

SSCP KPI 2023/24							
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
People Indicators							
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				
Nature Recovery Indicators							
Total number of and extent of sites within SSCP where SDNPA activity is contributing towards favourable condition of the habitats.	Annual delivery plan and PAZ 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				
Climate Action Indicators							
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				
A National Park for All Indicators							
Number of completed sessions facilitated by mobility equipment	Data to be recorded as part of Corporate Plan reporting Process	Richard Ayres	104	74	Bad weather impacted usage as usual. However, we did see an increase in usage. We have also seen an increase in returning users		
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. Recommend removing/ amending KPI for 24/25		
Number of completed venue bookings specifically to support free activities targeting priority audiences	Data from booking system	Richard Ayres	10	12	This is primarily through our ongoing agreement with ESCC carers		
Number of SDNPA events hosted at SSCP		Richard Ayres	25	6	We do a number of events in house that are presented as SDNPA, but there are not events that are specifically created by SDNPA. We used Renature Festival theme to do our own events, but nothing was arranged by SDNPA		
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, we have noticed a visible increase in the amount of visitors from ethnic minority backgrounds		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.
Finance Indicators							
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 position is favourable at Q2			
Place Making Indicators							
Percentage of goods sold by Company originating from local suppliers.	Data taken from supplier list on Clover	Richard Ayres	60%	84.00%	We have expanded our range to include items made outside of the UK and local area, but still focus on local as our key messaging		
Average spend in the shops per head	Data taken from sales system	Richard Ayres	£1	£1.74	SPH is consistently up, however it is important to note that head count can be inaccurate. SPT is more accurate and currently at £8.75		
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 unavailabl. Contract created in May with Cuckmere Cottages and Camping		

