


Draft Performance Indicators

 = Our current Key Performance Indicators are highlighted in orange.

Respecting the character and heritage of our borough

Indicator	Is the Council Responsible?	Do we collect this data?
Extent to which Maidstone Council is making the area a better place to live	Yes	Yes
Percentage of residents that agree they can influence decisions affecting their local area	Yes	Yes
Percentage of Parishes that are satisfied with the level of communication and engagement they have with MBC	Yes	Yes
Satisfaction with the local area as a place to live	Yes	Yes
Percentage of residents that feel they belong to their local area	Yes	Yes

Ensuring there are good leisure and cultural attractions

Indicator	Is the Council Responsible?	Do we collect this data?
Number of children taking part in formal educational activities on and off site	Yes	Yes
Footfall at the Museum and Visitor Information Centre	Yes	Yes
Net contribution generated from commercial activities	Yes	Yes
Number of children taking part in formal school visits	Yes	Yes
Number of attendees to informal events	Yes	Yes
Visits or uses of the museum per 1,000 population	Yes	Yes
Satisfaction with the leisure centre (Resident Survey)	Yes	Yes
User satisfaction at the museum	Yes	Yes
User satisfaction at the Hazlitt Theatre	Yes	Yes
Sales revenue from advertising, events, and sponsorship	Yes	Yes
Average time taken to process new benefit claims and change events	Yes	Yes
Percentage of council tax collected	Yes	Yes
Value of fraud identified	Yes	Yes
Percentage of financial transactions not carried out online or by direct debit	Yes	Yes
Percentage of avoidable contact/ failure demand	Yes	Yes
Percentage of customer contacts that are digital	Yes	Yes
Percentage of customer contact by face-to-face visits	Yes	Yes
Percentage of customer contact by telephone	Yes	Yes
Number of website visits	Yes	Yes