# Performance Summary

This is the quarter 1 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
❓	No previous data to compare
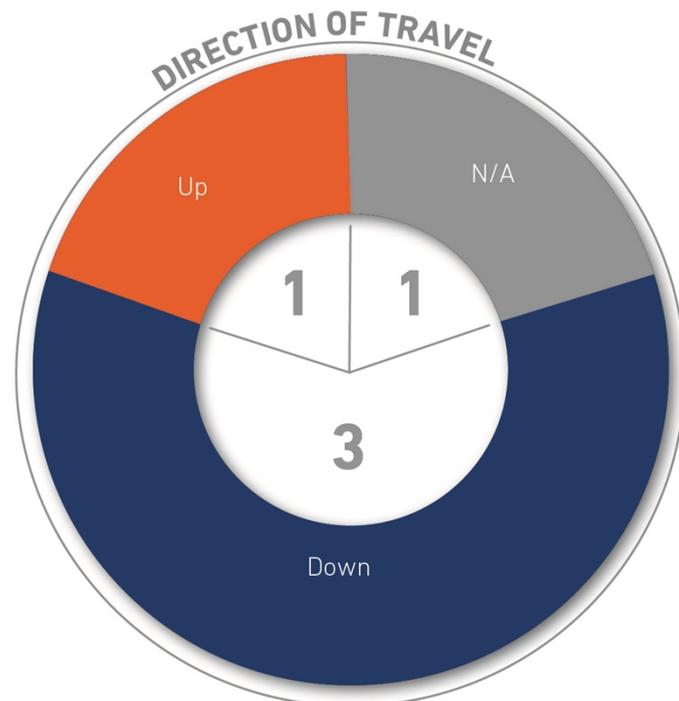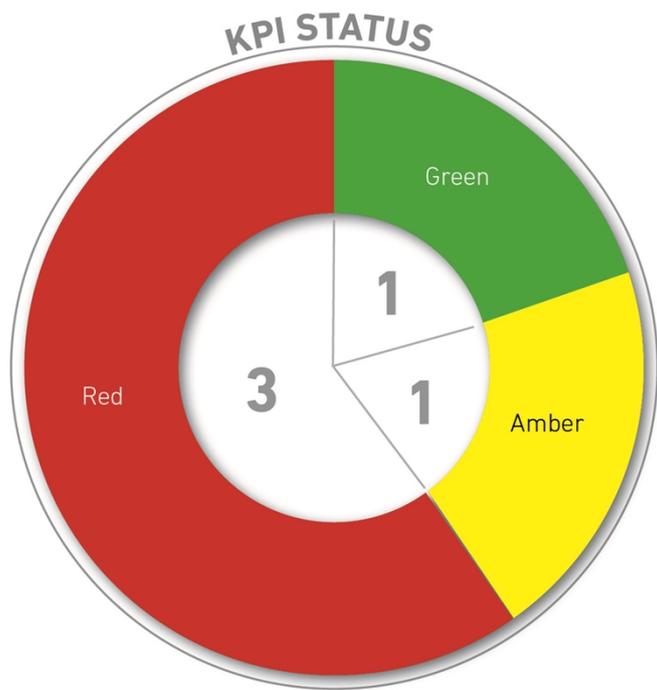
RAG Rating	Green	Amber	Red	N/A	Total
KPIs	1	1	3	0	5
Direction	**Up**	**No Change**	**Down**	**N/A**	**Total**
Long Trend	1	0	3	1	5
Short Trend	1	0	3	1	5

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%	50%	✅	⬆	⬆
Number of students benefiting from the Museum's Educational Service	1,662	2,085	🔴	⬇	⬇
Footfall at the Museum and Visitor Information Centre	12,138	16,000	🔴	⬇	⬇
Contacts to the Visitor Information Centre	1,221	1,500	🔴	N/A	N/A
Number of users at the Leisure Centre	184,679	195,581	🔺	⬇	⬇