

## Key Performance Indicators – Outturn performance 1 April 2011 - 31 March 2012

Ref.	Description	Target 2011/12	Actual 2011/12	Performance vs. target
KPI 1	Annual loans – to include all material types (Libraries)	720,000	681,087*	☹
<i>* This figure reflects the closure of Camomile Street Library throughout the 1st and 2nd quarters and the introduction of the mobile library van.</i>				
KPI 2	Number of visits made in person (i) Libraries; (ii) Gallery; (iii) LMA	(i) 550,000 (ii) 32,500 (iii) 28,000	(i) 559,825 (ii) 75,110 (iii) 25,839	☺
KPI 3	Web hits a. Unique browsers b. Page impressions (i) Libraries; (ii) Gallery; (iii) LMA	(i)a 135,000 (i)b 510,000  (ii)a 40,000 (ii)b 135,000  (iii)a 230,000 (iii)b 2.5M	(i) a 166,570 (i) b 603,814  (ii) a 48,584 (ii) b 100,287  (iii) a 290,689 (iii) b 3,913,237	☺
KPI 4	Adult Customer Satisfaction (i) Libraries; (ii) Gallery; (iii) LMA	(i) 90% (ii) 90% (iii) 90%	i) 93% ii) 98% iii) 95%	☺
KPI 5	Time taken to satisfy reservations a. Within 7 days b. Within 15 days c. Within 30 days	a. 50% b. 70% c. 85%	a. 65% b. 76% c. 87%	☺
KPI 6	Service Response Standard: response to request for service/info within 10 working days	100%	(i) 100% (ii) 100%	☺

	(i) Libraries; (ii) Gallery; (iii) LMA		(iii) 100%	
KPI 7	Production of documents from LMA strong rooms, % produced within 20 minutes	85%	90%	😊
KPI 8	Production of documents from LMA strong rooms, % not produced	Not more than 5%	1%	😊
KPI 9	% of service users agreeing that the Department offers appropriate and accessible learning opportunities both for citizens and community groups	95%	91%	😐
<i>KPI 9 - This figure reflects the fact that even the 'Don't Know' responses are counted as negative.</i>				
KPI 10	% of parents/carers/teachers agreeing that the Department's services and activities contribute to the enjoyment and achievement of children and young people through increased participation in a broad range of high-quality activities	95%	98%	😊

Note: KPIs 4, 9 & 10 are annual indicators

**TOWER BRIDGE KEY PERFORMANCE INDICATORS 2011-12**

Ref.	Description	Target 2011/12	Actual 2011/12	Performance vs. target
<b>KPI 1</b>	To achieve the income target for all tourism activities at Tower Bridge.	£2,813,417	122% <b>£3,434,940</b>	😊
<b>KPI 2</b>	To achieve the income target for Monument admissions.	£395,000	111% <b>£439,823</b>	😊
<b>KPI 3</b>	Performance against Customer Care standards in the Exhibition.	90%	<b>89%</b>	😐