

| Objective | KPI | Reporting mechanism | Annual Measure | Reporting | Q1 Due 01/08/25 | Q1 commentary. Please share insights and commentary from the last quarter. This is used in the performance reports. | Q2 | Q2 commentary. Please share insights and commentary from the last quarter. This is used in the performance reports. | Q3 | Q4 |
|--|--|-------------------------------------|--|-----------|-----------------|---|----|---|----|----|
| Exemplar Land Management & Nature Recovery | No. Corporate Volunteer Activities | NP4ALL log | 12 | Quarterly | 4 | | 1 | | | |
| | No. of volunteer activities | NP4ALL log | 50 | Quarterly | 13 | 10 x SDV sessions and 3 x Youth Action Days | 10 | 7 x SDV 2x Youth Action Days 1x MCS Great British Beach Clean | | |
| | Hectares of habitat created, improved or secured for nature recovery | Nature Recovery Log | SSCP contribution to overall SDNPA1,300ha target | Quarterly | | n/a | | n/a | | |

Please ensure a figure for this quarter, if applicable, has been entered on the logs

| Objective | KPI | Measure | Reported | Q1 | Q2 | | | |
|--|---|-------------------|---------------|-----------|--|--|--|--|
| First Class Visitor Destination Visitor Engagement & Seasonal Planning | Average Spend per Transaction in Visitor Centre (ASTV) | SSCP systems | Over £9.50 | Quarterly | £9.44 | net figure. inc vat £11.14 | £9.86 | net figure |
| | Average Spend per Transaction in Food & Beverage (ASTV) | SSCP systems | Over £5.25 | Quarterly | £5.53 | net figure. inc vat £6.40 | £5.40 | net figure |
| | Annual Visit England Visitor Attraction Assessment | SSCP systems | Over 75% | Annual | 81% | survey conducted in June 2025 | | 81% |
| | No. private hire events | SSCP systems | 75 | Quarterly | 21 | inc. SDNPA hire and foc partnership hires. Art exhibitions, NPP, SDT, FoSD, | 27 | inc. SDNPA hire and partnership hires. NHS away day, Naturebites, Make Good Trouble, Wellness Retreat, Artist workshop |
| | No. In house events | SSCP systems | 20 | Quarterly | 4 | Womans Land Army & Shepherds of SD talks, 2 x school holiday free trails, Bird talk walk, Adjustment 2 events were July reported in error | 7 | Shepherds of South Downs talk, 2 x military history talks for Heritage Open Days, Bat walk and talk, Butterflies walk and talk, Ranger birds talk, Spinners & Weavers demonstration day. (Visitor Services Manager left in May and not replaced until August capacity for organising more events over summer reduced) |
| | Volunteering | SSCP data | 100 | Quarterly | 72.75 | 2 x volunteers weekly litter pick | 69.75 | 2 x volunteers weekly litter pick |
| | No. mobility scooter hires | SSCP data | 100 | Quarterly | 69 | | 84 | With prolonged good weather the use of the scooters increased, with repeat visitors from local area evident alongside first time visits. Feedback always positive, notably with joy that people can access the park with friends and family. Without scooters this wouldn't be an option. |
| | Cottages Occupancy Rate | SSCP data | 55% | Quarterly | 42.49% | Kestrel 53%, Skylark 37%, Redshank 37% | 52% | Kestrel 60%, Skylark 46%, Redshank 50% |
| | Camping Barn & Field Occupancy Rate | SSCP data | | Quarterly | 42.00% | | 46% | |
| | Car park compliance checks | SSCP data | Over 90% | Quarterly | 84% | lack of compliance noted for Blue badges and coaches | 84.50% | Based on one day a month check, due to resource so always a snapshot in time... Compliance still lower than ideal, July compliance was very poor on the day in north car park at 76%. No specific reason identified. August 86% and September 92%. Possible that increased first time visitors numbers, car park layout and expectations of paying to park all influences. |
| | SSCP Miles without Stiles page views | SSCP website data | 5000 per year | Quarterly | 595 | Accessibility page - 1114 views | | not yet available. Accessibility page 983 views |
| SSCP Educational page views | SSCP website data | 5000 per year | Quarterly | 164 | No developments to education pages in Qu 1 | 195 | No enhancement / development until Q3 and Q4 | |

