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Red = performance is below or without target

Amber = performance is within tolerance

Green = performance has met or exceeded target

Blue = monitoring measure only, no targets set

Grey = no data supplied by service

Quarterly Measure Description	Measure Aim	This Quarter		Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008	Measure Trend	End of Year Target	End of Year Forecast	Action
		Actual	Target							
<b>Communications &amp; Public Relations</b>										
Number of accommodation brochure requests as a result of seeing advertising and publicity materials	▲	110560 R	140000	100041	83742			140000	140000 G	Uptake of brochures has declined during period of less frequent advertising activity. Additional online lead generation activity has now been established and is generating 5k requests per week.
<b>Corporate Policy and Performance Team</b>										
Percentage of performance measures with completed data quality pro-formas (cumulative)	▲	94 R	100	86	78.3	43	▼	100	100 G	Percentages broken down by Directorate: Environment and Neighbourhoods - 96% Corporate Services - 100% Resources - 90% Community Services - 100% Children & Young People - 81% CX Unit - 92%  Work to acquire pro-formas for all measures remains ongoing. Resource issues have been identified in Children & Young People, regular meetings are held with data quality champions for this area.
Percentage of Strategic Programme Projects updated and reported quarterly through CorProject	▲	0 R	75	0	0	0	▼	100	100 G	Because of delays in the implementation of CorProject it has not yet been possible to report on this data. Implementation has been rescheduled for early October and once testing has been completed live data will be loaded in preparation for Q3 reporting
% of LAA2 Delivery Plans completed	▲	93.2 R	100	88.1	0	0	▲	100	95 R	Following the opportunity offered in July 2009 for owners to review and update plans, a number of those plans not previously completed were subsequently provided.  This leaves a total of four indicators which do not currently have completed delivery plans. Of these two, possibly three, are unlikely to offer the opportunity for viable projections of activity to be undertaken as they are reliant on either a third party involvement, or include a range of variables which impact on the overall outcome given and preclude inclusion in to any plan.  These are NI 120 (Designated Indicator) All age cause Mortality Rate Female/Male (PCT), NI 189 (Local Indicator) Flood and Coastal erosion risk management (IWC) and possibly, NI 124 (Designated) People with a long term condition supported to be independent and in local control of their condition (PCT).  In addition a plan is still awaited for NI 197 (Local) Improved local bio-diversity, proportion of local sites where active conservation management is being considered (IWC).  In the past quarter a number of changes have been advised for measure ownership due to the departure of staff. It is unknown at this time to whether these new owners will seek the opportunity to review and update the content of existing plans.