

Agenda Item 17 Report PR25/26-25 Appendix 1

Objective	KPI	Reporting mechanism	Annual Measure	Reporting	Q1	Q1 commentary.	Q2	Q2 commentary.	Q3	Q3 commentary.
Exemplar Land Management & Nature Recovery	No. Corporate Volunteer Activities	NPMALL log	12	Quarterly	4		1		3	2 x AMEX, 1 x Trusted House
	No. of volunteer activities	NPMALL 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	12	10 x SDV, 2 x Youth Action Days
	Hectares of habitat created, improved or secured for nature recovery	Nature Recovery Log	SSCP contribution to overall SDNPA 1,300ha target	Quarterly		n/a		n/a	n/a	n/a
Objective	KPI		Measure	Reported						
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	£ 10.48	net figure £12.29
	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	£ 5.45	net figure £6.22
	Annual Visit England Visitor Attraction Assessment	SSCP systems	Over 75%	Annual	81%	survey conducted in June 2025				
	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, Naturebytes, Make Good Trouble, Wellness Retreat, Artist workshop	12	ESSC, NT, SDNPA room bookings and 6 Naturebytes Saturday Sessions
	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)	3	Half Term Habitats trail, Autumn Ranger Tour and Christmas Market weekend
	Volunteering	SSCP data	100	Quarterly	72.25	2 x volunteers weekly litter pick	69.75	2 x volunteers weekly litter pick	51	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.	16	
	Cottages Occupancy Rate	SSCP data	55%	Quarterly	42.49%	Kestrel 53%, Skylark 37%, Redshank 37%	52%	Kestrel 60%, Skylark 46%, Redshank 50%	34%	Kestrel 41%, Skylark 28%, Redshank 33% Part quarter reporting -cottages only open between 1st Oct and 9 Nov before being closed for maintenance
	Camping Barn & Field Occupancy Rate	SSCP data		Quarterly	42%		46%	New line created as requested.	n/a	No bookings in the period between 1st Oct and 9 Nov before being closed for maintenance
	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.	85.5%	81% Nov, 90% Dec. Missed Oct due to staff availability. Q3 usually a mix of visitor and local audiences
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	35	Accessibility page - 317 views. Improved visibility of this info will be included as part of 26/27 website revamp	
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	74	Due to capacity within SDNPA & SSCP teams no development has taken place to improve information available on this page until Q4 and will now form part of website revamp in 2026/27	

