

## ERL: Quarter 2 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 <sup>1</sup>	Total
KPIs	0	0	2	4	6
Direction	Up	No Change	Down	N/A	Total
Last Quarter	0	0	4	2	6
Last Year	2	0	2	2	6

- 0% 0 of 2 targetable quarterly key performance indicators (KPIs) reportable to this Committee achieved their Quarter 2 (Q2) target<sup>1</sup>.
- Compared to last quarter (Q1 2021/22), performance for 100% (4) of (4) KPIs has declined, with 0 KPIs improving or sustaining performance.
- Compared to last year (Q2 2020/21), performance for 50% (2) of (4) KPIs has improved, and 50% (2) of (4) KPIs has declined.

### Economy

Performance Indicator	Q2 2021/22				
	Value	Target	Status	Short Trend	Long Trend
Footfall in the Town Centre	2,535,553	2,959,104			
Percentage of vacant retail units in the town centre	Annual KPI				

The "**Footfall in Town Centre**" KPI achieved an outcome of 2,535,553 against a target of 2,959,104, missing its target by more than 10%. This is also slightly lower than the footfall achieved in Q1 (2,588,741). When comparing to the same quarter last year, the footfall count this year was 11.5% higher.

As public confidence continues to grow and companies start to request that their staff work from their premises more regularly and not from home, the number of people visiting the Town Centre is starting to recover. This indicator is tracked using one fixed camera, which counts each person that walks past it. Whilst there is no hard data available to suggest what people are visiting for, we can assume that people would be travelling to work or school, shopping, dining or leisure. As these activities begin to recover, so can we assume that footfall count will improve over time.

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

Percentage of unemployed people in Maidstone (out-of-work benefits) [NOMIS]					
	Value	Target	Status	Short Trend (Last Month)	Long Trend (Last Year)
July 2021	4.3%				
August 2021	4.3%				
September 2021	4.2%				

Unemployment rates in Maidstone have continued to fall in this quarter, and are lower than the rates for the same period last year. However, when comparing these to 2019/20 figures, they are still considerably higher. For comparison July, August and September 2019 saw rates of 1.8%, 1.8% and 1.9% respectively.

Number of youths unemployed (18-24)					
	Value	Target	Status	Short Trend (Last Month)	Long Trend (Last Year)
July 2021	840	373			
August 2021	805	373			
September 2021	775	373			

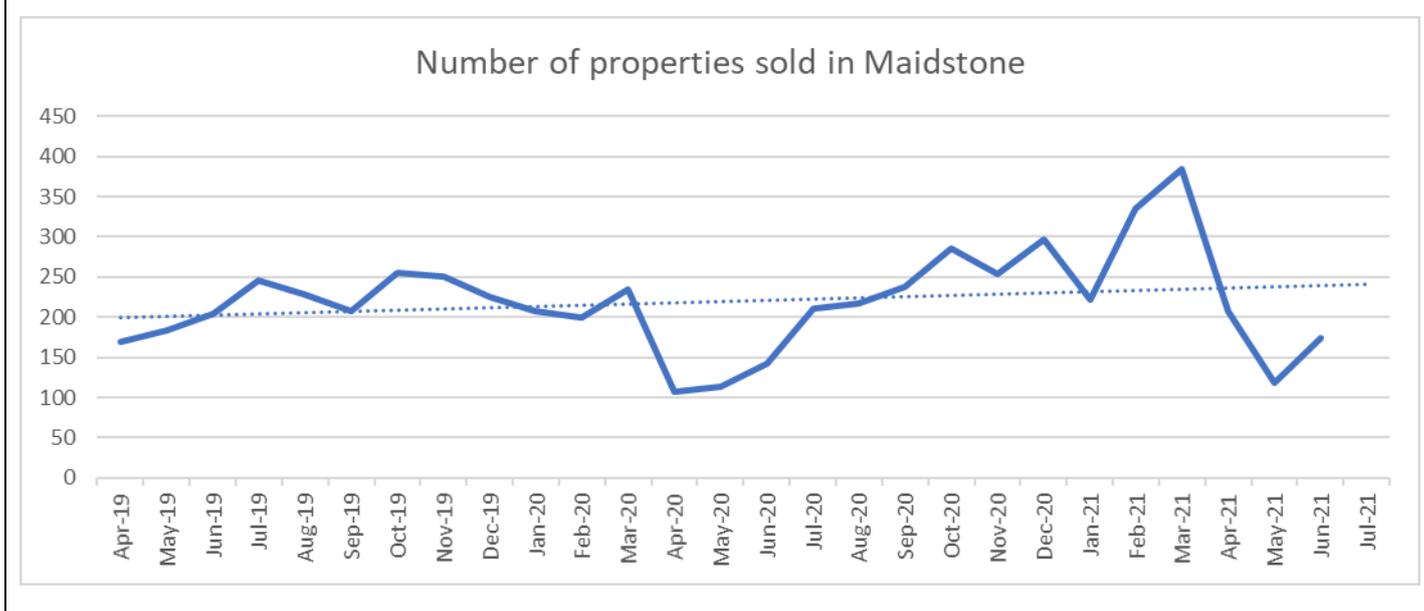
Unemployment in youths continues to fall slowly every month. The number of youths unemployed in September 2021 is 28% lower than the number of youths unemployed in September 2020. However, it is still significantly higher than the pre-pandemic figure of 365 (September 2019).

House Prices in Maidstone – July 2021				
House Type	Average price	Target	Short Trend (Last Month)	Long Trend (Last Year)
All properties	£313,619			
Detached Houses	£528,799			
Semi-detached Houses	£339,714			
Terraced Houses	£264,982			
Flats & Maisonettes	£178,140			

House prices in Maidstone have increased when comparing July 2021 to July 2020. The average house price (all properties) in July 2020 was £291,067, an increase of 7.7%. When comparing July's average to the same month, pre-pandemic, the increase is 8.7%, increasing from £288,491.

However, July 2021 figures have seen a short-term decrease when comparing to June 2021 across all property types.

## Number of properties sold in Maidstone – April 2019 to June 2021



At the time of writing this report, volumes have not yet been published by HM Land Registry for quarter two. Whilst numbers appear to have been steady, and above the figures seen during the pandemic, May 2021's results show a big dip in the number of properties sold. This could be due to the changes in stamp duty exemptions that were originally planned to finish in March 2021, but at the last minute were extended until June 2021. Property sales appear to be sporadic during the first quarter of the year, but adding a trend line to the graph above shows that sales are slowly increasing.