



Birmingham - LAA 2008/11

Working together for
a better Birmingham

"A global city, with a local heart"



Foreword

by Councillor Paul Tilsley
and David Cragg

On behalf of Be Birmingham, we are delighted to present our Local Area Agreement (LAA) 2008-11. As the city's local strategic partnership, we work to secure consensus for the city and provide a strong single voice for Birmingham.

Be Birmingham is committed to seeing our city realise its ambitions set out in the new sustainable community strategy, Birmingham 2026. As its delivery mechanism, we believe the LAA strikes the right balance between reflecting the aspirations of our local people and the challenges facing the city, both locally and nationally.

Birmingham has already made significant strides forward in recent years with the transformation of the city centre and the restructuring of our manufacturing base. Throughout this transformation, we have maintained our tradition of Birmingham as a place where diversity is celebrated and flourishes to create a culturally rich, welcoming city of vibrant confident communities and neighbourhoods.

Birmingham's competitive advantage over all other European cities is its ever-increasing young, diverse and educated population. We will work to ensure that this unequalled resource is skilled,

retained and nurtured providing Birmingham with the foundation for success in the highly competitive and knowledge-intensive global economy.

Birmingham, we believe, has the opportunity to be the UK's second designated World City. And much more significantly, become the UK's first sustainable World city. We think this is ambitious, but achievable.

For this vision to become reality, requires extensive collaboration and support. It also requires considerable investment from the public and private sectors to secure a state of the art infrastructure befitting of the UK's leading metropolitan city and largest local authority area.

Our challenge is to secure a high quality of life for our citizens and their families in well-connected safe and sustainable communities.

This means taking action to improve schools, tackle climate change, improve transport and build communities that are clean, green and safe for both young and old. We also have to ensure that people have access to skills and jobs as well as provide affordable homes for all who need it.

We want the people of Birmingham to be fully supported by our services and programmes so that they can solve their own problems and improve their own lives in a way that makes most sense to them. To guarantee success we need service users to sit at the centre of the services

they receive, to help shape and design them so that they genuinely contribute, "co-produce", those services that make a real difference to them.

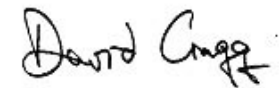
Central government has a contribution to make to Birmingham's long-term success. The city must be high on the national agenda to ensure it continues its role as the engine driving regional economic prosperity.

The LAA is a new starting point. It is, we hope, what will capture central government's contribution to making a better Birmingham over the next three years, and increase collaboration across all the partners, agencies and communities to accelerate the city's performance. This will only happen if we all work together.

This is our vision, our Local Area Agreement and we commend it to you in the belief you can join us in making it deliver.



Councillor Paul Tilsley
Deputy Leader, BCC
Chair, Be Birmingham



David Cragg
Regional Director, LSC
Chair, Programme Board

Birmingham - LAA 2008/11

Background

The new LAA is an agreement between central government and Birmingham - its people, communities and partners in the public, private, community, voluntary and faith sectors.

It represents a three-year programme to transform the city and to deliver the first steps of Birmingham 2026, our new sustainable community strategy.

The LAA consists of two parts. Firstly, the Outcomes Framework sets out what the agreement is striving to achieve including key outcomes, milestones and targets against resources available.

The second part is the Delivery Framework, which sets out how we are going to achieve these outcomes. This is based upon delivery plans and the use of a clear five-step framework within a new robust structure and governance arrangement for Be Birmingham.

Birmingham 2026: Our vision for the future

The new sustainable community strategy, Birmingham 2026 sets out the ambitions and vision for our city. For further information, the consultation strategy can be found at www.bebirmingham.org.uk

In essence by 2026 Birmingham, as a sustainable world city:-

- Is a globally competitive city contributing to the thriving, prosperous and sustainable city region
- People have high aspirations, and the skills and opportunities they need to succeed
- Is a safe, clean and friendly city that is tackling climate change and protecting the environment
- Citizens are healthy and economically successful whilst enjoying living together
- Is truly a global city with a local heart

To achieve our vision, five key outcomes have been set for the people of Birmingham. These are: -

- Succeed economically: Benefiting from training jobs and investment
- Staying safe in a clean and green city: Our citizens living in communities that they want to belong to
- Being healthy: Enjoying long and healthy lives
- Enjoying a high quality of life: Benefiting from good housing and renowned culture and leisure opportunities
- Making a contribution: Valuing one another and playing an active part in the community

Outcomes Framework

The LAA Outcomes Framework out in the next section, shows the nineteen priority outcomes the LAA is seeking to achieve. In determining these outcomes, the following criteria were used:-

- The priority outcome addresses an issue which is recognised as a significant concern by more than one Be Birmingham partner, or by at least one partner and the residents of Birmingham (as expressed through public consultation exercises)
- The priority outcome addresses an issue which, if not dealt with, is likely over time to seriously hinder Birmingham's economic growth and/or inhibit the quality of life of a significant proportion of its residents
- The priority outcome addresses an issue which can only be effectively tackled by partnership working, i.e. it is beyond the scope of any single one agency to resolve
- The priority outcome is one where an acceptable level of progress is realistic within three years given the level of resources which is likely to be made available
- The priority outcome is capable of having indicators attached to it, which can measure actual progress towards its achievement.

The priority outcomes provide a means for bridging the sustainable community strategy with the LAA and help drive our target setting process.

Targets

Be Birmingham, on behalf of the city, has negotiated 51 national designated targets,

including the 16 mandatory education indicators. In addition, there are a number of local targets, which have been included because they are important to local people.

Central government has pushed hard for many national targets to be included in Birmingham's LAA because of the city's impact upon national targets. This has made for difficult and complex negotiations but we believe we have struck the right balance to ensure Birmingham long-term success.

Principles

In delivering the outcomes and achieving the targets there will be a wide range of interventions carried out by partners. These interventions are underpinned by a number of key principles, namely:

- A preventative approach: Redirecting our energies and resources into working with communities to stop problems developing and reducing dependency
- A targeted approach to closing the prosperity, safety, health, education etc gaps between the different parts of the city
- A sustainable approach: Improving the quality of life of our citizens and future generations whilst living within environmental limits
- A personalised and inclusive approach: Ensuring services are tailored to meet people's needs
- An interventionist approach: to make markets work better for the people of Birmingham
- A neighbourhood approach to promote community cohesion: Striving to ensure that local communities and neighbourhoods are

stronger, more confident places, where people of all cultures, faiths and ages can live, learn and enjoy the city

Delivery Framework

The LAA Delivery Framework is based on an outcome-driven planning process.

Outcome planning will require each programme, project, strategy, service and intervention to be tested against the following:

- Is it fully aligned with target delivery and outcome?
- Is it doing the right thing to achieve the target and outcome?
- Is it doing enough of the right thing (in enough areas, with the right people and with enough intensity to make a difference) and how do we know?
- Is it doing the right thing in the right way (i.e. is delivery being project managed)?
- Is there scope to stop carrying out existing activities with a view to investing more in the things that will give a better return?

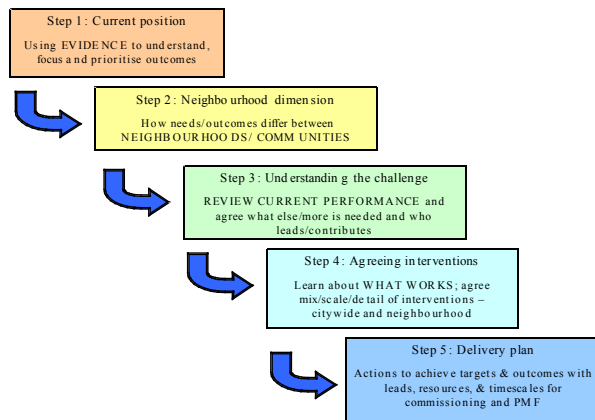
There will be about 30+ delivery plans in place across the city, led by different partners. The delivery plans have been mapped against the LAA priority outcomes taking account of existing strategies and plans.

These will be taken forward through

Be Birmingham and its family of thematic partnerships. The delivery plans are being led by plan leads who have the responsibility to make sure that the plans are cross-cutting and to ensure that a mechanism is in place for bringing together partners (including named partners), different sectors, service users and key agencies and that inter-dependencies with other delivery plans are bridged. This will enable cross-cutting issues to be integral to how outcomes are delivered.

Delivery Planning Process

The five stages of the delivery planning process are:



Performance and Risk Management

The new Be Birmingham Executive Board takes responsibility for monitoring and reviewing performance and is supported by the Be Birmingham Director and support team. The board now has executive responsibility for performance, risk management and delivery, for mutual accountability and working with Birmingham City Council as the accountable body.

Be Birmingham will lead the overall response to the comprehensive area assessment and in particular the joint area risk assessment.

Finance

At the heart of the LAA sits £90M of “pooled” budget for its first year. This is designed to facilitate the closer alignment of a range of public programmes, public services and private and third sector investment and interventions to make a difference to our set of shared priorities. Delivery plans will align resources.

Be Birmingham has commissioned an independent study to map all public investment coming into the city to clarify the overall investment picture and to help strengthen planning and commissioning.

Accountable Body

All partners within the city have a duty to co-operate in delivering the LAA as outlined in the Local Government and Public Involvement in Health Act 2007. Birmingham City Council acts as the

accountable body. In view of the importance of the new LAA, Cabinet has approved proposals for new governance arrangements for Be Birmingham and aligned decision-making processes to fully integrate work on the LAA.

The Be Birmingham Executive Board will be responsible for ensuring effective delivery of the LAA and make detailed recommendations to its associated partnerships/agencies about how best to deliver the LAA, how resources should be allocated to each priority outcome, the lead partnership/agency for each priority outcome and the targets and milestones for each priority outcome. This is therefore critical to the achievement of the LAA and will be chaired by the Leader of Birmingham City Council (or Deputy Leader if the Leader so chooses) and will include the Chief Executive and Corporate Director of Finance.

Each partner on the Executive Board will be responsible for taking, and implementing as necessary, Executive Board recommendations through their appropriate internal governance arrangements. In the case of Birmingham City Council, approval will be sought via the Cabinet Member, Cabinet Committee, Cabinet, Constituency Committee, based upon relevant decision thresholds and terms of reference. Cabinet Members serving on the Executive Board will have delegated responsibility for sums and decisions up to £500,000 for those city council budgets linked to the LAA where the city council is acting as the accountable body. This will ensure flexible and efficient performance management of the LAA.

Any Executive decisions taken will, of course, be recorded on the database and be subject to scrutiny procedures. Non-executive decisions or the decisions of partners will, as now, not be subject to call-in.

Equality Impact and Needs Assessment

The purpose of an equality impact and needs assessment is to provide a baseline assessment of the LAA with regard to race, gender (including sexual orientation and gender identity), disability, age and faith, and to ascertain how the LAA will affect people from different communities of place, interest or identity.

An Initial Screening EINA has been completed examining the new LAA. While the LAA is designed to address inequalities across the city, it is not possible to undertake a full review until the delivery of the agreement is underway. As such, based on the recommendations of the initial screening, the partnership is now committed to undertake a full EINA over the next six months. This eight-stage process will result in full consultation on the equality issues within the LAA. This will be published when completed.

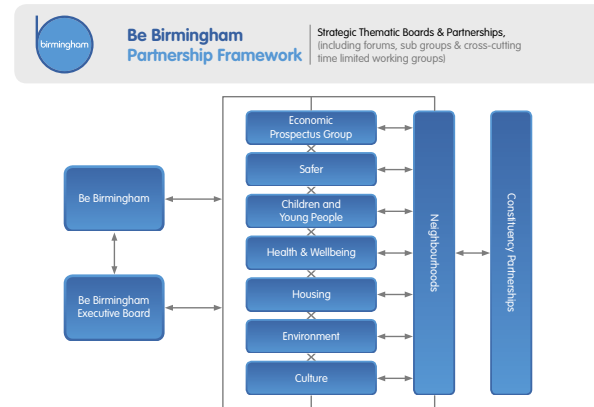
Governance arrangements

In preparation for this new LAA, Be Birmingham has undergone a thorough stock take and review of its arrangements, bringing greater clarity to the overall governance arrangements and aligning decision-making with the accountable body, Birmingham City Council.

The review is ongoing and its next phase is to ensure that all thematic partnerships are fit for purpose and capable of delivering the new LAA.

The new structure is set out below. It includes:

- Be Birmingham strengthened with a clearer role and a summit-style approach
- An Executive Board to take forward the LAA
- Seven thematic partnerships
- Neighbourhoods Partnership and board



Neighbourhoods Dimension

As part of our new LAA we are developing an approach to neighbourhood working that will achieve better outcomes for the people of Birmingham. Our aim is to ensure that neighbourhoods have the right support to respond to the challenges of acute deprivation, where it exists, and that there is capacity within neighbourhoods to shape and influence city-wide interventions, services and programmes within communities.

This will be achieved by developing a neighbourhood's strategy that has a single integrated approach and delivery framework across the City which involves:

- A clear assessment of need - based on classifying neighbourhoods into three groups, "priority", "at risk" and "stable"
- A clear delivery focus - with priority outcomes for each "at risk" or "priority" neighbourhoods linked to the LAA
- The neighbourhood dimension built into LAA Delivery Plans

It is proposed that eventually there will be a core standard of provision to all neighbourhoods across the city.

To ensure our vision of neighbourhood working is delivered our neighbourhoods work will be overseen by a Neighbourhoods Board.

Conclusion

Birmingham 2026 and its delivery through this new LAA is Be Birmingham's core business. As a restructured family of partnerships, we will take the learning from the last few years and embed it within our new philosophy of coordinated and strengthened partnership working.

Birmingham faces some tough challenges ahead, but we are confident that working together not only as a partnership but as a city, we can endure, overcome and succeed. Our goal is the long-term sustained prosperity of every individual in the city. No one organisation can deliver this.

Our mission is to harness our pooled skills, experience and resources to help our citizens develop their own expertise and capacity to live successful, healthy and happy lives.

LOCAL AREA AGREEMENT 2008-11

Outcomes Framework

Succeed Economically

Desired change for Succeed Economically

To deliver sustainable economic growth for Birmingham through comprehensive city centre, targeted area and neighbourhood based regeneration, developing key sectors and the knowledge economy and supporting people from welfare into work.

Key: NI = National Indicator

S = Statutory education/early years National Indicator

LI = Local Indicator

1. Create the conditions for sustainable economic and population growth and regeneration through transformational change in the city centre and local neighbourhoods.

Why is it a priority for Birmingham?

As the regional capital, driving forward economic growth in Birmingham is critical to both local and regional prosperity, closing the regional productivity gap, increasing GVA, increasing employment, and reducing worklessness and economic inequality in the city. As such this outcome strongly supports the Regional Economic and Spatial Strategies, Birmingham's designation as a New Housing Growth Point, implementation of the Birmingham Prospectus, and the aspirations of the Community Strategy.

A key aspect of Birmingham's economic growth is the provision of a sufficient supply of good quality development land and premises to deliver transformational change across Birmingham, particularly the city centre, but also in local neighbourhoods. Local centres (such as Longbridge) and corridors, such as the A41/A34 and Central Technology Belt, are key employment drivers. Connecting local people to new employment opportunities will ensure all citizens benefit.

To achieve our ambitious investment potential it is essential that the city demonstrates a high quality of life and has the right mix of housing and associated infrastructure to attract and retain the skilled workforce which will underpin our vision.

The implementation of the City Centre Master Plan and the Area Investment Prospectuses will be critical to achieving this outcome.

Succeed Economically

Create the conditions for sustainable economic and population growth and regeneration through transformational change in the city centre and local neighbourhoods.						
Indicator	Baseline	Targets			Comments	Named Partners ¹
		08/9	09/10	10/11		
LI Availability of land for development:						
a) Five year supply of readily available employment land in Birmingham	a) 76.53 hectares (April 2006)	117 hectares	117 hectares	117 hectares	Indicator likely to be further enhanced to include actual development taking place	BCC*, AWM
b) Five year supply of office floorspace within Birmingham City Centre and Sutton Coldfield	b) 176,013 square metres (April 2006)	137,250 square metres	137,250 square metres	137,250 square metres		

¹ Note: Throughout this document the 'Named Partners' column refers to statutory named partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)

Succeed Economically

2. Increase the city’s economic output and productivity through expansion of key growth sectors, greater enterprise and innovation in high value-added activity.

Why is it a priority for Birmingham?

Birmingham must fully exploit its designation as a Science City and maximize economic benefits from investment in new growth sectors and research activities. Continuing to diversify the city’s economy, in particular its manufacturing sector, is essential. This must include key growth in sectors and regional clusters such as medical technologies, advanced materials, environmental technologies and creative and cultural industries.

As part of this process we must ensure local businesses can meet the challenges and economic opportunities of climate change and the development of a low carbon economy, and support growth of the city's knowledge-based economy through technology transfer and innovation. This will be achieved through strengthening the relationship work with the private sector to support collaboration with local colleges and universities, especially in the Central Technology Belt. In particular we want to use the expertise in the city to develop environmental technologies and other sectors that to support the transition to a low carbon economy (see Priority Outcome 5).

Birmingham's future economic competitiveness is dependent on fostering a culture of enterprise and innovation that supports business growth, in particular in high-technology and high added-value sectors.

SMEs continue to play a vital role in the city’s economy, not least as a key entry route to employment, and it is critical that Birmingham provides the regulatory environment, conditions and support they need to start-up, survive and grow. This includes ensuring that business support can effectively meet the needs of Birmingham’s diverse businesses and communities. We must encourage greater business start-ups, growth and survival, particularly in priority areas through targeted work with local communities, schools and young people.

Succeed Economically

Increase the city's economic output and productivity through expansion of key growth sectors, greater enterprise and innovation in high value-added activity.						
Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 151 Overall employment rate	62.2% (June 2007, Annual Population Survey)	1% increase on baseline	1.5% increase on baseline	2.3% increase on baseline	Targets subject to confirmation by BEDP. Targets are conditional on the economy not going into recession.	BCC, LSC, JP, AWM, BCCI (although not a named partner)
NI 166 Median earnings of employees in the area	Birmingham average 106% of West Midlands average (1997-2006)			107% (2009-11 average)	BERR have stated that the target should be an average of 2009-11 data	BCC, LSC, AWM, BCCI
NI 172 Percentage of small businesses in an area showing employment growth	National baseline data not yet available	TBC	TBC	TBC	Awaiting release of data from IDBR in October	BCC, AWM, BCCI
LI Graduate employment in Birmingham private sector businesses	TBC	TBC	TBC	TBC	Indicator still under development	AWM, BCCI, BCC
LI on research and development/innovation	TBC	TBC	TBC	TBC	Indicator still under development	AWM, BCCI, BCC
LI on investment	TBC	TBC	TBC	TBC	Indicator still under development	AWM, BCCI, BCC
LI Export documentation certification	3,829 (2007/8)	4,097	4,383	4,691		BCCI*, AWM, BCC
LI Business regulation	TBC	TBC	TBC	TBC	Indicator still under development	BCC*, BCCI
LI Percentage of Birmingham households and businesses buying and selling on-line	TBC	TBC	TBC	TBC	Indicator to be developed during first year of LAA	BCC*

Succeed Economically

3. Provide high quality infrastructure to support improved local and regional connectivity and accessibility, enhance global competitiveness and underpin future economic and population growth.

Why is it a priority for Birmingham?

Sitting at the heart of the regional and national road and rail networks and with an international airport, Birmingham's transport gateways have a significant impact on investment decisions and the movement of people and goods. The redevelopment of New Street Station and the expansion of Birmingham International Airport are critical to the city and wider region's economic link to markets and key factors in attracting inward investment and employment.

Local connectivity issues, both physical and digital are equally important, especially to link people to learning, employment, social and cultural opportunities. Creating local transport solutions through more sustainable patterns and modes of travel are key to reducing congestion, and in particular encouraging the use of public transport (bus, train and metro) and cycling is essential to sustainable growth. More flexible patterns of work and home working has an increasing role to play here.

In addition this will need to be underpinned by a range of infrastructure to ensure a high quality of life for local people and to attract new people and investors to the city. This will include investment in water and green infrastructure as well as ensuring sustainable, secure energy supply.

Provide high quality infrastructure to support improved local and regional connectivity and accessibility, enhance global competitiveness and underpin future economic and population growth.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 167 Congestion – average journey time per mile during the morning peak	3.46 minutes per person mile (2005/6)	3.8% increase on 2005 baseline	4.5% increase on 2005 baseline	5.0% increase on 2005 baseline	Congestion targets based on LTP and set at West Midlands wide level.	BCC*, neighbouring LAs, WMPTA, AWM, West Midlands Police, West Midlands Police Authority, West Midlands Fire Service

Succeed Economically

4. Increase employment and reduce poverty across all communities through targeted interventions to support people from welfare into work.

<p>Why is it a priority for Birmingham?</p>	<p>Improving employment rates is critical for the city's overall economic success, increasing GVA and for individuals' quality of life. All of our residents need to be able to contribute and benefit from our future economic prosperity. There is a strong correlation between poverty and under performance at school and in the labour force. Worklessness remains high in a number of areas and for some communities, and many of those in work have poor prospects of progression.</p> <p>We need to engage more effectively with employers to ensure people in our priority target groups and areas have the opportunity to access future employment opportunities created through new investment and also through the normal 'churn' in labour market. In parallel to this we will work with key partners to engage target client groups and ensure they have the necessary employability skills to access the available jobs. The Integrated Employment and Skills model, delivered through the city-region's City Strategy, will be key to delivering this. Linked to this we will establish high quality and affordable childcare provision to help parents secure employment.</p>
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Increase employment and reduce poverty across all communities through targeted interventions to support people from welfare into work.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 153 Working age people claiming out of work benefits in the worst performing neighbourhoods	30.8% (Aug 06-May 07 DWP/ NOMIS)	0.5% reduction on baseline	1.5% reduction on baseline	3.0% reduction on baseline	This indicator will be used to determine WNF reward element. Targets subject to confirmation by BEDP. Targets are conditional on the economy not going into recession.	JP*, BCC*, LSC

Increase employment and reduce poverty across all communities through targeted interventions to support people from welfare into work.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 116 Proportion of children in poverty	31.5% (2007)	31.0%	30.0%	28.5%	Targets subject to confirmation by BEDP.	JP*, BCC, LSC

Succeed Economically

5. Create a vibrant low carbon, low waste economy through the best use of environmental technologies, and ensure that Birmingham is prepared for the impact of climate change.

Why is it a priority for Birmingham?

Historically, Birmingham’s expertise and manufacturing skill helped drive the industrial revolution and create the high carbon economy of the nineteenth and twenty century. However the city recognises that there is a responsibility to ensure that future economic and population growth are managed in a sustainable manner which does not further contribute to climate change and environmental damage

Be Birmingham has already established its ambition to be a global leader in tackling climate change by reducing CO₂ emissions by at least 60% by 2026 and will be launching its strategy in June. By exceeding national targets Birmingham will use its expertise, including its science city status, the University of Birmingham’s National Energy Technology Institute and East Birmingham and North Solihull regeneration zone to develop innovative solutions creating and attracting new businesses and jobs.

Birmingham also needs to place greater emphasis on sustainable consumption and production, and working with partners will focus on reducing waste at source. By improving resource efficiency and reducing associated costs businesses will also improve their competitiveness and image and position themselves to take advantage of new opportunities developed through the delivery of our sustainable procurement compact.

Birmingham also needs to be prepared for the impact of a changing climate in order to prevent disruption to business and protect people and property. Over recent years flooding has damaged property and disrupted transport, and severe heat has caused transport problems, made some work places unusable and even caused loss of life. To enable the city to grow sustainably and attract inward investment we must be able to provide the appropriate guidance to ensure that all new homes, premises, infrastructure and supply chains are resilient to a changing climate.

Create a vibrant low carbon, low waste economy through the best use of environmental technologies, and ensure that Birmingham is prepared for the impact of climate change.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 186 Per capita CO ₂ emissions in the LA area	6.32 tonnes per capita (2005)	1.5% reduction on 2005 baseline	3.25% reduction on 2005 baseline	5.25% reduction on 2005 baseline 6.9% cumulative reduction on baseline due to impact of national measures	Targets are cumulative	BCC*, The Environment Agency, AWM, English Heritage, BCCI, BVSC (although not a named partner)
NI 191 Residual household waste per household	1,053 Kg (2000/1)	785	737	727		BCC*, The Environment Agency, AWM
LI Planning to adapt to climate change	Level 0 (2007)	Level 1	Level 2	Level 3		BCC*, The Environment Agency, AWM, Natural England
LI Tonnes of CO ₂ saved	70,000	100,000	120,000	130,000		BCC*, The Environment Agency, AWM, English Heritage, BCCI, BVSC
LI Birmingham's ecological footprint (measures the impact of Birmingham's consumption)	5.22 global hectares per capita (2001)	5.22	5.22	5.22		BCC*, The Environment Agency, AWM

Succeed Economically

6. Improve Birmingham's educational attainment and skills base to meet the economic needs of the city now and in the future.

Why is it a priority for Birmingham?

Education strongly influences life chances - the extent to which individuals succeed, enjoy life, contribute to the economy and participate in society. Birmingham has the best GCSE record of all the core cities, and the Community Strategy aspires to ensure that no one is disadvantaged by the schooling they receive within Birmingham but rather that it gives them a real "head start" in life. There remains much to be done though as some groups of children are currently significantly underachieving, including Black-Caribbean boys, Looked After Children and White boys on free school meals. Similarly performance across some deprived neighbourhoods is significantly below the city average.

The continuing restructuring of the local economy demands a growing base of skills amongst the local workforce. In future years there will be less jobs for people with no or low qualifications and already key sectors are reporting skills shortages and recruitment difficulties.

Birmingham must ensure its local workforce can offer the skills that local employers will need now and in the future. In particular targeted interventions are needed to ensure local people, particularly from priority communities, have the skills needed to access jobs and support in progressing once in employment.

Future priorities will include activities to raise educational attainment, developing apprenticeships, close skills gaps and enable career progression through workforce development, including management and leadership skills. The Integrated Employment and Skills model will be fundamental in delivering this.

In parallel there is a need to ensure the city can attract and retain a workforce with a full range of skills, in particular retaining more graduates through attractive and affordable housing and a strong quality of life and cultural offer.

Skills also have a wider application and improving adult skills levels will generate benefits across many spheres, enabling people to make better use of their talents, live more fulfilled lives and contribute more to Birmingham as a place.

Succeed Economically

Improve Birmingham's educational attainment and skills base to meet the economic needs of the city now and in the future.						
Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
S NI 72 Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in Personal Social and Emotional Development and Communication, Language and Literacy	39.6% (2007)	44%			Target for 08/09 academic year	BCC*
S NI 73 Achievement at level 4 or above in both English and Maths at Key Stage 2	66% (2007)	74%			Target for 08/09 academic year	BCC*
S NI 74 Achievement at level 5 or above in both English and Maths at Key Stage 3	61% (2007)	70%			Target for 08/09 academic year	BCC*
S NI 75 Achievement of 5 or more A*-C grades at GCSE or equivalent including English and Maths	42% (2007)	49.2%			Target for 08/09 academic year	BCC*
S NI 83 Achievement at level 5 or above in Science at Key Stage 3	65% (2007)	72%			Target for 08/09 academic year	BCC*
S NI 87 Secondary school persistent absence rate	7.4% (2007)	6.4%			Target for 08/09 academic year	BCC*
S NI 92 Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest	38.7 (2007)	33.9%			Target for 08/09 academic year	BCC*
S NI 93 Progression by 2 levels in English between Key Stage 1 and Key Stage 2	85% (2007)	87%			Target for 08/09 academic year	BCC*
S NI 94 Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2	75% (2007)	83%			Target for 08/09 academic year	BCC*
S NI 95 Progression by 2 levels in English between Key Stage 2 and Key Stage 3	27% (2007)	36%			Target for 08/09 academic year	BCC*
S NI 96 Progression by 2 levels in Maths between Key Stage 2 and Key Stage 3	53% (2007)	58%			Target for 08/09 academic year	BCC*

Improve Birmingham's educational attainment and skills base to meet the economic needs of the city now and in the future.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
S NI 97 Progression by 2 levels in English between Key Stage 3 and Key Stage 4	50% (2007)	60.2%			Target for 08/09 academic year	BCC*
S NI 98 Progression by 2 levels in Maths between Key Stage 3 and Key Stage 4	29% (2007)	36.3%			Target for 08/09 academic year	BCC*
S NI 99 Children in care reaching level 4 in English at Key Stage 2	43.5%	52.5%			Target for 08/09 academic year	BCC*
S NI 100 Children in care reaching level 4 in Maths at Key Stage 2	42.5%	63.6%			Target for 08/09 academic year	BCC*
S NI 101 Children in care achieving 5 A*-C GCSEs (or equivalent) at Key Stage 4 (including English and Maths)		23%			Target for 08/09 academic year	BCC*
NI 117 16 to 18 year olds who are not in education, training or employment (NEET)	7.7%	7.6%	7.3%	7.0%	Measured on three month average November - January.	Connexions* (although not a named partner), LSC, BCC, JP
NI 163 Working age population qualified to at least Level 2 or higher	61% (+/-2.4pp) Annual Population Survey 2006	3% increase on baseline	6% increase on baseline	9% increase on baseline		LSC*, BCC, AWM
NI 165 Working age population qualified to at least Level 4 or higher	24% (+/-2.1pp) Annual Population Survey 2006	1% increase on baseline	2% increase on baseline	5% increase on baseline	Targets subject to confirmation by BEDP	LSC*, BCC, AWM

Stay Safe In A Clean, Green City

Desired change for Stay Safe In A Clean, Green City

To reduce crime by shifting the emphasis over time from crime management and disruption strategies to crime prevention and tailored support and protection for our most vulnerable people.

7. Reduce the most serious violence, including tackling domestic violence, gang and gun related crime, and violence in public places.	
Why is it a priority for Birmingham?	<p>Birmingham’s strategic assessment evidences the ongoing need to focus on a broad range of contributing factors within the violent crime arena of such a large and diverse city. Domestic violence is a specific area of concern and remains significantly under reported.</p> <p>Gun crime and the resulting gang culture has a negative impact on neighbourhoods and the reputation of the City which is out of all proportion to the number of incidents and individuals involved. It can adversely affect business decisions concerning investment in the city and applications for University placements, Birmingham is a major contributor to the National guns and gangs issue. Achieving Priority Outcome 6 (Educational attainment and skills) will, in certain neighbourhoods of the city, be dependant on addressing gang issues.</p> <p>Violent crime not only has a terrible effect on the individuals who experience it, but can generate fear and damage the social and economic life of the city. Although Birmingham has seen significant overall reduction in crime, the less dramatic reductions in violent crime, especially in public places, is perhaps one of the main reasons why the public fear of crime has not fallen in line with the overall reduction in offences committed. The safety of public transport remains a concern of local people.</p> <p>Domestic violence is one area of violent crime that has not seen a reduction and despite significant advances in multi-agency responses, the reporting of domestic violence to the police and other agencies has continued to rise in recent years. Evidence tells us that addressing domestic violence requires positive action in dealing with perpetrators as well as providing support to victims and their children.</p>

7. Reduce the most serious violence, including tackling domestic violence, gang and gun related crime, and violence in public places.

Serious sexual assault is a continuing problem particularly in the context of domestic violence, but it is also often associated with the growing night time economy and widespread misuse of drugs and alcohol. Despite some recent improvement, hate crime also remains a problem, and often manifests itself in violence in public places.

Reductions in violent crime of all types not only have obvious benefits for potential victims but will also have a positive financial impact on health and social care costs.

Reduce the most serious violence, including tackling domestic violence, gang and gun related crime, and violence in public places.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 15 Serious violent crime rate	1.41 crimes per 1,000 population (2007/8) (Equates to 1,419 offences)	1.36 crimes per 1,000	1.31 crimes per 1,000	1.25 crimes per 1,000 (Equates to 1,263 offences)		West Midlands Police*, BCC, West Midlands Police Authority
NI 29 Gun crime rate	0.54 crimes per 1,000 population (2007/8) (Equates to 541 offences)	0.52 crimes per 1,000	0.50 crimes per 1,000	0.48 crimes per 1,000 (Equates to 481 offences)		West Midlands Police*, BCC, West Midlands Police Authority
LI Reducing gang violence a) Injuries requiring medical attention b) Offences using weapons c) Offender activity matrix	a) TBC b) 831 (2007/8) c) 56.04 (2007/8)	TBC 801 54.17	TBC 771 52.31	TBC 740 50.44	Indicator still under development. The offender activity matrix gives an average score from risk assessments of a cohort of 72 individuals.	West Midlands Police*, BCC, West Midlands Police Authority, South Birmingham PCT, Birmingham East and North PCT, Heart of Birmingham PCT

Stay Safe In A Clean, Green City

8. Tackle serious acquisitive crime, and increase public and investor confidence in neighbourhoods by dealing with local crime, disorder and anti-social behaviour and securing cleaner, greener and safer neighbourhoods and public spaces.

<p>Why is it a priority for Birmingham?</p>	<p>The volume of crime committed in Birmingham has a direct bearing on the extent to which people want to live, work and visit the city. Residents’ surveys consistently cite the level of crime as the most important factor in making somewhere a good place to live. Although Birmingham is one of the safest core cities, crime, anti-social behaviour, fear of crime and lack of safe and welcoming facilities for young people are significant issues in many parts of the city. Businesses can also be discouraged from investing in areas undergoing regeneration because of crime and anti-social behaviour or the perceptions of it. A proven and effective way to address these problems is through cross partnership strategies, targeted action, and commitment to invest in prevention delivered at a neighbourhood level. This will include support to young people to help them avoid being drawn into criminality.</p> <p>The Community Safety Partnership annual strategic assessment and the twice monthly pan Birmingham Tasking Group will identify emerging serious acquisitive crime and anti social behaviour issues, and local community involvement through neighbourhood policing, safer estates groups, and engagement forums at a neighbourhood level, will identify those local issues of real importance to communities.</p> <p>Clean streets, parks and open spaces free of litter, graffiti and other environmental degradation has a major impact on the quality of life of residents, the overall attractiveness of neighbourhoods, perceptions of crime and safety, and the actual incidence of offending. A high quality local environment can exercise a strong influence on businesses making investment decisions, and conversely poor environmental quality drives businesses and jobs away from the city.</p>
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Tackle serious acquisitive crime, and increase public and investor confidence in neighbourhoods by dealing with local crime, disorder and anti-social behaviour and securing cleaner, greener and safer neighbourhoods and public spaces.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 16 Serious acquisitive crime rate	26.24 crimes per 1,000 (2007/8) (Equates to 26,412 offences)	25.28 crimes per 1,000	24.32 crimes per 1,000	23.35 crimes per 1,000 (Equates to 23,507 offences)		West Midlands Police*, BCC, West Midlands Police Authority

Tackle serious acquisitive crime, and increase public and investor confidence in neighbourhoods by dealing with local crime, disorder and anti-social behaviour and securing cleaner, greener and safer neighbourhoods and public spaces.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and police	Year 1 establish baseline		TBC	TBC	Indicator dependent on Place Survey	BCC*, West Midlands Police*, West Midlands Police Authority
NI 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting)	Litter 3.81% Detritus 8.85% Graffiti 12% Fly Posting 0.94%	3.7% 8.75% 11% 0.89%	3.6% 8.65% 10% 0.84%	3.5% 8.55% 9% 0.79%	The designated target for this NI will be on graffiti. Litter & detritus baselined across 2006-8, graffiti and fly posting 2007/8.	BCC*, The Environment Agency
LI Reducing arson incidents a) Total number of arson fires b) Percentage of young people completing FIRE courses	a) 2,888 (2007/8) b) 87% (2007/8)	a) 2,628 b) 88%	a) 2,391 b) 89%	a) 2,176 b) 90%		West Midlands Fire Service*, BCC, West Midlands Police, West Midlands Police Authority
LI Alcohol related harm	TBC	TBC	TBC	TBC	Indicator still being developed	South Birmingham PCT, Birmingham East and North PCT, Heart of Birmingham PCT, West Midlands Police, BCC, West Midlands Police Authority

Stay Safe In A Clean, Green City

9. Reduce re-offending through the improved management of offenders and effective treatment of drug and alcohol using offenders.

Why is it a priority for Birmingham?	<p>Better management of offenders and treatment of those abusing drugs and alcohol will result in a reduction in the number and seriousness of offences subsequently committed, with obvious benefits for the city and its residents. The pressures placed on social care and health services as a result of drug misuse and the breakdown of families is considerable.</p> <p>A high proportion of Birmingham's crime is known to be committed by a relatively small number of prolific offenders. A targeted response to restrict their offending will have a significant impact on overall crime rates. Drug abuse is a major driver of acquisitive crime and the combined impact of drugs and alcohol is a key driver of violence.</p> <p>The effective management of offenders, especially prolific and chaotic offenders, is highly dependent on close, joined up partnership activity. This is equally true of programmes to support young offenders in breaking free of a criminal lifestyle.</p>
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Reduce re-offending through the improved management of offenders and effective treatment of drug and alcohol using offenders.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 30 Re-offending rate of prolific and priority offenders	17%	20%	TBC	TBC	Targets for 09/10 and 10/11 cannot be set at present	YOS, Probation, West Midlands Police*, West Midlands Police Authority
NI 38 Drug-related (Class A) offending rate	TBC	N/A	TBC	TBC	Indicator not implemented until 2009/10	YOS, Probation, West Midlands Police*, West Midlands Police Authority, South

Reduce re-offending through the improved management of offenders and effective treatment of drug and alcohol using offenders.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
						Birmingham PCT, Birmingham East and North PCT, Heart of Birmingham PCT
NI 45 Young offenders engagement in suitable education, employment or training	73.24% (2006/7)	78.4%	80.4%	82.4%		YOS*, LSC, JP, Probation, West Midlands Fire Service

Stay Safe In A Clean, Green City

10. Protect Birmingham’s children, young people and vulnerable adults from harm.

Why is it a priority for Birmingham?

The safety and protection of vulnerable children is rightly a statutory responsibility. Birmingham, like all major cities, has a high volume of cases and incidents to manage and expectations for higher quality care to fulfil. Current demand and performance therefore makes this a priority. Similarly safeguarding adults who are vulnerable due to age, physical or learning disability, mental health issues or other reasons remains an ongoing priority for Birmingham.

Protect Birmingham’s children, young people and vulnerable adults from harm.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
LI The number of Care Homes with Nursing classified as poor providers at Standards Level 1 by CSCI	14 (Nov 2007)	12	10	8		BCC*
LI Children who have experienced bullying	20.2% of children often bullied	18.7%	17.2%	14.7%		BCC*

Stay Safe In A Clean, Green City

11. Prevent the development of violent extremism.

Why is it a priority for Birmingham?

As with other major cities, violent extremism represents one of the most acute threats to the continuing economic growth and social wellbeing of Birmingham. Encouraging integration and understanding of shared values are essential to inhibit and prevent its growth in the city, which remains a very real, if hidden, challenge.

Prevent the development of violent extremism.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 35 Building resilience to violent extremism	TBC	TBC	TBC	TBC	Indicator measurement framework still being developed	BCC*, West Midlands Police*, West Midlands Police Authority

Be Healthy

Desired change for Be Healthy

To reduce health inequalities and to shift the emphasis over time from secondary care to primary and community care, with a greater focus on the customer and those with complex needs.

12. Reduce inequalities in health and mortality across Birmingham and support more people to choose healthy lifestyles and improve their wellbeing.

Why is it a priority for Birmingham?

Despite recent improvements, Birmingham's citizens are still not living as long as they should be when compared to the UK average. This pattern is repeated within the city where the more deprived areas of the city experience unacceptably low levels of health and wellbeing and life expectancy, damaging residents' quality of life and inhibiting access to employment which could otherwise lift them out of poverty. These 'health gaps' represent perhaps the most basic and brutal form of inequality and one which the Community Strategy seeks to address, with life expectancy at or above the national average across all wards by 2026.

Healthy lifestyles and disease prevention are becoming increasingly critical as Birmingham's population ages, the incidence of chronic long term illness increases (often eventually leading to disability), and the impact of major public health issues such as obesity becomes increasingly felt. Effective promotion of healthy lifestyle choices and associated encouragement of physical activity reduces health problems (and ultimately mortality rates), improves overall quality of life and in the long term moderates the strain on acute health services.

Reduce inequalities in health and mortality across Birmingham and support more people to choose healthy lifestyles and improve their wellbeing.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 120 All-age all cause mortality rate	a) DSR Males 824 (2006) b) DSR Females 553.25 (2004-6 average)	a) 753 (2008) b) 522.0 (2006-8)	a) 721.6 (2009) b) 511.0 (2007-9)	a) TBC b) 499.0 (2008-10)	Male target for 2010 calendar year to be negotiated at refresh. Targets subject to confirmation by SHA	South Birmingham PCT*, Birmingham East and North PCT*, Heart of Birmingham PCT*, BCC
NI 123 Stopping smoking	1013.6 per 100,000 (2004-7 average)	1015 per 100,000	1015 per 100,000 (1015 per 100,00	Targets subject to confirmation by SHA	South Birmingham PCT*, Birmingham East and North PCT*, Heart of Birmingham PCT*

Be Healthy

13. Develop personalised care and support for older people and vulnerable children, young people and adults to live healthier, more independent and inclusive lives, and provide better support for people with long term conditions and their carers, including improving end of life care.

Why is it a priority for Birmingham?

Current trends will lead to a greater proportion of poorer, non-white older people with complex social care needs in the city than is the case nationally. Birmingham has a responsibility to its older and more vulnerable citizens to offer sufficient support to maximise their independence and enable them to live active, fulfilling lives. This is also vital to manage the risk of escalating costs.

People with long term conditions very often face restrictions on their lives and sometimes reduced quality of life itself. Better support can at least partially ameliorate these negative effects and provide increased independence and more control of conditions. Given Birmingham's ageing population and the rising number of people with long term conditions the importance of this issue can only increase over time. Related to this is improved advice, recognition and support for carers, and improvements to the quality of end of life care.

Develop personalised care and support for older people and vulnerable children, young people and adults to live healthier, more independent and inclusive lives, and provide better support for people with long term conditions and their carers, including improving end of life care.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 129 End of life care - access to appropriate care enabling people to be able to choose to die at home	17.8% Home death rate (Excluding care home deaths)	18.8%	21.8%	24.8%		South Birmingham PCT*, Birmingham East and North PCT*, Heart of Birmingham PCT*, BCC
NI 130 Social Care clients receiving Self Directed Support per 100,000 population	101.2 per 100,000	155.2 per 100,000	194.9 per 100,000	233.8 per 100,000		BCC*

Develop personalised care and support for older people and vulnerable children, young people and adults to live healthier, more independent and inclusive lives, and provide better support for people with long term conditions and their carers, including improving end of life care.						
Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 131 Delayed transfers of care	16.6 per 100,000 (April 2007 – Feb 2008)	15.3 per 100,00	12.7 per 100,000	10.2 per 100,000		South Birmingham PCT*, Birmingham East and North PCT*, Heart of Birmingham PCT*, BCC*
NI 135 Carers receiving needs assessment or review and a specific carer's service, or advice and information	40.0% (2007/8)	42.0%	44.1%	46.3%		BCC*
NI 141 Number of vulnerable people achieving independent living	71.3% (Oct 06 – Sept 07)	72%	73%	75%		BCC*

Be Healthy

14. Improve the health of Birmingham's children and young people and protect them from potentially damaging lifestyles and behaviour.

Why is it a priority for Birmingham?

Child health is undoubtedly a major priority, and lifestyles and behaviour established in childhood can bring serious adverse consequences in later life. Like many other major cities, Birmingham has major problems to overcome to ensure that all children and young people live full and healthy lives, making wise choices that support rather than compromise future health and wellbeing. One illustration of this is that both childhood obesity and teenage pregnancy are currently at unacceptable levels.

Improve the health of Birmingham's children and young people and protect them from potentially damaging lifestyles and behaviour.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 56 Obesity in primary school age children in Year 6	21.5% (2006/7)	21.9%	21.8%	21.7%		South Birmingham PCT, Birmingham East and North PCT, Heart of Birmingham PCT, BCC
NI 112 Under 18 conception rate	58.3 per 1,000 15-17 year olds (1998)	49.0 (2008)	46.9 (2009)			South Birmingham PCT*, Birmingham East and North PCT*, Heart of Birmingham PCT*, BCC*

Enjoy A High Quality Of Life

Desired change for Enjoy A High Quality Of Life

To improve the life experiences of our people and increase customer service quality and choice for people across the city.

15. Raise the quality, choice and affordability of housing across Birmingham, maintaining high standards of decency across homes and ensuring more people choose to live and stay within the city and its communities.	
Why is it a priority for Birmingham?	<p>As with many large cities, poor quality housing has been a major problem in Birmingham. The consequences were felt by residents in terms of poor health, low quality environment, crime, and reduced educational achievement. The lack of good quality housing has also deterred business investment as it has not been regarded as an attractive location in which skilled workers wish to live.</p> <p>Much has been achieved recently in bringing the city's housing stock up to an acceptable level. But there remain major strategic challenges for housing in terms of meeting (a) population growth projections, (b) demands for affordability; and (c) the aspirations of people who are able to choose where they live so that fewer feel they have to leave the city.</p>

Raise the quality, choice and affordability of housing across Birmingham, maintaining high standards of decency across homes and ensuring more people choose to live and stay within the city and its communities.						
Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 154 Net additional homes provided	2029 (2006/7)	2530	2530	2530		BCC*, AWM, Homes and Communities Agency (subject to Parliamentary approval)

Raise the quality, choice and affordability of housing across Birmingham, maintaining high standards of decency across homes and ensuring more people choose to live and stay within the city and its communities.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 155 Number of affordable homes delivered (gross)	770 (2006/7)	600	800	1000		BCC*, AWM, Homes and Communities Agency
LI Tackling fuel poverty – private sector homes a) Low energy efficiency homes b) High energy efficiency homes	a) 26,000 homes (2006) b) 55,200 homes (2006)	25,500 56,300	25,000 57,400	24,500 58,500		BCC*, Homes and Communities Agency
LI Household overcrowding – Council housing	541 households (April 2008)	450	350	200		BCC*, Homes and Communities Agency
LI Number of households living in temporary accommodation	517 households (2007/8)	480	460	420		BCC*, Homes and Communities Agency
LI Decent homes – council housing and RSLs	75% (2006/7)	93%	100%	100%		BCC*, Homes and Communities Agency

Enjoy A High Quality Of Life

16. Improve Birmingham's neighbourhoods, particularly the least affluent ones, in terms of deprivation, service delivery and overall quality of life for residents.

Why is it a priority for Birmingham?

The Community Strategy is clear in its desire to make sure that no one is disadvantaged by where they live in Birmingham. And, despite the achievements that have been made in 'closing the gap' that exists in outcomes for citizens in some parts of the city, there are still a number of neighbourhoods where much remains to be done. Continuing, targeted efforts to reduce deprivation must be made and the quality of service delivery (and user satisfaction with it) needs to improve. A key aspect of improving neighbourhoods is the development of thriving and attractive local centres.

One of the particular challenges facing the more deprived neighbourhoods can be the potentially transient nature of the population. A 'revolving door' of poverty can exist where those residents who achieve a high enough level of income move out, often to be replaced by very vulnerable individuals, especially those newly arriving in the UK. New arrivals and population 'churn' can make effective intervention from public sector agencies difficult, but getting it right must be regarded as a priority.

It is also important to ensure that Birmingham's more stable neighbourhoods continue to improve, to provide a good quality of life for residents and provide an environment which will attract businesses and skilled professionals to the city.

Improve Birmingham's neighbourhoods, particularly the least affluent ones, in terms of deprivation, service delivery and overall quality of life for residents.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 5 Overall/general satisfaction with local area	62% (2006 BVPI Postal Survey)	63%	64%	65%		All named partners
LI Closing the gap between Priority/At Risk neighbourhoods and the Birmingham average on the Neighbourhoods Deprivation Index (NDI)	NDI = 100 (2007/8)	TBC	TBC	TBC	Indicator still being developed	All named partners

Enjoy A High Quality Of Life

17. Raise Birmingham’s profile and attract more people, trade and opportunities through renowned facilities and events across the cultural, sport and creative sectors, and ensure residents have access to high quality facilities, programmes and activities locally.	
Why is it a priority for Birmingham?	<p>Top quality cultural, leisure and sporting assets and facilities are a vital ingredient in Birmingham’s development and growth into a world city. Their presence makes the city a great place to live but also attractive to visit, with numerous opportunities to enjoy, learn and participate in events and activities. One of Birmingham’s core strengths is its rich and diverse cultural offering (including a strong and growing creative industries sector) which brings great economic and other benefits to the city and needs to be promoted more strongly. This is one of the key factors in drawing tourists to the city and is also of vital importance in attracting people, especially young skilled professionals, to move to Birmingham.</p> <p>High quality, easily accessible cultural, sport and leisure facilities at a neighbourhood level also play a major contribution to residents’ overall quality of life through provision of enjoyable, healthy, safe and positive activities. A key aspect of this is increasing engagement in sport and leisure amongst people at risk of poor health outcomes.</p>

Raise Birmingham’s profile and attract more people, trade and opportunities through renowned facilities and events across the cultural, sport and creative sectors, and ensure residents have access to high quality facilities, programmes and activities locally.						
Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 8 Adult participation in sport and active recreation	17.2% (Active People Survey 2006)	18.2%	19.2%	20.2%		BCC*, Sport England
LI Tourists who think Birmingham is a good place to visit	65% (TNS Telephone Survey)	66%	67.5%	69%		BCC*, WMPTA, AWM, West Midlands Police, West Midlands Police Authority, English Heritage, Environment Agency, Arts Council, Natural England, Sport England, Museums, Libraries and Archives Council

Raise Birmingham’s profile and attract more people, trade and opportunities through renowned facilities and events across the cultural, sport and creative sectors, and ensure residents have access to high quality facilities, programmes and activities locally.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
LI To reduce the percentage of residents in Erdington, Hodge Hill, Ladywood and Perry Barr constituencies who have not used any cultural facilities (sports & leisure, library, museum & gallery or theatre & concert hall) in the past twelve months	Erdington 33.5% Hodge Hill 41.3% Ladywood 35.7% Perry Barr 33.4%			31.6% 37.5% 31.6% 31.6%	Note: 31.6% is current city average figure	BCC*, Arts Council, Sport England, Museums, Libraries and Archives Council, AWM

Making A Contribution

Desired change for Making A Contribution

To re-invigorate civic and community pride and generate an active and caring citizenship across the city, with empowered people who are fully informed, involved and engaged in the design and co-production of services and public choices for the city and its communities.

18. Strengthen community cohesion and integration between residents of different backgrounds.

<p>Why is it a priority for Birmingham?</p>	<p>The diversity of Birmingham’s communities is one of its unique strengths and a high proportion of residents think people from different backgrounds get on well together. A key aim is to strengthen the links <i>between</i> communities so they understand what unites them and how they can all contribute to creating a successful, fair, diverse, cosmopolitan city. Tensions and differences will always exist and we need opportunities for discussing them and resolving problems before they escalate and are manifested in levels of hate crime and fear of hate crime in the city.</p>
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Strengthen community cohesion and integration between residents of different backgrounds.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
<p>NI 1 Percentage of people who believe people from different backgrounds get on well together in their local area</p>	<p>79% (2006 BVPI Survey)</p>	<p>80%</p>	<p>81%</p>	<p>82%</p>		<p>BCC*, West Midlands Police, West Midlands Police Authority</p>

Making A Contribution

19. Encourage more active participation of Birmingham’s citizens in neighbourhood and citywide organisations, events and civic institutions.

Why is it a priority for Birmingham?

The active involvement of Birmingham’s citizens – including its young people - in community life and city governance (including voting in elections) not only strengthens key institutions, local democracy and the voluntary and community sector but is also essential if the city is to successfully tackle the challenges it faces. None of the major issues highlighted in the Community Strategy can be effectively and permanently resolved without the proactive involvement of the people of Birmingham and their vast assets in terms of skills, knowledge and practical insight. This culture of active citizenship must be consistently encouraged and will provide real benefits at neighbourhood and citywide levels, but also to individuals themselves through new opportunities and experiences, development of new friendships and skills, and potentially a greater sense of achievement and fulfilment. In turn this should feed through into stronger voluntary, community and faith sectors with increased capacity to deliver activity in support of local residents.

Encourage more active participation of Birmingham’s citizens in neighbourhood and citywide organisations, events and civic institutions.

Indicator	Baseline	Targets			Comments	Named Partners
		08/9	09/10	10/11		
NI 4 Percentage of people who feel they can influence decisions in their locality	40% (2006 BVPI Postal Survey)	41%	42%	44%		BCC*
LI Support for a thriving third sector	Third Sector Assembly membership 160 organisations (2007/8)	220 organisations (2008)	260 organisations (2009)	300 organisations (2010)	Further development of this indicator is to take place over 2008/9	BVSC*, BCC