








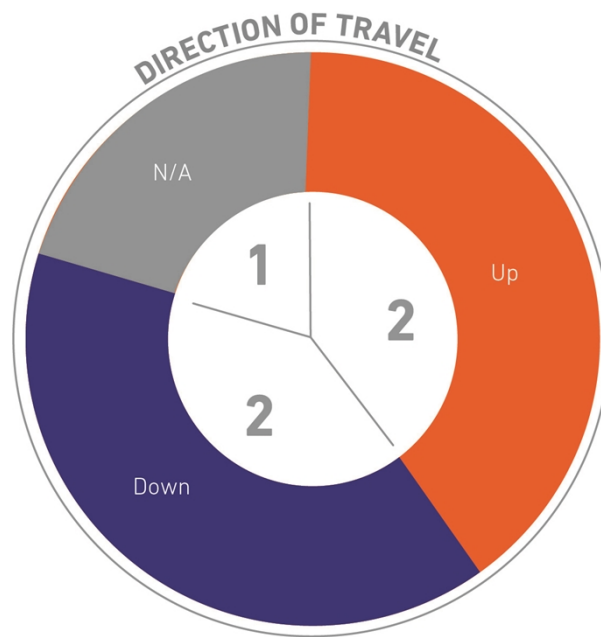
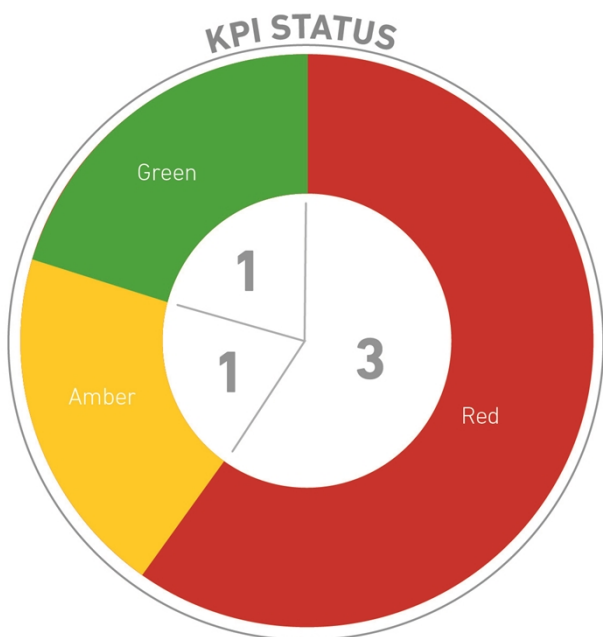
Performance Summary

This is the quarter 2 performance update on Maidstone Borough Council’s Strategic Plan 2015-20. It sets out how we are performing against Key Performance Indicators that directly contribute to the achievement of our priorities. Performance indicators are judged in two ways; firstly, whether an indicator has achieved the target set, known as PI status. Secondly, we assess whether performance has improved, been sustained or declined, compared to the same period in the previous year, known as direction.

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



RAG Rating	Green	Amber	Red	N/A	Total
KPIs	1	1	3	0	5
Direction	Up	No Change	Down	N/A	Total
Long Trend	2	0	2	1	5
Short Trend	1	0	4	0	5

**Priority 1: Keeping Maidstone Borough an attractive place for all,
 & Priority 2: Securing a successful economy for Maidstone
 Borough**

Ensuring there are good leisure and culture attractions

Performance Indicator	Value	Target	Status	Long Trend	Short Trend
Percentage of all available tickets sold at the Hazlitt	65.14%	50%			
Number of students benefiting from the museums educational service	1,515	2,085			
Footfall at the museum and Visitors Information Centre	14,864	23,000			
Contacts to the Visitor Information Centre	502	1500		N/A	
Number of users at the Leisure Centre	176,332	181,094	