			
BV 180	<p>a) The energy consumption/m² of local authority operational property, compared with comparable buildings in the UK as a whole.</p> <p>b) Average lamp circuit wattage compared with average consumption/wattage by local authorities in the UK.</p>	<p>Arnold Murray. David Rhodes.</p> <p>David Cooper Bob Stevenson</p>	<p>87%</p> <p>95%</p> <p>385 kwh/unit/yr</p>	<p>83%</p> <p>90%</p>	<p>24%</p> <p>23%</p>	<p>Electricity 40%</p> <p>Fossil Fuel 31%</p>	<p>68%</p> <p>80%</p>	<p>103%</p> <p>161%</p> <p>378 kwh/unit/yr</p>	<p>103%</p> <p>161%</p>		<p>New PI</p> <p>More buildings have been brought into the property portfolio and caused an increase in consumption. This is the first year for this PI, we will use the data to analyse trends and take action to reduce consumption where necessary.</p> <p>This indicator will be revised by the Government (Defa).</p>
BV 186	<p>Roads not needing major repair.</p> <p>Principal</p> <p>Non Principal</p>	<p>David Cooper Bob Stock</p>	<p>62.57</p> <p>346.66</p>	<p>59.42</p> <p>304.36</p>	<p>Annual Calculation</p>				<p>As target</p> <p>45%</p> <p>132</p>	<p>NEW</p>	

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					1	2	3	4			
BV 187	Condition of footway.	David Cooper Bob Stock	42.09%	40%	42.09%	43.57%	43.4%	42.96%	42.96%	15%	NEW No major improvement schemes undertaken. Indicator only covers a small part of the network.
BV 188	The number of decisions delegated to officers as a percentage of all decisions	Karl Battersby To be an LPI	82%	83%	83.42%	83.56%	87.2%	85%	85%	90%	NEW To be retained as an LPI.

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					1	2	3	4			
BV 199	Combined deposits of litter and detritus.	Andy Shaw Steve Wibberly			1 Surveys started on July 2003. Data available in the next qtr.	2 17% below category B	3 19% below Category B	4 (19% below Category B)	(19% below Category B)		This was a new PI for 2003/04 and our initial aim was to meet and exceed, if possible, the Government's & ENCAMS guideline figure of a maximum of 30% of sites falling below category B for litter & detritus. We have exceeded this provisional target with only 19% of all sites falling below the satisfactory (category B) level.

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					1	2	3	4			
BV 200	Plan-making a) UDP adopted and not expired b) Will a new plan be on deposit in 3 years	Alan Mitchell Karl Battersby		NO	NO	NO	NO	NO	NO	NEW Rotherham's UDP was adopted on 14 June 1999, with a plan period to Mar 01	
				YES	YES	YES	YES	YES	YES	A new style development document will be on deposit by April 2005 and adopted by April 2007. Caveat: this is dependant on legislation being enacted	
J3 LPI	Net spend per head of population on street cleaning.	Andy Shaw Steve Wiberly	£4.98	£5.81	£1.21	£2.41	£3.62	£	£	Actual cost is lower than 2003/04 target because additional funding is not available this financial year.	

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					1	2	3	4			
AC-E1 LPI	The percentage of highways that are either of a high or acceptable standard of cleanliness.	Andy Shaw Steve Wibberly	94.6%	95%	97.9%	96.8%	97%	97%	97%		The year-end target was exceeded by 2%, with good overall performance through the year. This level of performance is also reflected in BV 89 Customer Satisfaction with Cleanliness which increased from 46% to 58%.
AC-E2 D 13 LPI	The average time taken to remove fly-tips (days).	Andy Shaw Steve Wibberly	0.84	1.0	0.94	0.87	0.84	0.87	0.87		Exceeded this year's target. This result is seen as excellent as the number of reports has increased from 1249 in 2002/03 to 2688 in 2003/04 on the Highway.
F2b LPI	The percentage of planning appeals that were successful.	Karl Battersby	25%	33%	50%	44%	33%	30.4%	33%		The number of appeals allowed by the Inspectorate has continued to decline, and it is anticipated that by the year end the target has been achieved.

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					1	2	3	4			
F6b LPI	Search breakdown. Percentage of Electronic Searches (NLIS) - £82 fee. Percentage of Manual Searches (Non-NLIS) - £100 fee. Percentage of LLC1 Only Searches - £5 fee	Karl Battersby Phil Reynders	2.7% 69.6% 28%	10% 60% 30%	4.3% 63.7% 32%	3.7% 57.9% 38.4%	5.6% 64.5% 29.9%	6.4% 63.9% 29.7%	6% 64% 30%		NLIS (National Land Information Service) LLC1 figures provide an indication of Personal Search Volumes. Percentages are as expected. Thoughts are that in the future solicitors will prefer to use NLIS for their land searches.

F6C LPI	Search turnaround (% carried out in less than 10 days) NLIS Non-NLIS LLC1 Only	Karl Battersby Phil Reynders	99.15% 97.2% 96%	100% 100% 100%	100% 100% 100%	100% 96.7% 94.3%	97.9% 97.2% 97%	97% 96.3% 95.3%	100% 100% 99%		(NLIS) National Land Information Service. 2 nd Q performance affected by office reorganisation & new starter 'bedding in' period
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					1	2	3	4			
P2c LPI	Percentage of principal roads which need major repairs.	David Cooper Bob Stock	20.6%	20%	Annual Calculation			17.25%	17.25%		Now takes account of network changes at Manvers.
Local LPI 1	Percentage of highway inspections achieved.	Andy Shaw	99.4%	99.5%	99.9%	99.5%	99.2%	99.4%	99.4%		Marginal reduction of 0.1% against year-end target. This was attributed to the highway inspectors having a dual role of Streetpride liaison with Area Assemblies in 2003/4.
Local LPI 2	Percentage of chargeable inspections of undertaker's work achieved.	David Cooper	99.94%	100%	115%	109%	107%	100%	100%		Target achieved.

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					1	2	3	4			
Local LPI 3	The number of reports received of blocked gullies per 1000 gullies.	David Cooper	5	9	1.73	2.62	3.32	3.95	3.95		Sub total of 164 number reported blocked gullies out of a total of 41,543 gullies. Benefits being seen of increased cleansing frequency over last 3 years. There were also relatively few heavy rain events during the year.
Local LPI 4	Average time taken to repair a street lighting fault (days).	David Cooper	3.44	3	3.14	3.14	3.25	3.29	3.29		September onwards saw a significant increase in fault reports due to launch of Streetpride. Delays in implementing change to working practices have impacted on progress towards target. Performance is however still an improvement on previous years despite above pressures.

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					1	2	3	4			
Local LPI 5	Total number of actionable defects on roads and pavements per 100 kilometre of network inspected.	Andy Shaw	131.7	120	140.9	129.2	110.6	118.0	118		Despite the high 1 st and 2 nd quarter figures, the actual overall performance for 2003/04 bettered the target.
Local LPI 6	Average reception waiting time, sample one day per week.	Graham Clark	525		No data						Performance improved throughout the financial year.
	With Appointments Total number		503	95%		82.6%	98%	100%			
	No attended in 10 mins		95.8%								
	% of total visitors seen in 10 mins			90%		62.9%	97.4%	98.2%			
	Without Appointments Total number		415								
	No attended in 10 mins		380								
	% of total visitors seen in 10 mins		91.6%								

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					1	2	3	4			
Local LPI 7	Customer complaints No Acknowledged in 5 days % of total achieved Responded in 10 days % of total achieved Stage II Full response 30 days % of total achieved	Graham Clark	61 55 90.16%		8 6 7 88%	10 2 100% 2 92%	16 13 81% 15 94%	12 12 100% 12 100%			We are now exceeding the target for full replies.
Local 8 LPI	Percentage of winter maintenance routes gritted within allocated time	David Cooper	94.8%	95%	No winter action	No winter action	84.6%	98.5%	98.5%		Inaccuracies in Q3 data corrected.
Local 9 LPI	Cost per square kilometre of keeping highways for which the local authority is responsible, clear of litter.	Andy Shaw	£ 120,848	£ 129,908	£ 29,223	£ 58,445	£ 87,669		£ 116,891		Actual cost is lower than 2003/04 target because additional funding is not available this financial year.

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					1	2	3	4			
Local DTLR 4B 10 LPI	(i) Energy costs per sq m GIA (gas, electricity, oil solid fuel) (ii) Consumption, in kWh/sq m Operational prop + markets and public toilets.	Arnold Murray	£6.04/m ² 145.52 khh/m ²	138.24 kwh/m ²	£1.32/m ² 54.10kWh/m ²	£2.55/m ² 100.81 kWh/m ²	£3.90/m ² 139.51 kWh/m ²	£6.02/m ² 176.45 kWh/m ²			(i) Target not set for 2003/04 as dependent on market forces. (ii) Target set on a smaller group of properties as information was available for part of the property portfolio. Actuals for 2003/04 for larger number of buildings including some high consumption/m ² buildings which has led to the target being exceeded.

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					1	2	3	4			
Local DTLR 4c 11 LPI	(i) Water costs per sq m GIA (ii) Consumption in litres/sq m Operational prop + markets and public toilets.	Arnold Murray	£1.63/m ² 716.1 ltrs/m ²	680.3lts/m ²	£0.23/m ²	166 lts/m ²	£0.59/m ² 420.94lts/m ²	£0.64/m ² 545.51lts/m ²	£1.59/m ² 862.5lts/m ²	727.35lts/m ²	(i) Target not set for 2003/04 as dependent on market forces. (ii) Target set on a smaller group of properties as information was available for part of the property portfolio. Actuals for 2003/04 for larger number of buildings and higher consumption due to a warmer than average summer which has led to the target being exceeded.
Local DTLR 4d 12 LPI D 8	(i) CO2 emissions in tonnes of carbon dioxide per sq m Operational prop + markets and public toilets.	Arnold Murray	0.1965 tonnes/m ²	0.1867 tonnes/m ²	0.007tonnes/m ²	0.0123 tonnes/m ²	0.0202 tonnes/m ²	0.1678 tonnes/m ²			Target Achieved heavier fossil fuel use during heating season a major contributor to CO2 emissions

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					1	2	3	4			

Local 13 LPI was BV 85	The cost per square kilometre of keeping relevant land and which the local authority is responsible, clear of litter and refuse.	Andy Shaw	£48,159	£50,862	£11,791	£23,581	£35,373	£47,162	£	84,743	Actual cost is lower than 2003/04 target because additional funding is not available this financial year.
Local 14 LPI	Rotherham's record of informing Health and Safety Executive of reportable injuries and dangerous occurrence's within 10 working days measured as a percentage of the total. (RIDDOR) Reporting of Industrial Diseases and Dangerous Occurrence's Regulations.	John Stapleton.	74.2%	100%	83.93%	85.58%	85.17%	87%			By the forth qtr 182 were reported of which 34 were late submissions. Programme areas are still slow with their reports.

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Code	DESCRIPTION	Lead Officer	2002/3 Actual	2003/4 Target	QUARTERLY CUMULATIVE TOTAL				Year End Projection.	ODPM 2002/03 Top qtr	Comment
					1	2	3	4			
Local 15 F5 LPI	% of gross internal floor-space classified as good satisfactory categories A-D	Arnold Murray Darren Merriman	60%	65%	62%	62%	63%	65%			Target Achieved
Local 16 F6 LPI	Revenue running costs per square metre	Arnold Murray Darren Merriman	£21.76/m ²	£20/m ²	£5.64/m ²	£9.85/m ²	£17.61/m ²	£19.97/m ²			Target Achieved As this relies on financial data this may rise slightly before accounts close down
NEW - Replacing Local 17	Rotherham's Annual Average Earnings as a % of the GB Annual Average Earnings (full time workers including overtime) a) Workplace based comparison b) Residence based comparison	Richard Poundford Jaroslava Riley	a) 82.8% b) 88.1%	n/a				a) 86.8% b) 92.7%			RMBC is striving to increase the average earnings through the activities of RIDO, EC&L, Resources etc. There's been a significant increase of the average pay relative to the national pay during the last year.
Local 18	Reduce the gap between Rotherham and the national ave in terms of working age population in employment. (8 quarter average) *****	Richard Poundford Jaroslava Riley	2.0% 2.3%	2.0% n/a	2.1% 2.4%	2.1% 2.4%	2.0% 2.2%	XX 1.8%	2%		Raw data from ONS/NOMIS database used for both, but in case of LPSA averaged only for 4 quarters. The LPSA target achieved.
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****

Quarters: 1 2 3 4
 Period: April 2003 to March 2004

**ECONOMIC AND DEVELOPMENT SERVICES
 PERFORMANCE MANAGEMENT
 QUARTERLY PERFORMANCE REPORT**

APPENDIX A

Code	DESCRIPTION	Lead Officer	2002/3 Actual	2003/4 Target	QUARTERLY CUMULATIVE TOTAL				Year End Projection.	ODPM 2002/03 Top qtr	Comment
					1	2	3	4			
LPSA - Target 4	The same indicator – measured by slightly different method. Baseline – Spring 02: 2-5% 3.1% gap		1.9% 2.1%	Target 3/2006 – reduce the gap to 1-5%	1-5% 1.6%	1-3% 1.5%	1-2% 1.4%	XX 1.5%			The Council has set up an Employability Group (meeting 6-weekly) with its local partners (ACE, Phoenix Enterprise, CCC, Social Inclusion Unit etc.) and other Council departments (Education). The aim of this group is to get more co-ordinated approach for tackling this important area of regeneration activity. Previous figures were revised due to the ONS replacing all the datasets by new series re-weighted to the February 2002 population estimates.
NEW (taken over from Corporate Core)	Economic Inactivity rate	Richard Poundford Jaroslava Riley	(8Q) 24.5% (4Q) 24.7% (4Q) 25.2%	(8Q) 24.2% n/a	(8Q) 24.6% (4Q) 23.6% (4Q) 24.0%	(8Q) 24.5% (4Q) 23.1% (4Q) 23.5%	(8Q) 24.3% (4Q) 22.8% (4Q) 23.3%	(8Q) XX (4Q) XX (4Q) 23.4%			Economic Inactivity rate is calculated as a % of working age population. To reduce the variances rolling average over last 4 quarters is used. Previous figures were revised due to the ONS replacing all the datasets by new series re-

**ECONOMIC AND DEVELOPMENT SERVICES
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Quarters: 1 2 3 4
Period: April 2003 to March 2004

APPENDIX A

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					1	2	3	4			
Local 19 B3 LPI	<p>a) Increase the stock of VAT registered businesses in the borough.</p> <p>b) Increase the number of new VAT registrations per 10,000 head of Rotherham population</p>	Richard Poundford Jaroslava Riley	<p>2001</p> <p>4475</p> <p>4385</p> <p>19</p>	<p>4230</p> <p>n/a</p> <p>19</p>	Annual figure	Actual 2002	4445	19			<p>weighted to the February 2002 population estimates.</p> <p>In this indicator Rotherham is still well behind the national level which stands long-term at around 21%.</p> <p>Council's Employability Group actions (see Comment in 'Local 18') are aimed also at the Economic Inactivity issue.</p> <p>ANNUAL PERFORMANCE MEASURE – Small Business Service revised 1994-2001 data and released 2002 update. Due to this revision both the actuals and targets must have been changed.</p>
Local 21 B1 LPI	Vacancy rate for industrial and commercial property Annual floorspace	Richard Poundford Jaroslava Riley	9.85	9%	Annual figure	10.5%					<p>ANNUAL PERFORMANCE MEASURE – The increase is due in the main to exceptional circumstances: 1) Company liquidation in Barbot Hall, leaving</p>

Quarters: 1 2 3 4
 Period: April 2003 to March 2004

**ECONOMIC AND DEVELOPMENT SERVICES
 PERFORMANCE MANAGEMENT
 QUARTERLY PERFORMANCE REPORT**

APPENDIX A

Code	DESCRIPTION	Lead Officer	2002/3 Actual	2003/4 Target	QUARTERLY CUMULATIVE TOTAL				Year End Projection.	ODPM 2002/03 Top qtr	Comment
					1	2	3	4			
											13,000 sqm; 2) unit under refurbishment for Marks&Spencer in Parkgate Retail World, 5,000 sqm; 3) Adwick Park Manvers – new Innovate units not yet occupied (completed during the year), 5,000 sqm; 4) Genesis Park, new development of 2,500 sqm. (Since the survey date, Parkgate and Genesis are now occupied. Barbot Hall has undergone extensive refurbishment.)
Local 22 B2 LPI	a) Vacancy rate of all boroughs' town centre premises (number of vacant units) b) Vacancy rate of Rotherham town centre premises (number of vacant	Richard Poundford Jaroslava Riley	2002 7.6%	2003 7.5%	Annual figure	2003 Actual 7.5%	9.7%			ANNUAL PERFORMANCE MEASURE – The annual survey was carried out in Autumn 2003. The targets were achieved in both a) and b)	

Quarters: 1 2 3 4
 Period: April 2003 to March 2004

**ECONOMIC AND DEVELOPMENT SERVICES
 PERFORMANCE MANAGEMENT
 QUARTERLY PERFORMANCE REPORT**

APPENDIX A

Code	DESCRIPTION	Lead Officer	2002/3 Actual	2003/4 Target	QUARTERLY CUMULATIVE TOTAL				Year End Projection.	ODPM 2002/03 Top qtr	Comment
					1	2	3	4			
	units)										

Alan Platt QuarterlyMaroon.doc

ROTHERHAM METROPOLITAN BOROUGH COUNCIL – REPORT TO MEMBERS

1. Meeting: Economic and Development Services matters

2. Date: 7th June 2004

3. Title: B6060 Laughton Common Road Bridge

4. Originating Officer :- Roger Bradley, Engineer, Streetpride Service – Ext 2979 – roger.bradley@rotherham.gov.uk

Divisional Manager :- Dave Popple, Acting Schemes and Partnerships Manager, Streetpride Service – Ext 2950 – david.popple@rotherham.gov.uk

5. Issue

To inform the Cabinet Member and his advisors of a proposal to transfer ownership of Laughton Common Road Bridge from Rail Property Ltd. to R.M.B.C. and to strengthen the bridge by the provision of an armco type subway structure underneath it, and to seek approval.

6. Summary

To seek approval for the transfer of ownership of the aforementioned bridge, and for strengthening by the aforementioned means.

7. Clearance/Consultation

The proposed transfer of ownership and scheme have been discussed with and agreed by the Integrated Development Plan Section of the Chief Executive's Office (regarding the impact of the scheme on the Thurcroft to Dinnington Mineral Line Project), by Rail Property Ltd. and by Railway Paths Ltd.

8. Timing

It is anticipated that the scheme will be implemented during 2004/05

9. Background

Laughton Common Road Bridge carries the B6060 over the now disused Thurcroft to Dinnington mineral line and is on the route of the Wickersley to Worksop Quality Bus Corridor. The bridge is owned by Rail Property Ltd. and is leased to Railway Paths Ltd.

The bridge has been assessed as part of the National Bridge Assessment and Strengthening Programme. The assessed capacity is less than the self weight of the bridge. R.M.B.C. as Highway Authority are liable for the full cost of the required strengthening works. Rail Property Ltd. / Railway Paths Ltd. are still responsible for the maintenance of the existing bridge, but R.M.B.C. would be responsible for the maintenance of the strengthening works.

The most cost effective method of strengthening the bridge would be to infill underneath it. However, the proposed Thurcroft to Dinnington Mineral Line Project is to convert the disused line into a cycle route / bridleway. Therefore it is proposed to strengthen the bridge by providing an armco type structure underneath it to accommodate the proposed cycle route / bridleway and to infill between the two structures.

Rail Property Ltd. / Railway Paths Ltd. have offered the Council a commuted sum of £20,000 if the ownership is transferred to R.M.B.C.

10. Argument

Taking over the ownership of the existing bridge and its future maintenance liabilities would give the Council more control of the Wickersley to Worksop Quality Bus Corridor. It would mean that the Council could procure the design and construction of the strengthening works by its own preferred methods and to suit the proposed Mineral Line Project. The strengthening works could also accommodate future highway improvements and changes in loading. The proposed armco type structure should require low maintenance.

11. Risks and Uncertainties

If the bridge is not strengthened it may become necessary to impose weight restrictions, with subsequent high levels of disruption to the Quality Bus Corridor.

If the Mineral Line Project does not go ahead the cheaper option of strengthening by infilling under the bridge could have been implemented and not the more expensive scheme to provide an armco type subway structure.

12. Finance

Funding is available for the balance of the cost of the strengthening works in the Local Transport Plan Capital Programme for 2004/05.

13. Sustainability

The proposals are in line with the Council's policy of encouraging a modal shift from the private motor car to sustainable transport. The implementation of the proposals will help to ensure that access to facilities, services, goods and other people is not achieved at the expense of the environment or is limited to those with cars. In addition it will help promote sustainable transport and green tourism.

14. Wards Affected

Ward 18 – St Johns
Ward 21 – Thurcroft and Whiston

15. References

Appendix A – Location Plan – attached.

16. Presentation

Maintenance of the Wickersley to Worksop Quality Bus Corridor and support of sustainable modes of travel.

17. Recommendations

It be resolved that:

- a) The ownership of B6060 Laughton Common Road Bridge be transferred to Rotherham M.B.C.**
- b) The bridge be strengthened by the provision of an armco type subway structure.**

1. **Economic and Development Services Matters**

2. **17 May 2004**

3. **Petition - Parking on Sitwell Drive, Broom**

4. **Originating Officer** – Katie Brook, Streetpride Technician – Highway and Traffic Group, Streetpride Service katie.brook@rotherham.gov.uk ext.2959

Divisional Manager: - David Popple, Acting Schemes and Partnerships Manager, Streetpride Service david.popple@rotherham.gov.uk, ext.2950

5. **Issue**

To consider the request for a residents parking scheme by some residents of Sitwell Drive, Broom.

6. **Summary**

On 3 March 2004, the Streetpride Service received a petition containing 13 signatures requesting a residents parking scheme on Sitwell Drive which has now been fully investigated. On 7 January 2002 Cabinet Member resolved not to progress any further residents' parking schemes until a solution to the current enforcement issue is determined.

7. **Clearance/Consultation**

Ward Members have been consulted and have been made aware of the current issues. Councillor S Smith replied, supporting a residents parking scheme on Sitwell Drive however until the current enforcement issue is resolved the request for a residents parking scheme cannot be acceded to.

8. **Timing**

There are no time implications

9. **Background**

On the 3 March 2004 some of the residents of Sitwell Drive petitioned the Council to express their concerns over indiscriminate parking problems associated with visitors and employees of Rotherham General Hospital. The petition reported to the Cabinet Member on 15 March 2004 and is attached as Appendix 'A'.

The petitioners have requested the introduction of a residents parking scheme to help ameliorate the problems. Requests for residents parking schemes cannot be investigated until the enforcement issue has been resolved in Rotherham.

10. **Argument**

The petitioners have requested a residents parking scheme so that they can come and go freely without hospital workers/visitors taking up parking spaces and be able to park within a reasonable distance of their homes.

It is likely that due to its proximity to Rotherham General Hospital that visitors and staff will park on nearby roads, which may adversely affect the opportunities for residents to park.

The Council is exploring alternative ways of providing the enforcement of new residents parking schemes and further consideration will be given to these requests when these investigations are concluded.

11. Risks and Uncertainties

The Streetpride Service may continue to receive requests for residents parking schemes in this area.

12. Finance

If no action is taken there are no financial implications associated with this report.

13. Sustainability

There are no sustainability issues to be considered.

14. Wards Affected

Ward 7

15. References

Petition - Appendix 'A'

16. Presentation

Requests for a residents parking scheme on Sitwell Drive cannot be investigated until either the Police agree to enforce schemes or parking enforcement is decriminalised in Rotherham allowing the Council to undertake the enforcement.

17. Recommendations

It be resolved that

- i) The petition to request a residents parking scheme not be acceded to;**

- ii) The lead petitioner be informed of the decision and the reasons why.**

- iii) Ward members are informed accordingly.**

1. **Economic and Development Services Matters**

2. **9 June 2004**

3. **Cherry Tree Road, Wales - Proposed Traffic Calming Scheme**

4. **Originating Officer** – Katie Brook, Streetpride Technician – Highway and Traffic Group, Streetpride Service katie.brook@rotherham.gov.uk ext.2959

Divisional Manager: - David Popple, Acting Schemes and Partnerships Manager, Streetpride Service david.popple@rotherham.gov.uk, ext.2950

5. **Issue**

To inform members of a proposal to introduce traffic calming and a 20mph speed limit in the areas of, Fir Tree Drive, Green Oak Drive, Almond Tree Road and Cherry Tree Road, Wales.

6. **Summary**

The scheme will involve the construction of ten road humps within the area, alterations to the junction mouth of Cherry Tree Road with School Road and the introduction of a 20 miles per hour speed limit.

7. **Clearance/Consultation**

It is proposed to consult with the Emergency Services, South Yorkshire Passenger Transport Executive, Chamber of Trade, Local Residents, Local Ward Members and Parish Council when approval is given to proceed with the scheme.

8. **Timing**

It is proposed that the scheme will be carried out during this financial year.

9. **Background**

Local residents and community groups have requested that the Council introduce measures to counter vehicles rat running through the Cherry Tree Estate as a means of bypassing the junction of the A618 Mansfield Road and the B6059 School Road.

10. **Argument**

In order to reduce the number of vehicles using the Cherry Tree Road estate as a means of bypassing traffic queues at the crossroad junction of the A618 Mansfield Road and the B6059 School Road, it is proposed to traffic calm Fir Tree Drive, Green Oak Drive, Almond Tree Road and Cherry Tree Road. By introducing road humps on these roads it will enable the existing 30 miles per hour speed limit to be reduced to 20 miles per hour, therefore improving the safety of all road users, in particular children.

By tightening up the junction of Cherry Tree Road and School Road this will reduce the opportunity for drivers to carry out U-turns at this location, therefore reducing conflict with other road users.

11. **Risks and Uncertainties**

The estimated cost is dependent upon the need to divert Statutory Undertakers' apparatus; this is expected to be minimal.

12. Finance

The scheme is estimated to cost approximately £14,000. Funding is available from the Local Transport Plan Integrated Transport Capital Programme for 2004/2005.

13. Sustainability

The proposal is in line with the Council's Policy of improving road safety.

14. Wards Affected

Ward 13

15. References

The extent and location of the proposed works are indicated on Drawing Number 129/CTR.

South Yorkshire Local Transport Plan.

16. Presentation

The proposals should reduce rat running and vehicle speeds, improve the local environment and improve pedestrian safety in the area.

17. Recommendations

It be resolved that:

(i) Necessary consultations be undertaken regarding the proposals

(ii) Authority be given for the detailed design to be carried out, and subject to no objections being received the scheme be implemented.

(iii) The scheme be funded from the Local Transport Plan Integrated Transport Capital Programme for 2004/05.

ROTHERHAM METROPOLITAN BOROUGH COUNCIL – REPORT TO MEMBERS

1. Meeting: Economic and Development Services matters

2. Date: 09 June 2004.

3. Title: Rotherham to Thrybergh Quality Bus Corridor
Report on the Public Involvement Programme

4. Originating Officer:

Ian Taylor, Streetpride Service, ext 2968 ian.taylor@rotherham.gov.uk

Designated Manager: *David Popple, Acting Schemes and Partnerships Manager, Streetpride Service, ext 2950 david.popple@rotherham.gov.uk*

5. Issue

To inform Members of the report received from 'Counter Context' who were commissioned by the SYPTTE to assist with the public information exercise for the Rotherham-Thrybergh Quality Bus Corridor.

6. Summary

The report details the various ways in which the information about the bus corridor proposals was conveyed to the public and summarises the feedback from the exercise. The consultant's report will be available in the Members Room prior to the meeting.

7. Clearance/Consultation

Members endorsed the preliminary proposals on 28 July 2003, when it was also resolved that detailed design and necessary consultations be undertaken and a further report be submitted to seek approval of the final detailed designs.

8. Timing

It is anticipated that the highway infrastructure and bus stop improvements will be implemented during 2004/05 and 2005/06 financial years.

9. Background

The proposals have previously been agreed by members of the Rotherham to Thrybergh Quality Bus Corridor working group (including the SYPTTE, First Group and South Yorkshire Police) and the microsimulation model detailing the proposals was presented to local Ward Members in Wards 8, 9 and 15.

As one of five priority corridors identified in the South Yorkshire Local Transport Plan (LTP) 2001 to 2006 the A630 from Rotherham to Thrybergh forms the main link between Rotherham and Doncaster, running through the communities of Eastwood, Dalton and Thrybergh.

10. Argument

The report is simply factual and details the ways in which the proposals were conveyed to the public and itemises the various responses made. There are no recommendations or suggestions within the report.

11. Risks and Uncertainties

The proposed measures include the introduction of bus lanes, which require the procurement of Traffic Regulation Orders (TROs). In order to secure the appropriate TROs a statutory consultation process is required to be undertaken. This involves consultation with bodies such as the Police, Fire and Ambulance services. Any of these, or members of the public, could object to the proposals, which would delay

the projects, or may result in some amendments to the detailed design of the proposals. One of the schemes identified in the report requires the acquisition of land, which is in private ownership. If the landowners are reluctant to negotiate, this could also delay the scheme.

12. Finance

The funding for the proposals is from monies made available from the South Yorkshire Passenger Transport Executive in respect of bus stop improvements, and the Council from the Integrated Transport Capital Programme for 2003/04 and 2004/05 in respect of highway infrastructure improvements.

13. Sustainability

The proposals are in line with the Councils policy of improving road safety and encouraging a modal shift from the private motor car to public transport.

14. Wards Affected

Ward No. 8 Central

Ward No. 9 Dalton, Hooton Roberts, and Thrybergh

Ward No. 15 Park

15. References

Report to Cabinet Member 28 July 2003 – Minute no. 75 refers.

A630 Rotherham to Thrybergh Quality Bus Corridor Final Report – Appendix A.

South Yorkshire Local Transport Plan.

16. Presentation

The development of the Quality Bus Corridor aims to influence and change modal split by promoting choice and improve road safety along the corridor.

17. Recommendations

It be resolved that the report regarding the Public Involvement Programme for the Rotherham – Thrybergh Quality Bus Corridor be received and endorsed.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS**ECONOMIC AND DEVELOPMENT SERVICES MATTERS****7 June 2004**

CARRIAGEWAY SURFACE DRESSING : REVIEW OF WORKS UNDERTAKEN IN 2003 AND PROGRAMMED WORK FOR 2004.

Originating Officer : *Robert Stock, Network Management Principal Engineer*
Tel. Ext. 2928. E:mail bob.stock@rotherham.gov.uk

Designated Manager: *Dave Cooper, Network Manager*
Tel. Ext 2828, E:mail david.cooper@rotherham.gov.uk

Issue

To make Cabinet Member and Advisors aware of the benefits of surface dressing as a maintenance treatment, report on the 2003 programme undertaken and proposals for 2004.

Summary

There are a number of benefits from the use of surface dressing as part of a balanced programme of highway maintenance. The programme was successfully delivered in 2003 and further sites are programmed for Summer 2004.

Clearance/Consultation

Signage and leaflet delivery are both used to give local residents and other road users advance notice that work is to be undertaken.

Timing

The nature of the surface treatment dictates that work should be undertaken in relatively warm and dry conditions and so work is normally limited to the period between May and October.

Background

The application of surface dressings to carriageways is one of the oldest forms of maintenance treatment. In its most basic form it consists of a layer of bituminous binder sprayed onto the road surface which is followed by a layer of stone chippings that are then rolled to ensure their adhesion. It has been used successfully on all classes of road from minor rural lanes to motorways.

Various surface dressing techniques are now available that can be used to improve the longevity of treatments applied to different existing surface materials and subjected to a variety of traffic types. Examples of these include the use of sophisticated emulsion binders, “racking-in” using chippings of differing nominal sizes and the use of “pad coats” of small chippings where the surface to be treated is soft.

The original code of good practice for Highway Maintenance – The Marshall Report – stated that the object of surface dressing “...is to seal porous surfaces against the entry of water, to bind surfaces at the onset of deterioration due to loss of stone etc., to delay further deterioration or to restore loss of skidding resistance (which may be due to loss of texture depth, polishing of the aggregate or fatting-up”.

Surface dressing can also be applied to footway surfaces although this is usually restricted to little used rural footways.

Surface dressing treatments are designed in accordance with ROAD NOTE 39 – “Design Guide for Road Surface Dressing”, published by the Transport Research Laboratory.

Argument

Why do we use it?

Surface Dressing is the most cost-effective form of carriageway maintenance available. It serves to extend the life of the road structure and ensure the safety of users through the restoration of adequate skid resistance. In addition to these benefits it also serves a cosmetic purpose in restoring a uniform appearance to a patched road surface.

Correctly applied a surface dressing can be expected to perform satisfactorily for about 7 years.

Only polymer modified binders are now used in Rotherham giving the advantage of increased chipping adhesion during the early part of the dressings’ life. The Council’s contract requires the contractor to specify the treatment to be applied on a site by site basis and the work quality is guaranteed. Any areas of failure are rectified during the following season.

What can go wrong?

The main problems experienced with surface dressing relate to the premature loss of applied chippings. Chipping loss can be due to:

- Defective binder or dirty chippings
- Incorrect specification for surface hardness
- Laying faults such as blocked jets on the spray equipment
- Scrubbing under traffic at stress sites like junctions and factory entrances
- Lightly held chippings can shed due to frost action especially in areas that carry little traffic like parking areas

Less frequently seen early in the life of the surface dressing treatment is the “fatting up” of the surface due to excess binder on the surface. This more commonly occurs during hot periods and is not solely confined to surface dressed roads. Minor fatting will wear off under traffic use but can result in black stripes along the carriageway.

Because emulsion binders are now universally used heavy rain during or shortly following application can result in almost total failure.

What are the alternatives?

There are three alternatives to carriageway surface dressing:

- (i) Microasphalt surfacing
Costs are double that of surface dressing whilst only providing about the same life extension. The main benefits of this hand applied surfacing are achieved through the lack of loose surface chippings that need to be swept from the surface. For this reason microasphalt is the chosen treatment for short cul de sacs where effective dressing is difficult and loose chippings are more frequently a problem.
- (ii) Thin Wearing Course
A thinner surface than conventional surfacing varying from 15 – 25 mm in thickness. These surfacings are in general terms 4-6 times the cost of a surface dressing treatment. Because of the thickness of material laid this is not a repeatable treatment without removal of previously laid material. They are primarily used to correct surface defects at sites where the use of a surface dressing is not advised due to site factors such as a high number of turning movements or on bends. They are also used on sites where excess binder from previous treatments would make further applications of surface dressing inadvisable. Many of the most suitable sites are on the rural classified network. The advantage over thinner surface treatments is that it will regulate uneven surfaces. The anticipated life of a treatment is about 10 years.

A range of proprietary versions of both the above surface treatment types has been developed claiming for themselves a range of different attributes. In conjunction with our suppliers the Council has developed treatments in both categories that can be laid by our own construction teams.

- (iii) Surface course replacement.
Conventional carriageway resurfacing costs about 7 times that of a surface dressing treatment. It involves the removal of the old surface layers and the laying of new material appropriate to the site and traffic carried. The structural life is expected to be about 20 years although another form of surface treatment, such as dressing, would be required during this period. In reality the underlying strength of the road construction is critical to the life obtained and resurfacing without replacement of the binder course (basecourse) at the same time is now rarely undertaken.

Review of the 2003 treatment programme.

During preparation of this report a majority of the roads treated with surface dressings in 2003 were inspected following the winter period. A table of roads treated is attached. Although a number of the sites exhibited minor local faults of the types described above they were mainly due to traffic stress applied shortly after application. The general standard of the resultant surfaces is very good.

Problems were only reported by members of the public at one site treated during 2003, Lathe Road at Whiston. The site exhibits some patchy chipping loss and a length of ribbon failure at the spray joint. Remedial action has been agreed with the contractor. Minor ribbon failure of similar type was observed on New Road, Firbeck.

Proposed programme for 2004.

The proposed programme for this Summer is of similar size to last years programme. Details of the roads be treated are attached.

A programme of microasphalt surfacing to urban cul de sacs is also being undertaken as part of the surface treatment programme and three sites are to receive thin wearing courses as part of the LTP maintenance programme.

All of the available surface treatments play a role in providing road maintenance in an efficient and effective way.

Risks and Uncertainties

If road surfaces are not treated with the application of a surface dressing or other appropriate surface treatment at key points during their cycle of ageing then deterioration can become accelerated. This will lead to very much more costly remedial treatment becoming necessary and adding to the maintenance backlog which already exists in Rotherham.

Finance

Funding for the programme is provided through the surface treatment allocation of the Streetpride Revenue Budget and also from the Capital allocation from the LTP Settlement for Maintenance.

Sustainability

The programme is undertaken by a local contractor, based at Hellaby.

Surface dressing, as the thinnest type of surface treatment, uses considerably less primary aggregates than alternative treatments.

Loose stone chippings swept from treated roads are not disposed of but are washed for re-use.

Wards Affected

All

References

The Marshall Report (Report of the Committee on Highway Maintenance, 1970)
Road Note 39 "Design Guide for Road Surface Dressing" – 3rd Edition, TRL, 1992
Surface Dressing Undertaken during 2003 (attached)
Carriageway Surface Dressing Proposed Programme – 2004 (attached)

Presentation

An efficient and effective road maintenance service is sought using a range of alternative treatments among which the application of surface dressing treatments will continue to play a key part.

Recommendations

That it be resolved to note the report.

1. Economic and Development Services Matters**2. 9th June 2004****3. SCEPTRE AWARDS 2004 – Town Centre Manager of the Year Category****4. Originating Officer –**

Julie Roberts, Town Centre, Tourism and Markets Manager,
julie.roberts@rotherham.gov.uk – Ext. 6853

5. Issue

To announce the successful application to the finals of Town Centre Manager of the Year 2004.

6. Summary

Julie Roberts, Town Centre, Tourism & Markets Manager has been nominated for the 2004 SCEPTRE Awards organised by the national property and retail publication “Shopping Centre”. The application was shortlisted to attend the finals in the UK for the category of “Town Centre Manager of the Year.” The application is attached in Appendix 1 & 2.

7. Clearance/Consultation

The application was nominated by Adam Wilkinson, Executive of Economic & Development Services, supported by Richard Poundford, Head of Rido and the Town Centre Initiative Steering Group chaired by Cllr. Gerald Smith, Cabinet Member for Economic and Development Services. Mike Smith of Rotherham Chamber of Commerce provided a testimonial.

8. Timing

The awards ceremony will take place on Tuesday 22nd June 2004.

9. Background

The SCEPTRE Awards recognise best practice and achievement in the shopping centre and retailing industry. The Awards, now in their fourth year, feature 10 categories this year.

9. Argument

By reaching the finals of the awards it allows Rotherham to receive positive publicity and profile within the retail and property development arena. As we prepare the draft master plan for Rotherham Renaissance it is excellent news to receive national recognition for achievements in Rotherham Town Centre, and supports the RMBC Regeneration Plan objective of improving and promoting the image of Rotherham.

11. Risks and Uncertainties

There are no risks associated with the entry.

12. Finance

The cost of attending the awards will be met by the Rido budget.

13. Sustainability

Town Centre Management continues to learn from best practice in order to contribute to the sustainability of Rotherham Town Centre.

14. Wards Affected

All Wards

14. References

RMBC Rotherham Regeneration Plan
Town Centre Marketing Plan

15. Presentation

The SCEPTRE Awards allow Rotherham to be recognised on a national level for its contribution Town Centre Management.

16. Recommendations

That the Cabinet member notes the contents of the report.

TOWN CENTRE MANAGER OF THE YEAR AWARD 2004

Julie Roberts, Rotherham Town Centre Manager

During the last 12 months Julie has played a key role in developing the image of the town centre and successfully changing perceptions. This has been achieved through her commitment and drive, energy and enthusiasm and ability to encourage people from both the private and public sectors to work in partnership towards the same goals. She has also been awarded the title of Female Manager of the Year for Economic & Development Services.

Key successes:

- Number of vacant units have dropped from 74 to 38, with 23 new shops opening in the last six months
- The installation of state-of-the-art footfall cameras means events can be measured in terms of footfall drivers (eg Ice Magic increased footfall by 32%; Rotherham-by-the-Sea by 27%)
- Secured more than £300,000 worth of SRB6 funding to open and develop the town's first Visitor Centre, which is on target to receive more than 100,000 visitors in year 1
- Secured £30,000 of Objective 1 Single Pot funding for Rotherham Renaissance. Julie is a key driver for the Renaissance project, with responsibility for the strategic marketing plan
- Secured additional Economic and Regeneration Funding to deliver a town centre events programme.
- Delivered the town's first 12-month marketing plan, overseeing a closely targeted and focused media relations campaign, advertising campaigns and events programme
- Played a key role in persuading the town centre that the way forward is through partnerships. Set up the Town Centre Business Forum, appointed Town Centre Zone reps (who act as a voice for their area), appointed to Rotherham Town Team, Rotherham Ambassadors Scheme, Town Centre Initiative Steering Group
- Built up relationships with Chamber of Commerce (the chamber has been so impressed with Julie they have agreed to fund an additional Town Centre post), Chamber of Trade, South Yorkshire Police, Yorkshire Forward and departments within RMBC.
- Testimonial from Mike Smith, Rotherham Chamber of Commerce
"Julie has worked tirelessly with partners including the Chamber of Commerce. She has demonstrated to our members and us a thorough understanding of Town Centre issues and is well versed in both theory and practise. The Chamber was delighted to co-opt her onto our Retail Working Group where members have been tremendously impressed with her knowledge and understanding, so much so that we have allocated funds to assist her in promoting Urban Renaissance and to pay for a proportion of additional staff costs needed to promote retailers in the town."





Campaign Scope





Strategic Base

THE PROBLEM

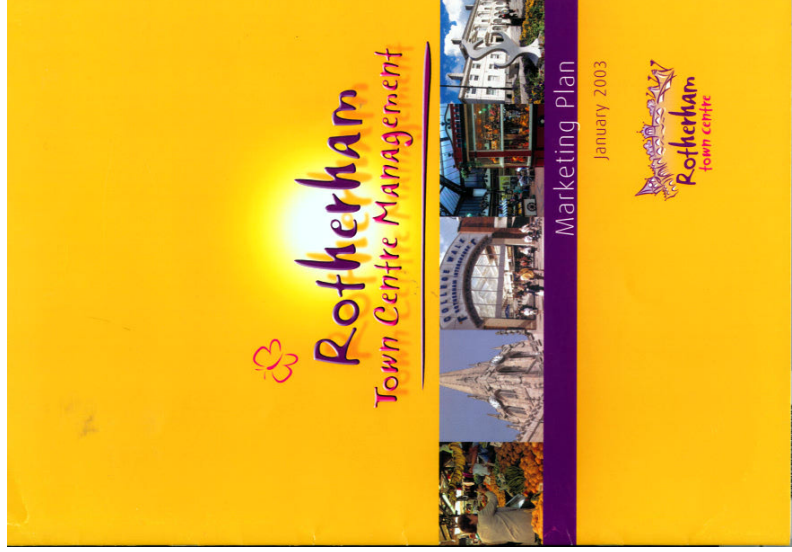
- Rotherham town centre was suffering with a declining perception from key Stakeholders, resulting in reduced inward investment

THE SOLUTION

- Develop and implement a Strategic Marketing plan to build "Pride"
- New Brand Identity formed to unite the campaign

THE RESULT

- Instrumental in Rotherham achieving Yorkshire Forwards 'Renaissance town' status enabling inward investment from Europe to drive a 20 year development vision





Clear Dialogue

THE PROBLEM

- For change to be sustained key business groups needed to be enrolled through continuous dialogue to gain their endorsement and belief

THE SOLUTION

- Regular stakeholder forums
- Higher level press liason
- Bi-monthly newsletter to all businesses
- Regular positive Media coverage
- Recruitment Pack to encourage new investment

THE RESULT

- More consistent dialogue and messages
- Stakeholders now feel part of the change, informed and able to input into the future





The living brand

THE PROBLEM

- Integrate the new Identity into daily life for Rotherham Businesses and Shoppers

THE SOLUTION

- Role out the new brand identity across Rotherham
- Seasonal Banners in strategic sites
- Rotherham Stamp used by all businesses on external correspondence to demonstrate their belief in the town
- Develop advertising platform for new Visual identity
- Rotherham Branded merchandise developed and sold throughout the town

THE RESULT

- Branding on advertising campaigns, posters, banners, promotional material and merchandise has helped to establish a stronger more consistent identity for the town



Focal point

THE PROBLEM

- Declining levels of Civic Pride
- Heritage hidden behind bureaucracy

THE SOLUTION

- New Visitor Centre in town to act as a point of information for Rotherham visitors, residents, businesses and investors
- Visitor centre provided a focal point for 2 way dialogue on future plans for Rotherham development

THE RESULT

- Visitor centre now well established
- More than 2000 people per week visit the centre



Bringing it to life

THE PROBLEM

- Declining Footfall in City Centre
- The market, a focal point for the town, now looking tired with no 'new news'

THE SOLUTION

- Structured Events programme to build 'Pride'
- 3 day Continental Market
- Giving shoppers another reason to visit the town
- Bringing something new and fresh to Rotherham

THE RESULT

- Over 150,000 people visited the event
- Double the normal market day attendances



Whatever you're in the market for this Christmas ...



Continental market packs in shoppers

THOUSANDS of city-shoppers swarmed into Rotherham for the first time to enjoy Continental Market on Saturday. The event, which was held in the town centre, attracted more than 150,000 visitors and the market was a huge success. Continental Market was held on Saturday, 12th December, and was the first time the market has been held in the town centre. The market was held in the town centre, and was a huge success. The market was held in the town centre, and was a huge success. The market was held in the town centre, and was a huge success.

By Ray Parlin
The market festival was an event that was held in the town centre, and was a huge success. The market was held in the town centre, and was a huge success. The market was held in the town centre, and was a huge success. The market was held in the town centre, and was a huge success.

Ice Magic

Bringing it to life

THE PROBLEM

- Declining Football in City Centre
- City centre perceived to be largely unwelcoming to Families

THE SOLUTION

- Structured Events programme to build 'Pride'
- 'Ice Magic' Former Olympic Gold Medalist Robin Cousins launched Ice Magic, which transformed the main square into an ice rink. Featuring Demonstrations, public skating, ice discos etc...

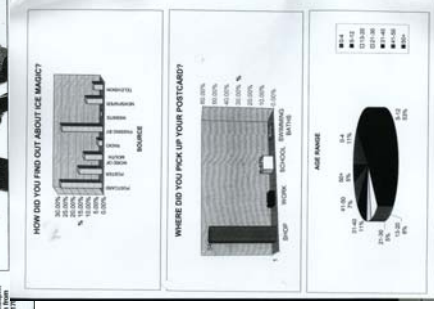
THE RESULT

- Ice Magic helped drive football by 32%
- 90% of those questioned responded with a good or excellent score
- 61% stated that it had changed their perceptions of Rotherham



BUDGING Torvill and Dean's took tips from a champion when Olympic legend Robin Cousins took to the ice in Rotherham. The gold medalist skated into town as part of Ice Magic - week which has seen appropriate things - week also a winter wonderland in time for half-term.

And autograph hoppers of all ages braved the elements on Tuesday morning for a chance to meet the four-time world champion and watch him take a message he thought of the tales on display in Rotherham turn to our picture special on pages 16 and 17.



Rotherham by-the-Sea

Bringing it to life

THE PROBLEM

- Declining Footfall in City Centre
- Perception of town centre as dull and dreary

THE SOLUTION

- Structured Events programme to build 'Pride'
- 'Rotherham by the sea'
- A week-long extravaganza that transformed the centre of town into a summer holiday resort, with sand, red coats, fun fair etc
- Other activity included Halloween and Christmas lights events

THE RESULT

- 'Rotherham by the Sea' Increased footfall by over 27%
- 80% of those questioned responded with a good or excellent score
- 72% stated that it had changed their perceptions of Rotherham



Success of the seaside
A TOURISM initiative which saw Rotherham town centre transformed into the seaside was so successful it could become an annual event. Rotherham-by-the-Sea which includes a giant sand pit, deckchairs and Punch and Judy shows - attracted thousands of extra visitors to the town. Traders were so pleased with the increase in business they want the event to become a regular feature of Rotherham's calendar of town centre activities. Tourism bosses are backing the move and are already suggesting that a similar event be held in August next year.

Trip the lights fantastic
ROTHERHAM town centre celebrated with Christmas lights and a Christmas craft fair at the town centre. The Christmas lights were switched on by the Mayor of Rotherham, Cllr. Lesley Nield. The Christmas lights were switched on by the Mayor of Rotherham, Cllr. Lesley Nield. The Christmas lights were switched on by the Mayor of Rotherham, Cllr. Lesley Nield.

Rotherham by the Sea 2003
Holiday fun - all day, every day from 10am - 4pm. August 10th to August 25th. All savings square.

Halloween

Rotherham by the Sea



Media Relations

THE PROBLEM

- Poor relations with the media resulting in largely negative stories on Rotherham

THE SOLUTION

- Developing stronger and deeper relationships with the local media to help 'get them on side'
- This involved sending out regular releases, organising one-to-one interviews with key personnel, providing 'exclusives' of good local interest.

THE RESULT

- Consistent positive press coverage and better relationships with the regional media.
- Press coverage achieved from July 2003 – February 2004 equated to £123,000 worth of 'free' editorial space (based on regional media advertising rates).
- Includes local press, radio and TV (YT Calendar Programme and BBC's Look North covered both main events)



**RMBC LEISURE / JOINT SERVICE CENTRE PROJECT BOARD
Friday 14th May 2004**

Present:-

Councillor Georgina Boyes	Cabinet Member, Education, Culture and Leisure Services (in the Chair)
Councillor Gerald Smith Derrick Connolly	Cabinet Member, Economic and Development Services Capital Project Development Manager, Culture, Leisure and Lifelong Learning
Ian Gledhill Tony Preston	Strategic Resources Team (Legal) Business Development Manager, Culture, Leisure and Lifelong Learning
Phil Rogers Graham Sinclair	Strategic Leader, Culture, Leisure and Lifelong Learning Project Management Team Leader, Strategic Resources Team
Paul Smith	Design Consultancy Manager, Economic and Development Services
Kath Atkinson	Director for Strategic Planning and Development, Primary Care Trust
Peter Ross	Consultant

Apologies for absence:-

Jon Baggaley	Strategic Resources Team (Financial)
Andrew Bedford	Acting Executive Director, Education, Culture and Leisure Services
Kevin Gallacher	Primary Care Trust
Adam Wilkinson	Executive Director, Economic and Development Services

18/04. Minutes of Previous Meeting

The minutes of the previous meeting of this Project Board, held on 19th March, 2004, were agreed as a correct record.

19/04. Gateway Review and Action

The Project Board noted that:-

- all three banks (ie: HSBC, National Investment Bank and Innisfree) considered the leisure project to be an attractive one for marketing; there was also considered to be an element of demand risk, which the banks would discuss at the appropriate time;
- the Project was being marketed as a single package (this would continue to be monitored through this Project Board);
- a bid for funding from the Single Capital Pot would be made in respect of the St. Ann's swimming pool.

20/04. Outline Planning Permission and Consultation

Consultation meetings had been held in respect of all of the swimming pools. Discussions had also been held with Sport England.

21/04. Outline Business Case – Progress and Feedback

The Treasury's Project Review Group had now approved the outline business case and the Private Finance Initiative (PFI) credits for the Primary Care Trust's joint service centre. The PFI credits amounted to £5.83 millions, compared to the original award of £2.6 millions. The project was therefore considered to be affordable, value for money and deliverable.

22/04. Presentation to Borough Council Elected Members – 18th May, 2004

The Project Board noted that information about the project was to be provided for Borough Councillors on 18th May, 2004. This action would ensure that the appropriate Borough Council decisions would be made, enabling the project to be advertised in the European Journal for tendering purposes.

23/04. PFI Project – Progress and Update

The Project Board noted the following information:-

(a) an application for outline planning permission had been submitted in respect of the St. Ann's swimming pool; further applications had also been submitted in respect of the swimming pools/sports centres at Aston, Maltby and Wath upon Dearne and for the joint service centre at Maltby;

(b) at Wath upon Dearne, the new swimming pool building will encroach on part of the comprehensive school site;

(c) at Maltby, the joint service centre would be constructed on the "town side" of Braithwell Road, with the swimming pool and sports centre likely to be constructed on the opposite side of Braithwell Road;

(d) the swimming pool and sports centre at Aston would be built together; there might also be an issue of a small portion of the building having to be constructed on land designated as green belt (the "lost" portion of school field would be replaced elsewhere on the site);

(e) the joint service centre, being constructed at Maltby in partnership with the Primary Care Trust, was considered to be a challenging and innovative project, which would ultimately deliver a high level of service to local people; there were several issues still to be considered, especially those organisations which would not have a permanent presence at the centre (eg: Citizens' Advice Bureau) and how much rent they would pay; there was a further issue about the contribution to be received from the South Yorkshire Police, who intended to use the centre as a community base;

(f) it was confirmed that there would be a doctor's general practice within the joint service centre;

(g) two workshops had already taken place for representatives of those services which intended to have a permanent presence at the joint service centre; these workshops had been very well attended;

(h) the Project Board was informed of progress with the recruitment of partner organisations to provide financial services and legal services to the project; it was intended that the successful bidders would be appointed, after interview, during the Summer; it was noted that specific expertise and skills in this type of project were being sought from the organisations which had submitted bids, for example:-

financial services – complex financial modelling; utilisation of standard Government documentation;

legal services – property issues; Office of the Deputy Prime Minister code of practice for the transfer of staff;

(i) the project involved specialist construction work; the Project Team intended to create a unique grouping of partner organisations to take forward this project; there would be a continual dialogue with the Borough Council's highways and drainage teams during the design and planning stage;

(j) the Project Board agreed that Richard Caborn, M.P. (Minister for Sport) and the three local Members of Parliament should be informed of progress with this project, at regular intervals.

24/04. PFI Project – Overall Programme

The Project Board received a chart detailing the overall programme of the project. Members of the Project Board expressed their approval of the overall programme, noting that the intention was for construction work to start on site during Autumn 2005.

As part of the consultation stage, a public meeting would take place at Maltby on Monday, 28th June, 2004.

It was agreed that the overall programme and timescales would need to be discussed at every meeting of the Project Board.

25/04. Project Board – Revised Terms of Reference

The Project Board formally approved its revised terms of reference, as set out below:-

- (1) To meet a minimum of four times per year, unless otherwise agreed.
- (2) To steer the project to a successful conclusion at financial close, so that its milestones and objectives are met.
- (3) To receive regular reports based on the Project Plan from the Project Team on the progress of the project.
- (4) To approve any significant deviations from the Project Initiation Document (PID).
- (5) To ensure the minutes of the Project Board are received by the Cabinet Member for Education, Culture and Leisure Services, the Regeneration Board and the Primary Care Trust.
- (6) To ensure that appropriate consultation takes place with Government, users and other stakeholders.
- (7) To monitor the impact of the scheme on both Council and Primary Care Trust revenue budgets.-
- (8) To consider the proposals in relation to Council and Government priorities.
- (9) To arbitrate on any issues within the project and to seek to negotiate a solution between the project and external bodies.

(10) To monitor the value for money and impact of the scheme.

With regard to (5) above, the minutes of this Project Board's meetings would also be submitted, for information, to the meeting of the Cabinet Member for Economic and Development Services and Advisers.

26/04. Any Other Business

Reference was made to Building Schools for the Future. The next wave of authorities involved in this would be announced later this year, probably in the Autumn.

27/04. Date of Next Meeting

The next meeting would take place at the Town Hall, Moorgate Street, Rotherham, on Friday, 9th July, 2004, commencing at 11.00 a.m.

**UNITARY DEVELOPMENT PLAN REVIEW MEMBERS' STEERING GROUP
FRIDAY, 21ST MAY, 2004**

Present:- Councillor Robinson (in the Chair); Councillors Pearson, Pickering and G. Smith.

Apologies for absence:- Apologies were received from The Mayor (Councillor R. S. Russell), Councillors Walker and Wyatt, and Karl Battersby, Head of Planning and Transportation Service and Alan Mitchell, Forward Planning Manager.

1. MINUTES OF THE PREVIOUS MEETING HELD ON 23RD APRIL, 2004

Agreed: That the minutes of the previous meeting held on 23rd April, 2004 be approved as a correct record.

2. MATTERS ARISING

(i) PPS1 and Draft SEA Regulations

It was reported that the Council's response to both consultations had now been sent to the ODPM.

(ii) Babbie Settlement Appraisal Study – Phase II

It was reported that Phase II of this study was about to be rolled out to look at Sheffield, Doncaster and the rest of Rotherham.

(iii) Liaison with the Local Strategic Partnership

Presentations to the Local Strategic Partnership had commenced and the remainder of the spokes would receive a presentation by the 2nd June.

It was reported that this would be a useful process in informing the Local Strategic Partnership about the new developing planning regime.

3. DRAFT SUB-REGIONAL SPATIAL STRATEGY VISION FOR SOUTH YORKSHIRE

It was reported that the vision was for the period 2006 to 2020.

The Senior Planner reported that the paper had been considered at the Spatial Strategy Working Group on 10th May, 2004. From Rotherham's perspective there were a number of concerns:-

From Rotherham's perspective there were a number of concerns:-

- promoting Rotherham's growth strategy re: population and employment

**UNITARY DEVELOPMENT PLAN REVIEW MEMBERS' STEERING GROUP -
21/05/04**

- how the work related to Rotherham's Local Development Framework
- politically sensitive nature of some issues
- gathering impetus of the LDF process and the need to streamline arrangements to keep to the timetable
- the draft strategy appeared to be economically driven, based on economic development, transport, settlement pattern, urban areas and rural areas
- the document lacked detail and needed further work
- there needed to be achievable, sustainable aspirations rather than futuristic extremes
- there was a need for the four South Yorkshire Local Authorities to work together and not in competition
- the document needed more research and technical input, together with a political steer
- the document did not emphasise Rotherham's assets, achievements, opportunities etc – e.g. Waverley AMP, Manvers, Rother Valley Country Park
- there was no mention of Rotherham Town Centre Urban Renaissance Master Plan
- the document was weak on rural aspects
- there was little reference to the Housing Pathfinder

It was pointed out that the work when reflected in LDF Core Strategies would be scrutinised in Public Examinations and needed to be justifiable and robust.

Agreed:- That the report and comments be noted.

4. MEETING WITH GOVERNMENT OFFICE YORKSHIRE AND THE HUMBER - SCOPE OF THE LOCAL DEVELOPMENT FRAMEWORK.

The Senior Planner updated Members following a meeting with Government Office about the scope of the Local Development Framework.

It was reported that the Planning and Compulsory Purchase Bill had been enacted on 13th May and that the LDF process would commence under new Regulations in the middle of July.

The guidance offered by Government Office was that Rotherham needed to produce by March 2007, as a minimum, in its first LDF:-

- a core strategy
- a statement of community involvement and concentrate on housing

The following concerns were expressed:-

- that the whole LDF needed to be inter-linked

- LDF was envisaged as having a 32 month preparation period
- the challenging timescale involved re: amount of consultation required, number of objections etc
- risk of losing Planning Delivery Grant
- confusion for the general public with the UDP continuing in force for up to three years
- the need for the role and membership of this Steering Group to evolve and for the reporting and decision making process to be speeded up with more direct reporting to Cabinet.

Agreed:- (1) That the report be noted.

(2) That the future role and membership of the Steering Group and the issue of the need to increase the speed of the reporting and decision making process for the LDF be discussed at a future meeting and guidance be sought from the Chief Executive, Corporate Management Team and Senior Members.

5. ANY OTHER BUSINESS.

(i) Finningley Airport Steering Group

The need for a substitute for the Cabinet Member to attend the Strategic Steering Group on 25th May, 2004 was discussed.

(ii) Retirement of Councillor Pearson, Chair of the Planning Board

The Chair referred to this being the last meeting which Councillor Pearson would be attending and thanked Councillor Pearson for his input into the Group.

6. DATE, TIME AND VENUE FOR THE NEXT MEETING

Agreed:- That the next meeting of this Steering Group be scheduled for Friday, 16th July, 2004 at 10.00 a.m. at the Town Hall, Moorgate Street, Rotherham.

By virtue of paragraph(s) 5 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

By virtue of paragraph(s) 7, 8 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted