

| Outcome sought by 2010 | Baseline Position (MORI 2002) | Latest Actual (MORI 2008) | 2010 Target | Direction of travel and extent to which gap has narrowed |
|---|--|--|---|---|
| Key Outcome Increase % of people feeling part of the community to national average | BotM - 38% NDCs - 35% England – 51% (MORI 2002) | BotM - 56% (target - 51%) NDCs – 45% England 59% (MORI 2008) | 55% (based on national MORI data projections) | ↑ We have closed the gap and exceeded the 2010 target by 1% |
| Key Outcome Increase GCSE 5 A* - C achievement and narrow gap with the City by 50% | BotM 22% City 42% Source: CoS (2002) | BotM 50% City 63% Source: CoS (2008) | 61% of pupils achieving 5+ A*-C GCSEs (based on projected City rate) | ↑ Significant improvement & ahead of target to achieve objective. |
| Key Outcome Reduce worklessness and narrow gap with the City by 30% from the 2002 baseline | BotM 31.2% City 15.8% (2002) Source: NRU | BotM 32.5% City 14% Source: NRU | Reduce to 22% (based on projected City rate) | ↓ Increased & the gap has widened |
| Key Outcome Reduce fear of crime by 50% against NDC aggregate (using 2006 as Baseline) | BotM 49% NDCs 55% feel unsafe after dark Source: MORI (2002) | BotM 45% feel unsafe after dark Source: MORI (2008) | Reduce to 37% (MORI) (based on 3% above projected NDC aggregate) | ↑ The number feeling unsafe after dark has decreased |
| Key Outcome Increase % of those who regard their health as “good” or “fairly good” by min. 6% points by 2011 | BotM 77% England 86% Source: MORI 2002 | BotM 77% England 87% Source: MORI 2008 | Increase to 83% | ↑ Improvement from 2007 have now reached the baseline position |
| Key Outcome: Increase resident satisfaction with the area as a place to live by 25% (against 2002 baseline =15% points), by 2010 | BotM - 61% NDC's - 60% England -87% (MORI 2002) | BotM – 74% NDC's – 74% England 86% (MORI 2008) | BotM 76% (MORI 2010) | ↑ Resident satisfaction has increased by 15% from the baseline and by 8% from the 2006 figure. |