

## 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 <sup>1</sup>	Total
KPIs	0	0	3	3	6
Direction	Up	No Change	Down	N/A	Total
Last Quarter	5	0	0	1	6
Last Year	4	0	1	1	6

- None of the targetable quarterly key performance indicators (KPIs) reportable to this Committee achieved their Quarter 3 (Q3) target<sup>1</sup>.
- Compared to last quarter (Q2 2021/22), performance for 100% (5 of 5) KPIs has improved and 0% has declined<sup>1</sup>.
- Compared to last year (Q3 2020/21), performance for 80% (4 of 5) KPIs has improved and 20% (1 of 5) has declined<sup>1</sup>.

### Economy

Performance Indicator	Q3 2021/22				
	Value	Target	Status	Short Trend	Long Trend
Footfall in the Town Centre	2,603,185	3,314,196			
Percentage of vacant retail units in the town centre	Annual KPI				

The "**Footfall in Town Centre**" KPI achieved an outcome of 2,603,185 against a target of 3,314,196, missing its target by more than 10%. When comparing it to last quarter, the footfall has increased from 2,535,553, and when comparing it to the same quarter last year, the footfall count has increased by 52.6%.

The Economic Development team note that footfall in the Town Centre continues to be affected by Covid-19. Figures for November and December were affected by the lack of customer confidence in the face of the Omicron variant, and from the Government's latest advice, asking people to work from home once again.

<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)
October 2021	4.0%	1.9%			
November 2021	3.8%	2.0%			
December 2021	3.7%	2.0%			

Unemployment rates in Maidstone have continued to fall in Q3 and are lower than the rates for the same period last year. Performance for this indicator continues to improve and moves more towards its pre-pandemic levels. For comparison, October, November, and December 2019 rates were 1.9%, 2.0% and 2.0% respectively.

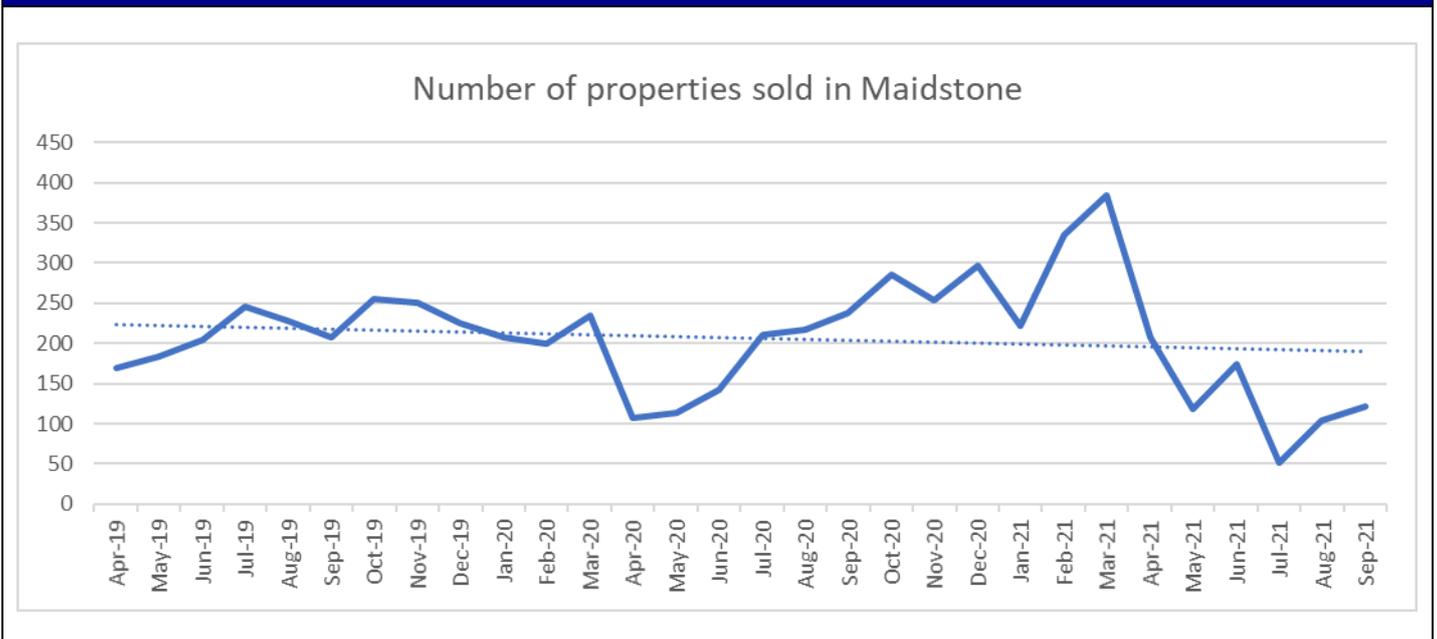
Number of youths unemployed (18-24)					
	Value	Target	Status	Short Trend (Last Month)	Long Trend (Last Year)
October 2021	730	373			
November 2021	690	373			
December 2021	650	373			

Unemployment in youths continues to fall slowly every month. The number of youths unemployed in December 2021 is 36.6% lower than the number of youths unemployed in December 2020. However, it is still significantly higher than the pre-pandemic figure of 400 (December 2019).

House Prices in Maidstone – October 2021				
House Type	Average price	Target	Short Trend (Last Month)	Long Trend (Last Year)
All properties	£321,758.00			
Detached Houses	£555,090.00			
Semi-detached Houses	£349,397.00			
Terraced Houses	£268,711.00			
Flats & Maisonettes	£177,636.00			

The average house price for all properties have increased by 10.8% when comparing October 2021 to October 2020 (£290,335.00). Prices for all properties saw a growth in November 2020 and have continued to increase since then. The highest increase in a category was for Detached Houses, with an increase of 2.2% against September 2021 (£543,101.00) and an increase of 17.3% against October 2020 (£487,473.00). Flat and Maisonettes saw a decline of 0.6% in price in October 2021 against September 2021 (£178,636.00) and a growth of 6.2% against October 2020 (£166,678.00). All other house types saw a growth in price within 10% measuring against September 2021 and October 2020.

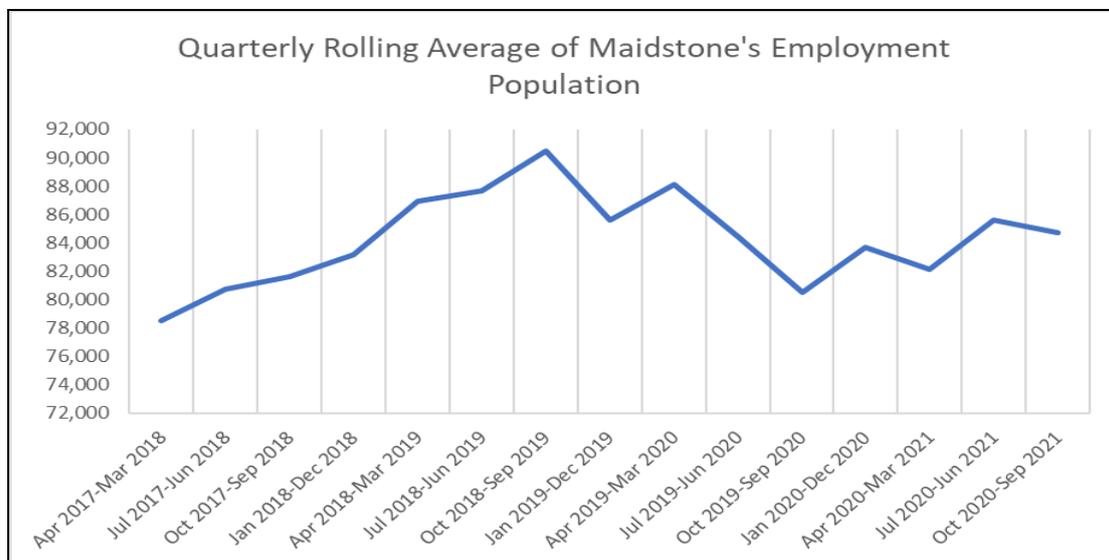
**Number of properties sold in Maidstone – April 2019 to September 2021**



At the time of writing this report, volumes have not yet been published by HM Land Registry for quarter three 2021, so figures are provided up until September 2021. In August 2021, the number of properties sold in Maidstone saw a growth of 104% when comparing with July 2021 (104, up from 51). In September 2021, this increased again, with a growth of 14.75%, against August 2021 (122, up from 104). When comparing September 2021 to the same month pre-pandemic (2019), the sales in properties has declined by 41.06% (207, down to 122)

Further Notes

At the time of reporting Q2's performance report, this Committee had asked whether data was available for the total workforce in Maidstone. NOMIS data is provided below for the Annual Population Survey, which provides a 12-month rolling average projection of what the workforce population is (aged 16 – 64). However, NOMIS currently advise caution with these figures as the projections are 2018-based, so using demographic trends that pre-date COVID-19.



**APPENDIX 2**

<b>12-month date Range</b>	<b>Maidstone Total</b>
Apr 2017-Mar 2018	78,500
Jul 2017-Jun 2018	80,700
Oct 2017-Sep 2018	81,600
Jan 2018-Dec 2018	83,200
Apr 2018-Mar 2019	86,900
Jul 2018-Jun 2019	87,700
Oct 2018-Sep 2019	90,500
Jan 2019-Dec 2019	85,600
Apr 2019-Mar 2020	88,100
Jul 2019-Jun 2020	84,400
Oct 2019-Sep 2020	80,500
Jan 2020-Dec 2020	83,700
Apr 2020-Mar 2021	82,100
Jul 2020-Jun 2021	85,600
Oct 2020-Sep 2021	84,700