

SSCP KPI 2024/25							
Key Performance Indicator	Key data	Lead Officer	Annual Target	Year to date progress at current Q	Commentary at current Q	RAG	Next steps and/or potential risks
<b>People Indicators</b>							
Rating of Visitor Centre Experience (staff knowledgeable and welcoming, interesting interpretation and retail, etc.)	Data taken from SSCP Annual Visitor Survey and Visit England accreditation	Claire Onslow	75%				
Rating of cleanliness, including toilets			TBC				
Rating of catering offers on site			TBC				
Rating of wider park, landscape and things to do.			TBC				
<b>Nature Recovery Indicators</b>							
Total number of and extent of sites within SSCP where SDNPA activity is contributing towards favourable condition of the habitats.	Annual delivery plan and PA2 survey	Sam Cordery/Lawrence Leather	65.37 ha Chalk Grassland 52 ha Grazing Marsh 101 ha Semi Improved Grassland	A fixed number for the SSCP			
Number and performance of species recovery programmes developed for delivery from 2023	Target to be developed on announcement of SDNPA Priority Species and Natural England Species Recovery Targets as well as the SSCP PA1 survey to map rare plants including Wall Germander	Sam Cordery/Lawrence Leather	Awaiting PA2 baseline mapping survey in 23/24				
<b>Climate Action Indicators</b>							
Progress towards SSCP becoming net-zero	SSCP carbon emission baseline to be calculated and a target (to be agreed) for reduction	Kate Miles	Baseline to be established in 23/24				
<b>A National Park for All Indicators</b>							
Number of completed sessions facilitated by mobility equipment	Data to be recorded as part of Corporate Plan reporting Process	Richard Ayres	104	31			
Metres of new and/or improved accessible path	Data to be recorded as part of Corporate Plan reporting Process	Sam Cordery/Lawrence Leather	Maintained 21.4m Created 0m Improved/restored 0m	Going forwards requested from Andy Gattiker			
Number of children experiencing a "night under the stars" at SSCP	Data from booking system - camping bookings	Richard Ayres	Baseline to be established in 23/24	0	Camping site has only just opened, and management has been given to an external body.		
Number of completed venue bookings specifically to support free activities targeting priority audiences	Data from booking system	Richard Ayres	10	7	This has been very successful, mostly due to the increased working relationship with the Mammal Society, Sussex Wildlife Trust and Climate Friends		
Number of SDNPA events hosted at SSCP		Richard Ayres	25	6			
Increase in the diversity of SSCP visitors	Evidenced in the SSCP Visitor Survey. Baseline to be established in 23/24	Richard Ayres	Baseline to be established in 23/24		This data is currently not recorded, and presents its own challenges on how the data would be collected. However, a visible increase in the amount of visitors from ethnic minority backgrounds has been noted.		Data is hard to collect, and the current visitor survey does not actively engage with those who do not use english as their first language.
<b>Finance Indicators</b>							
SSCP to stay within 10% of the financial projection for 2023/24 as defined in the Business Plan		Claire Onslow	< 10% variance under financial projection	Financial position is favourable at Q1			
<b>Place Making Indicators</b>							
Percentage of goods sold by Company originating from local suppliers.	Data taken from supplier list on Clover	Richard Ayres	60%		Same as Q4 2023/24		
Average spend in the shops per head	Data taken from sales system	Richard Ayres	£1	£1.75	This is based on the visitor centre only, which is currently the only place visitors are counted		
Overall contribution to local economy from visitors	Derived from SSCP visitor survey questions on length of stay in area	n/a	Baseline to be established in 23/24				
Percentage of overnight guests providing satisfactory feedback (rating of 3/5 or above)	Accommodation Booking system	Richard Ayres	90%		Data currently unavailable. Contract only started in May with Cuckmere Cottages and Camping		

