

**Town Centre Portfolio - Performance Indicators & Targets**  
**Inc. Commercial Development and Customer Services**

PI number	PI description	Q4 19/20		Q4 18/19		Q4 17/18		Comments
		Target	Actual	Target	Actual	Target	Actual	
LI 064	Customer Services: % of calls answered in the Customer Contact Centre (IBC)	90	91	90	88	90	88	We continue to ensure that calls are answered promptly
LI 190	Customer Services - Customer satisfaction % Overall service delivery (face-to-face)	75	100	75	100	85	91	Customers are satisfied with the service provided face-to-face
LI 190a	Customer Services - Customer satisfaction % Overall service delivery (telephone)	85	93	85	93	Not Collected	Not Collected	Customers are satisfied with the service provided via telephony
LI 190b	Customer Services - Customer satisfaction % Overall service delivery (online)	90	99	85	96	Not Collected	Not Collected	The online service delivery continues to perform well with a 99% customer satisfaction rate, compared with 96% this time last year
LI 236	Customer Services: First-time resolution by CSA (%)	80	97	80	96	80	88	We continue to strive to provide first time resolution on all enquiries
LI 237	Customer Services: Total Self-Service - Overall total number (Cumulative) <ul style="list-style-type: none"> <li>• Online web payments (Paris &amp; Worldpay)</li> <li>• Firmstep self-serve (Customers &amp; Advisors)</li> <li>• SRP self-serve</li> </ul>	200000	288244	100000	320743	90000	112371	The wide availability of online services and take-up is continuing to increase. We continue to promote the use within Customers Services
LI 251	Customer Services: % of calls answered in the Customer Contact Centre for SRP (SLA)	75	84	75	85	75	84	We continue to ensure that calls are answered promptly
LI 252 Annual	Customer Services: Number of customers signed up for 'My Ipswich' customer portal	23000	27198	15000	19807	10000	12082	We continue to see increasing numbers of customers using the My Ipswich portal to manage their contact with us
LI273	Customer Services: % of overall calls answered in the Customer Contact Centre	86	90	86	88	86	84	Intense call handler training programme underway (80% completed)
LI 467	Tourist Information: Visitor numbers to the Tourist Information Centre (Cumulative)	95000	101708	Not Collected	Not Collected	84000	102275	The increase in footfall was due to visits during the Elmer Trail
LI 482	Car Parks: % of Appeals submitted via the portal	75	71	50	81	Not Collected	Not Collected	Within tolerance for good performance. Members of the public are more aware of the online option which is advertised on the website and on the back of the PCN notice
LI 519	% increase of customer using MiPermit (virtual) for parking stays in IBC car parks (excl Residential) (cumulative)	25	4	Not Collected	Not Collected	Not Collected	Not Collected	We continue to promote the MiPermit app as a convenient method of paying for car parking through social media posts and signage in car parks
LI 071	Town Hall / Corn Exchange: attendances (number)	75000	105935	70000	72319	115000	79221	The increase in footfall was due to visits during the Elmer Trail
LI 072	Regent: attendances (numbers)	150000	154950	150000	157603	150000	150196	Target achieved even though a number of shows were cancelled in March
LI 073a	Box Office: % of on-line bookings	80	78	65	77	60	73.62	We continue to encourage customers to book online

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LI 073b	Box Office: % of telephone bookings	12	9	25	13	35	17.54	We continue to encourage customers to book online. However, some customers do prefer to talk to one of our advisors
LI 073c	Box Office: % of 'walk-ups'	8	13	10	10	5	8.84	We continue to encourage customers to book online, but some customers do still prefer to purchase tickets in person
LI 074 Annual	Event Programme Attendances (number)	150000	180070	125000	214786	375000	220000	Above yearly target, this number is the total without the inclusion of the attendances for the Ed Sheeran concerts which would attribute an additional 139,840 to this total
LI 409	Commercial Development: % of complaints responded to within 5 working days	100	100	100	100	100	100	On yearly target
LI 512	Ipswich Market: Trading Space Utilisation %	80	71	100	77	Not Collected	Not Collected	A number of traders have ceased trading this year. We continue to promote Ipswich Market to both customers and traders
LI 536	% of E-tickets	50	51	Not Collected	Not Collected	Not Collected	Not Collected	Yearly average is above target, this has shown a steady increase across each month since its inception reaching a high of 66% Customers are embracing the convenience of being able to use e-tickets
LI 537	Number of annual users of the Shop-Mobility service	2750	2437	Not Collected	Not Collected	Not Collected	Not Collected	We have seen less demand than we anticipated for this service, which was affected in March by less visitors to the Town Centre and the suspension of the service