

Appendix 4 -Targets and Performance

This is a new initiative; STAN was only launched on 12th October 2010. Footfall is expected to increase as the service becomes established and more customers become aware of it. Bad weather has affected the footfall but it is anticipated that this will increase during the summer months.

It should also be noted that performance stated below is for 5 months only (October 2010 to March 2011).

Quarterly Target	Quarter 3 – October to December 2010		Quarter 4 – January to March 2011		Outturn 2010/11		
	ALL	Rossendale	ALL	Rossendale	Annual Target	ALL	Rossendale
360 people accessing STAN per quarter	156	56	166	87	1440	322	143
120 referrals to specialist services	115	*	173	*	480	288	*
120 customers receiving targeted campaign support	110	*	169	*	480	279	*
% of customers satisfied with the service received from Stan (Y1 target >70%) <i>This was introduced from January 2011</i>	N/A	N/A	90%	*	>70%	90%	*
300 issues dealt with/resolved	213	*	419	*	1200	632	*

Quarterly Target	Quarter 3 – October to December 2010		Quarter 4 – January to March 2011		Outturn 2010/11		
50 queries/referrals relating to children and young people	2	*	8	*	200	10	*
50 people accessing employment, training and volunteering opportunities	11	*	17	*	200	28	*

**Performance information is recorded on Help Direct's Customer Information System. At present we are unable to drill down to borough level on performance against the targets. This information is available in relation to the number of customers accessing STAN as we keep manual records in respect of this target.*

Based on the above we can clearly see that we would want to be increasing footfall and support for younger people in particular (under 24's). We are currently working with the PCT on promoting health initiatives to the under 24's and it is anticipated that performance in this area will improve at quarter 1 outturn. We will monitor in order to establish if this is the best way to engage with younger people.

Overall, even though the footfall isn't as we may have wished, we are still resolving a high number of issues and making a high number of referrals (so we're effectively resolving issues for a higher proportion of the people who do visit). Therefore, if we do increase the footfall, we can assume that we will exceed our targets for resolving issues and referring customers. Customer satisfaction is very high, which for an initiative that has only been in operation for 5 months is excellent, and clearly demonstrates the community's need for this innovative additional support.