








ERL: Quarter 3 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	0	2	4	6
Direction	Up	No Change	Down	N/A	Total
Last Quarter	1	1	2	2	6
Last Year	4	0	0	2	6

- None of the targetable quarterly key performance indicators (KPIs) reportable to this Committee achieved their Quarter 3 (Q3) target¹.
- Compared to last quarter (Q2 2022/23), performance for 16.7% (1 of 6) KPIs have improved and 33.3% (2 of 6) have declined¹.
- Compared to last year (Q3 2021/22), performance for 66.7% (4 of 6) KPIs have improved and none of the targetable quarterly key performance indicators has declined¹.

Economy

Performance Indicator	Q2 2022/23				
	Value	Target	Status	Short Trend	Long Trend
Footfall in the Town Centre	351,489				
Percentage of vacant retail units in the town centre	Annual KPI				

The Council no longer uses Springboard to record town centre footfall from a fixed camera in Week Street. Springboard was unable to identify unique visitors and instead recorded every movement past the fixed camera.

Footfall is now measured using data from HUQ, which records **unique** visitors for the entire town centre area using **mobile phone data**. Reporting data from Q2 2022 onwards will look different as we have updated to the KPI to reflect this change.

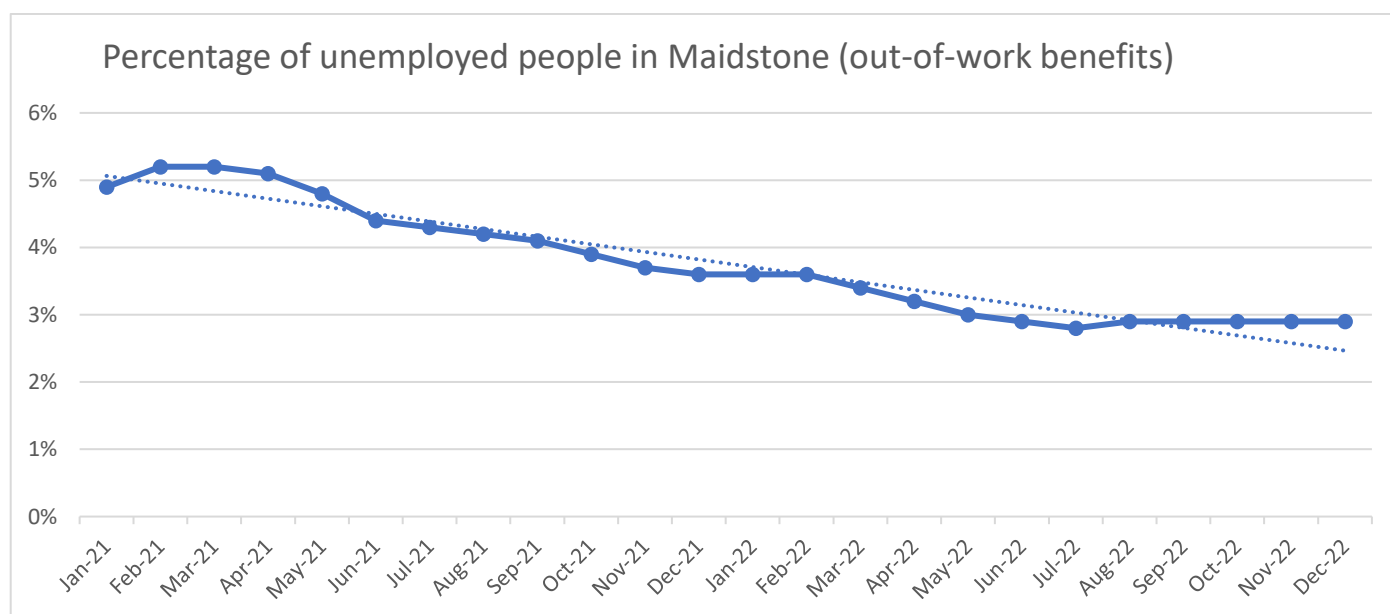
¹ PIs rated N/A are not included in the summary calculations

Using the data from HUQ, the “**Footfall in Town Centre**” KPI achieved an outcome of 351,489 against a target of 468,658, missing its target by more than 10%. When comparing it to HUQ data from the last quarter, footfall has decreased by 17.9%. The drop in footfall from the previous quarter could be in part due to the extreme cold weather period in December and as people adapt their spending patterns to increases in the cost of living.

Percentage of unemployed people in Maidstone (out-of-work benefits) [NOMIS]					
	Value	Target	Status	Short Trend (Last Month)	Long Trend (Last Year)
October 2022	2.8%	1.9%		—	
November 2022	2.9%	2.0%		—	
December 2022	2.9%	2.0%		—	

Unemployment rates in Maidstone have stayed consistent in October 2022 at a volume of 2.8%. In November 2022 the figure slightly shifted and increased by 0.1%. Figures are still higher than pre-pandemic figures of 2% (Q3 2018/19).

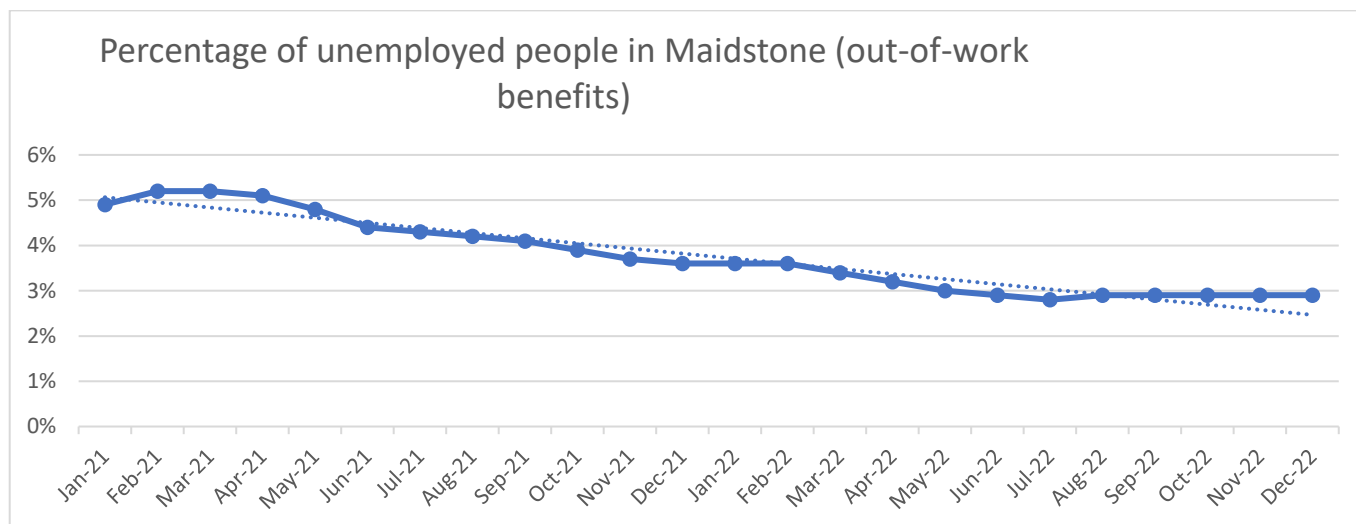
We have created a dashboard to facilitate access to this data live from the Office of National Statics here: <https://maidstone.gov.uk/home/primary-services/council-and-democracy/primary-areas/information-and-data/tier-3-primary-areas/performance-And-stats/tier-3-primary-areas/dashboards/dashboards/out-of-work-benefits-and-average-property-prices-data>



Number of youths unemployed (18-24)					
	Value	Target	Status	Short Trend (Last Month)	Long Trend (Last Year)
October 2022	535	373			
November 2022	555	373			
December 2022	560	373			

Unemployment among youth figure slightly increased in October 2022 (535) against the September 2022 figure (525). The number of youths unemployed in Q3 2022/23 (1650) is greater than in Q2 2022/23 (1550). However, it is still significantly higher by 28.2% than the pre-pandemic figure of 1185 for Q3 2018/19.

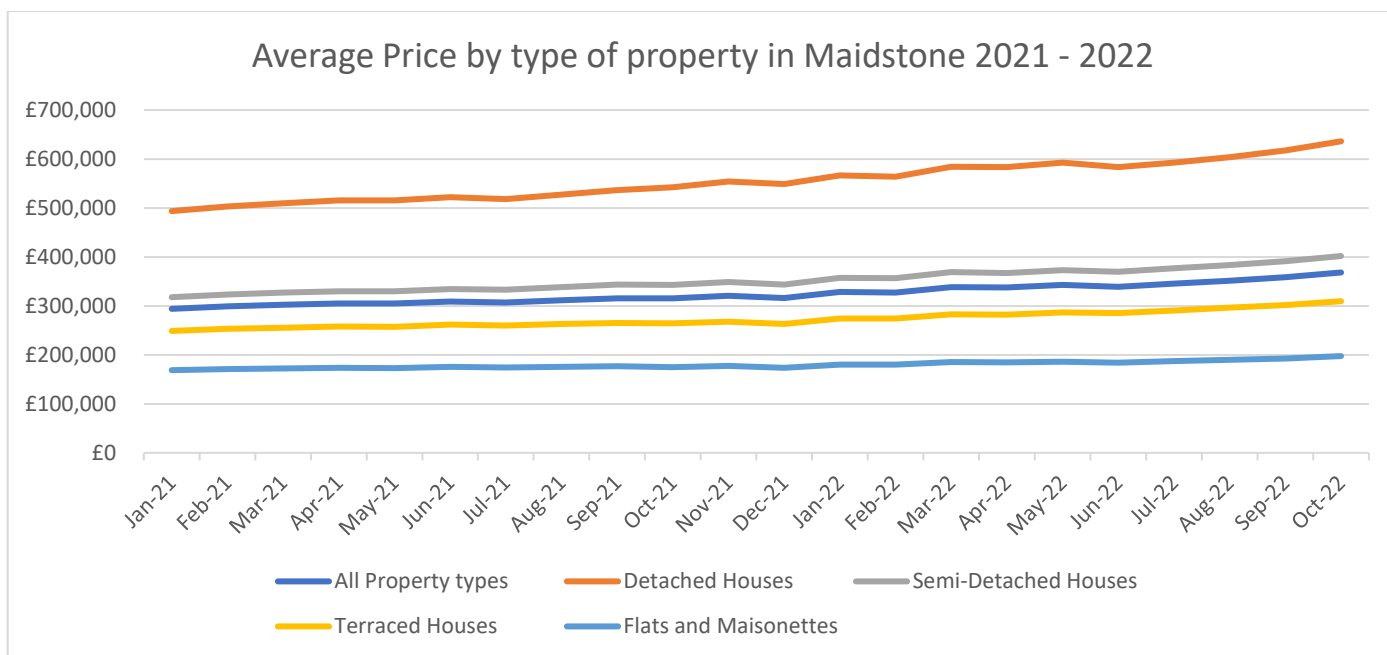
We have created a dashboard to facilitate access to this data live from the Office of National Statistics here: <https://maidstone.gov.uk/home/primary-services/council-and-democracy/primary-areas/information-and-data/tier-3-primary-areas/performance-And-stats/tier-3-primary-areas/dashboards/dashboards/out-of-work-benefits-and-average-property-prices-data>



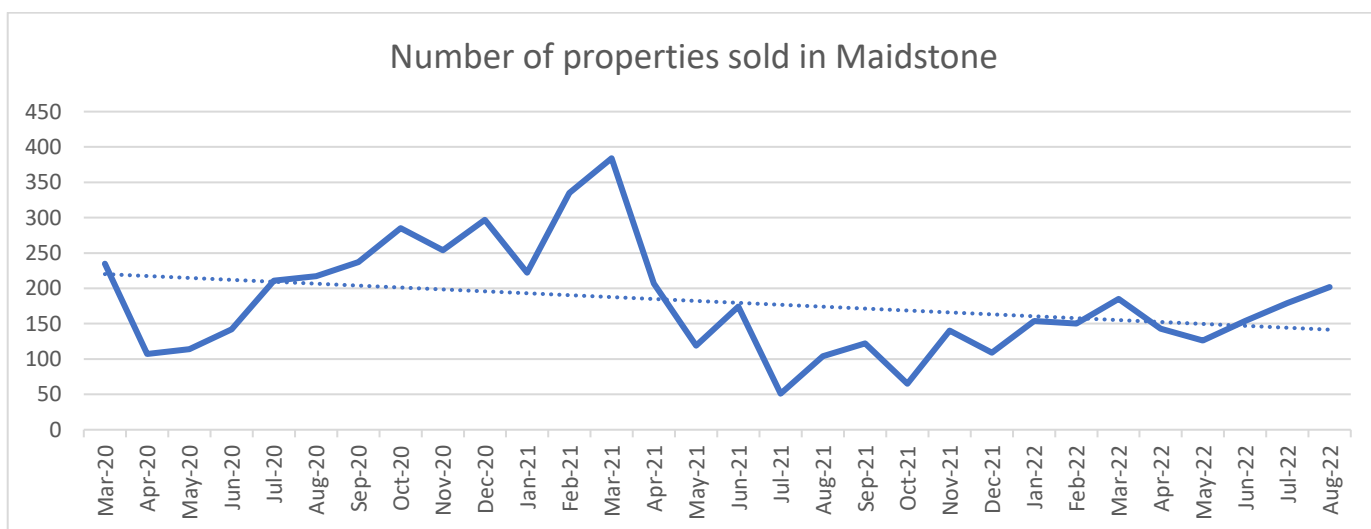
House Prices in Maidstone – October 2022				
House Type	Average price	Target	Short Trend (Last Month)	Long Trend (Last Year)
All properties	£368,295.00			
Detached Houses	£636,162.00			
Semi-detached Houses	£401,838.00			
Terraced Houses	£309,648.00			

Flats & Maisonettes	£197,578.00			
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Prices for all properties in October 2022 saw an increase of 2.7% against September 2022. Prices of detached houses increased in October 2022 by 2.9% to September 2022. Semi-detached houses increased by 2.6% against September 2022. Terraced Houses increased by 2.6% against September 2022. Flats & Maisonettes saw an increase of 2.5% against September 2022.



At the time of writing this report, volumes have not yet been published by HM Land Registry for Q3 of 2022, so figures are provided up until August 2022. In August 2022, the number of properties sold in Maidstone saw an increase of (12.8%) when

APPENDIX 2

compared with July 2022 (202, up from 179). Houses sold saw an increase in June by 18.18% against May (154, up from 126). In July houses sold increased by 15% against June (179, up from 154).