

Appendix 1

Key Performance Indicators 2020-21

Status	Head of service	Performance Measures	Frequency	Good Performance	2019/20 Target	2019/20 Outturn	2020/21 target
A Thriving Place							
existing	John Foster	Number of students benefitting from the museums educational service	Quarterly	Aim to Maximise	8,378	8,884	TBC
existing	John Foster	Footfall at the Museum and Visitor Information Centre	Quarterly	Aim to Maximise	65,000	98,314	TBC
existing	John Foster	Number of users at the Leisure Centre	Quarterly	Aim to Maximise	805,257	758,290	TBC
new	John Foster	User Satisfaction with the Hazlitt	Quarterly	Aim to Maximise	N/A	N/A	75%
existing	John Foster	Percentage of vacant retail units in the town centre	Annual	Aim to Minimise	11%	N/A	TBC

Status	Head of service	Performance Measures	Frequency	Good Performance	2019/20 Target	2019/20 Outturn	2020/21 target
existing	John Foster	Footfall in the Town Centre	Quarterly	Aim to Maximise	11,836,415	10,994,050	TBC
existing	Sheila Coburn	Business Rates income from the Town Centre	Annual	Aim to Maximise	Information only PI	£21,720,949.25	Information only PI
existing	Mark Green	Total value of business rateable properties	Annual	Aim to Maximise	Information only PI	£147,123,115.00	Information only PI
existing	John Foster	Number of visits per month to Visit-Maidstone.com	Quarterly	Aim to Maximise	367,535	334,556	TBC