








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

- None of the targetable quarterly key performance indicators (KPIs) reportable to this Committee achieved their Quarter 1 (Q1) target¹.
- Compared to last quarter (Q4 2021/22), performance for 75% (3 of 4) KPIs has improved and 25% (1 of 4) has declined¹.
- Compared to last year (Q1 2021/22), performance for 75% (3 of 4) KPIs have improved and 25% (1 of 4) of the targetable quarterly key performance indicators has declined¹.

Economy

Performance Indicator	Q1 2022/23				
	Value	Target	Status	Short Trend	Long Trend
Footfall in the Town Centre	2,417,464	2,722,375			
Percentage of vacant retail units in the town centre	Annual KPI				

The "**Footfall in Town Centre**" KPI achieved an outcome of 2,417,464 against a target of 2,722,375, missing its target by more than 10%. When comparing it to last quarter, the footfall has increased by 6.8%.

When comparing it to the same quarter last year, the footfall count has a decrease of 6.6%, and still slightly falls behind pre-pandemic year (2019) and is 13% lower.

Percentage of unemployed people in Maidstone (out-of-work benefits) [NOMIS]

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

	Value	Target	Status	Short Trend (Last Month)	Long Trend (Last Year)
April 2022	3.2%	1.6%			
May 2022	3.0%	1.6%			
June 2022	2.9%	1.7%			

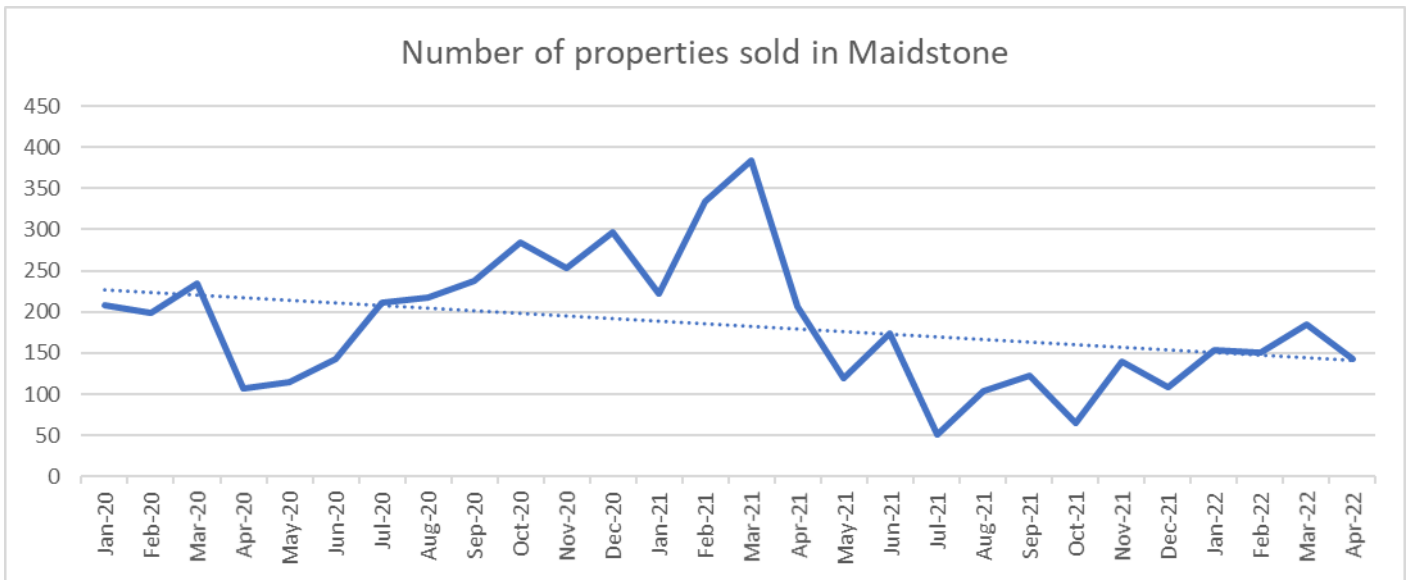
Unemployment rates in Maidstone have continued to fall in Q1 and are lower than the rates for the same period last year. Performance for this indicator continues to improve and moves more towards its pre-pandemic levels. For comparison, April, May and June 2021 rates were 5.2%, 4.8% and 4.5% respectively.

Number of youths unemployed (18-24)					
	Value	Target	Status	Short Trend (Last Month)	Long Trend (Last Year)
April 2022	605	373			
May 2022	510	373			
June 2022	515	373			

Unemployment among youth continues to fall every month. The number of youths unemployed in April 2022 is 42.1% lower than the number of youths unemployed in April 2021. However, it is still significantly higher than the pre-pandemic figure of 320 (April 2019).

House Prices in Maidstone – April 2022				
House Type	Average price	Target	Short Trend (Last Month)	Long Trend (Last Year)
All properties	£344,695.00			
Detached Houses	£596,717.00			
Semi-detached Houses	£375,041.00			
Terraced Houses	£287,488.00			
Flats & Maisonettes	£188,449.00			

Prices for all properties saw a decline of 1.4% in April 2022 against March 2022, however all properties saw a growth of 12% against April 2021. Prices of detached houses declined in April 2022 by 2.2% against March 2022 and increased by 12.4% against April 2021. Semi-detached houses declined by 1.3% against March 2021 and increased by 10.7% against April 2021. Terraced Houses declined by 1.03% and saw a growth of 9% against April 2021. Flats & Maisonettes saw a decline of 0.9% against March 2022 and saw a growth of 7.1% against April 2021.



At the time of writing this report, volumes have not yet been published by HM Land Registry for quarter one of 2022, so figures are provided up until April 2022. In April 2022, the number of properties sold in Maidstone saw a decline of (29.4%) when compared with March 2022 (143, down from 185). In March however, houses sold increased by 23.3% to February 2022 (185, up from 150). When compared to April pre-pandemic (2019), the sales of properties decreased by 18.8% (143, down from 170).