

ERL: Quarter 1 Performance Report

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 |

Performance Summary

| RAG Rating | Green | Amber | Red | N/A ¹ | Total |
|--------------|-------|-----------|------|------------------|-------|
| KPIs | 0 | 1 | 1 | 4 | 6 |
| Direction | Up | No Change | Down | N/A | Total |
| Last Quarter | 1 | 1 | 0 | 4 | 6 |
| Last Year | 1 | 0 | 1 | 4 | 6 |

- 0% 0 of 2 targetable quarterly key performance indicators (KPIs) reportable to this Committee achieved their Quarter 1 (Q1) target¹.
- Compared to last quarter (Q4 2020/21), performance for 50% 1 of 2 KPIs has improved, and for 50% 1 of 2 KPIs has sustained¹.
- Compared to last year (Q1 2020/21), performance for 50% 1 of 2 KPIs has improved, and for 50% 1 of 2 KPIs has declined.

Economy

| Performance Indicator | Q1 2021/22 | | | | |
|--|------------|-----------|---|---|---|
| | Value | Target | Status | Short Trend | Long Trend |
| Footfall in the Town Centre | 2,588,741 | 2,722,375 |  |  |  |
| Percentage of vacant retail units in the town centre | Annual KPI | | | | |

Footfall in the Town Centre missed its Q1 target, but within 10%. Q1's outcome is the highest amount of footfall seen in the Town Centre since Q3 19/20 (pre-pandemic) so it is improving. The Economic Development team expect to see footfall numbers continue to rise at the public's confidence improves following post-lockdown conditions, and office workers being to return from working from home.

Percentage of unemployed people in Maidstone (out-of-work benefits) [NOMIS]

¹ PIs rated N/A are not included in the summary calculations

| | Value | Target | Status | Short Trend (Last Month) | Long Trend (Last Year) |
|------------|-------|--------|--------|--------------------------|------------------------|
| April 2021 | 5.2% | | | | |
| May 2021 | 4.8% | | | | |
| June 2021 | 4.5% | | | | |

Unemployment rates in Maidstone have continued to fall in this quarter, and whilst April 2021 is higher than last year (4.1% in April 2020), the rate for May and June are significantly lower than last year (5.5% and 5.3% respectively).

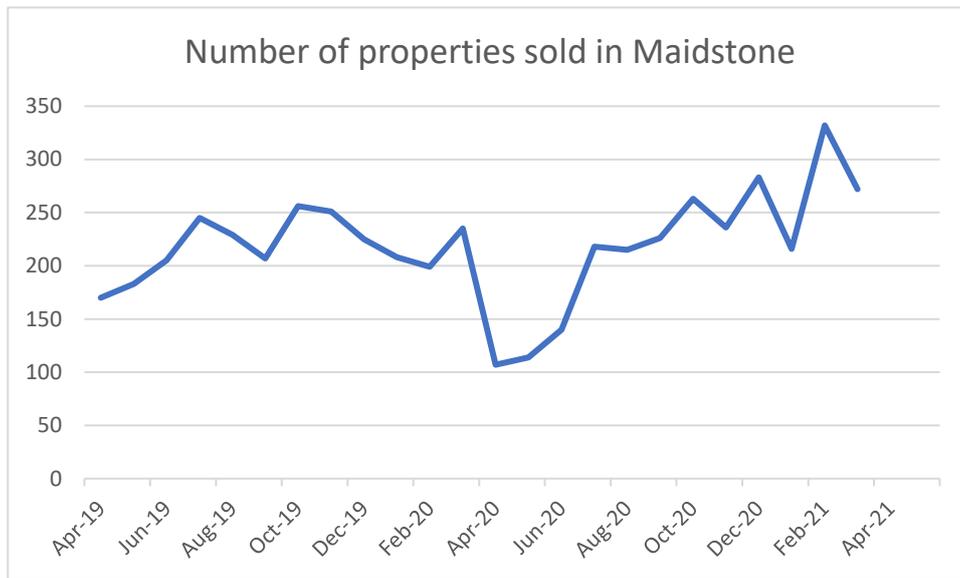
| Number of youths unemployed (18-24) | | | | | |
|-------------------------------------|-------|--------|--------|--------------------------|------------------------|
| | Value | Target | Status | Short Trend (Last Month) | Long Trend (Last Year) |
| April 2021 | 1045 | 373 | | | |
| May 2021 | 935 | 373 | | | |
| June 2021 | 900 | 373 | | | |

Unemployment in youths have been consistently above 1,000 since May 2020. In April 2020 the figure was 745. The number of unemployed youths has started to fall in quarter one for the first time since the start of the pandemic. The target of 373 is taken from an average monthly number of youths employed in 2019/2020 (pre-pandemic).

| House Prices in Maidstone – April 2021 | | | | |
|--|---------------|--------|--------------------------|------------------------|
| House Type | Average price | Target | Short Trend (Last Month) | Long Trend (Last Year) |
| All properties | £309,362 | | | |
| Detached Houses | £522,737 | | | |
| Semi-detached Houses | £335,005 | | | |
| Terraced Houses | £261,627 | | | |
| Flats & Maisonettes | £174,995 | | | |

House prices in Maidstone have increased when comparing April 2021 to April 2020. The average house price (all properties) in April 2020 was £280,715, an increase of 10.2%. However, April 2020 saw a decrease in house prices when comparing to April 2019. The average house price (all properties) in April 2019 was £291,296. When comparing April 2021 to April 2019 (pre-pandemic) there has been an increase of 6.2% in house prices (all properties).

Number of properties sold in Maidstone – April 2019 to March 2021



At the time of writing this report, volumes have not yet been published by HM Land Registry for April 2021. However, since numbers prior to this appear to be increasing when comparing to pre-pandemic levels.