

REF	Indicator
A place to achieve, prosper and thrive	
Key Objective 001: Increase the prosperity of the borough by stimulating investment and working with existing businesses to create a distinctive local economy	
NI 171	New business registration rate
NI 172	Percentage of small businesses in the borough showing growth
Key Objective 002: Raise skills levels and reduce worklessness, including matching the skills of the workforce to the needs of local business	
NI 117	16 to 18 year olds who are not in education, employment or training (NEET)
NI 151	Overall Employment rate (working-age)
NI 152	Working age people on out of work benefits
NI 163	Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher
NI 173	Flows on to incapacity benefits from employment
Key Objective 004: Improve outcomes for vulnerable people and minimise the negative effects of the recession	
NI 32	Repeat incidents of domestic violence
NI 34	Domestic violence – murder
NI 138	Satisfaction of people over 65 with both home and neighbourhood
NI 139	The extent to which older people receive the support they need to live independently at home
Key Objective 005: Reduce traffic congestion and support economic growth through the development of a sustainable transport strategy	
NI 47	People killed or seriously injured in road traffic accidents
NI 48	Children killed or seriously injured in road traffic accidents
A place that is clean and green	
Key Objective 006: Enhance the Council's parks, green spaces and natural habitats through initiatives like the Mote Park improvement project	
KPI 016	Improvements to the quality of parks as measured through quality audits
PS 001	Satisfaction with parks and open spaces
Key Objective 007: Maintain a clean and pleasant environment for people who live in and visit the borough	
PS 002	Satisfaction with keeping public land clear of litter and refuse
Key Objective 008: Reduce carbon emissions across the borough and improve air quality	
NI 186	Per capita reduction in CO2 emissions in local authority area
NI 194	Percentage reduction in Nox and primary PM10 emissions through local authority's estate and operations

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Key Objective 009: Reduce the Council's carbon footprint and improve the use of other natural resources, whilst ensuring the Council is planning to adapt to climate change	
NI 188	Planning to Adapt to Climate Change
NI 189	Flood and coastal erosion risk management
Key Objective 10: Reduce the amount of waste produced by local people and increase the proportion of waste reused or recycled	
PS 003	Satisfaction with doorstep recycling service
PS 004	Satisfaction with refuse collection
A place with strong, healthy and safe communities	
Key Objective 011: Improve social, economic and environmental outcomes for communities in priority areas	
KPI 025i	Number of crime per 1,000 population (Parkwood)
KPI 025ii	Number of crime per 1,000 population (High Street)
KPI 025iii	Number of crime per 1,000 population (Shepway North)
KPI 025iv	Number of crime per 1,000 population (Shepway South)
KPI 026i	Average unemployment rate (Parkwood)
KPI 026ii	Average unemployment rate (High Street)
KPI 026iii	Average unemployment rate (Shepway North)
KPI 026iv	Average unemployment rate (Shepway South)
NI 119	Self-reported measure of people's overall health and wellbeing
Key Objective 012: Improve the health of people living in the borough and reduce health inequalities	
NI 39	Rate of Hospital Admissions per 100,000 for Alcohol Related Harm
NI 55	Obesity in primary school age children in Reception
NI 119	Self-reported measure of people's overall health and wellbeing
NI 120	All-age all cause mortality rate
NI 121	Mortality rate from all circulatory diseases at ages under 75
NI 122	Mortality rate from all cancers at ages under 75
Key Objective 013: Make people feel safer where they live	
KPI 028	Recorded crime per 1,000 population
KPI 029	Percentage of residents feeling safe walking in the area where they live in the

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NI 15	Serious violent crime (per 1,000 population)
NI 16	Serious acquisitive crime (per 1,000 population)
NI 17	Perceptions of anti-social behaviour
NI 20	Assault with injury crime rate
NI 21	Dealing with local concerns about anti-social behaviour and crime issues by the local council and police
NI 22	Perceptions of parents taking responsibility for the behaviour of their children in the area
NI 23	Perceptions that people in the area treat one another with respect and consideration
NI 27	Understanding of local concerns about anti-social behaviour and crime issues by the local council and police
NI 29	Gun crime rate (per 1,000 population)
NI 30	Re-offending rate of prolific and priority offenders
NI 35	Building resilience to violent extremism
NI 36	Protection against terrorist attack
NI 37	Awareness of civil protection arrangements in the local area
NI 41	Perceptions of drunk or rowdy behaviour as a problem
NI 42	Perceptions of drug use or drug dealing as a problem
Key Objective 014: Engage communities so people have the opportunity to participate and have a real say in what happens in their local area	
NI 1	Percentage of people who believe people from different backgrounds get on well together in their local area
NI 2	Percentage of people who feel that they belong to their neighbourhood
NI 3	Civic participation in the local area
NI 4	Percentage of people who feel they can influence decisions in their locality
NI 5	Overall / general satisfaction with local area
NI 6	Participation in regular volunteering
A place to live and enjoy	
Key Objective 15: Encourage more adults and children to participate in sport	
PS 005	Satisfaction with sports and leisure facilities
NI 8	Adult participation in sport and active recreation
Key Objective 16: Improve the cultural offering of the borough through projects like the Museum East Wing Extension	
PS 006	Satisfaction with museums and galleries
PS 007	Satisfaction with theatres and concert halls
NI 10	Visits to museums and galleries
NI 11	Engagement in the arts

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Key Objective 17: Deliver enough of the right type of well designed new homes where they are needed, maximising the numbers of affordable homes	
NI 170	Previously developed land that has been vacant or derelict for more than 5 years
Key objective 18: Improve the condition, accessibility and energy efficiency of existing housing, including reducing fuel poverty	
NI 187	Tackling Fuel Poverty
Key Objective 19: Better meet the accommodation needs of the gypsy and traveller community	
KPI 044	Satisfaction with local sites (Gypsies and Travellers)
A place with efficient and effective public services	
Key Objective 21: Deliver more efficient and effective Council services and increase value for money	
PS 008	Percentage of people agreeing that the authority provides value for money
PS 009	Satisfaction with the way the Council runs things
NI 179	Value for money – total net value of ongoing cash-releasing value for money gains that have impacted since the start of the 2008-09 financial year
NI 182	Satisfaction of business with local authority regulation services
NI 184	Food establishments in the area which are broadly compliant with food hygiene law
Key Objective 23: Improve the delivery of community services to local people through an effective Local Strategic Partnership	
NI 140	Fair treatment by local services