

## Performance Summary

This is the quarter 4 performance update on indicators set against Maidstone Borough Council’s Strategic Plan 2015-20. It sets out how we are performing against Key Performance Indicators that directly contribute to the achievement of those priorities. Performance indicators are judged in two ways; firstly, whether an indicator has achieved the target set, known as PI status. Secondly, we assess whether performance has improved, been sustained or declined, compared to the same period in the previous year, known as direction.

### Key to performance ratings

RAG Rating	
	Target not achieved
	Target slightly missed (within 10%)
	Target met
	Data Only

Direction	
	Performance has improved
	Performance has been sustained
	Performance has declined
N/A	No previous data to compare

RAG Rating	Green	Red	Total
KPIs	5	1	6
Direction	Up	Down	Total
Last Year	3	3	6
Last Quarter	4	2	6

## Priority 2: Securing a successful economy for Maidstone Borough

### Regenerating the Town Centre

Performance Indicator	Q4 2018/19				
	Value	Target	Status	Last Year	Last Quarter
Footfall on the High Street	2,556,547	3,000,000			

Performance Indicator	Q4 2018/19				
	Value	Target	Status	Last Year	Last Quarter
Percentage of all available tickets sold at the Hazlitt	65.88%	50%			
Number of students benefiting from the museums educational service	2,433	2,074			
Footfall at the museum and Visitors Information Centre	17,351	16,250			
Contacts to the Visitor Information Centre	883	782			
Number of users at the leisure centre	205,282	186,079			