

## Key Performance Indicator Definition

<b>Reference</b>	M1.5.2																											
<b>Title</b>	Cultural activity attendance																											
<b>Collection Interval</b>	Annual	<b>Data Source</b>	Museum usage service figures (internal data set)																									
		<b>Indicator source</b>	Corporate Plan 2018 - 2023																									
<b>Definition</b>	<p><b>Rationale:</b> The increased number of attendances at museum, heritage and cultural activities through Epping Forest District Council. It is anticipated that this will increase by 5% over the 5 years of the Corporate Plan (1% increase per year). The target will therefore be cumulative.</p> <p>This measure is informed by the provision of cultural activities planned for 2018/19 (specification 1.5.2) and the development of the museum trust with Broxbourne Borough Council (specification 1.5.3).</p> <p><b>Definition:</b> <u>Museum, heritage and cultural activities</u> – this includes;</p> <ul style="list-style-type: none"> <li>• Epping Forest District Museum users</li> <li>• Lowewood Museum users</li> <li>• Outreach activities</li> <li>• Remote users</li> </ul> <p><b>Notes:</b></p> <p>The breakdown for figures for 2016/17 is as follows;</p> <p><b>Total Users for Year</b></p> <table border="1"> <thead> <tr> <th></th> <th>In Museum Users</th> <th>Outreach</th> <th>Remote</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>EFDM</td> <td>16498</td> <td>1063</td> <td>369655</td> <td>387216</td> </tr> <tr> <td>Lowewood</td> <td>6191</td> <td>519</td> <td>72302</td> <td>79012</td> </tr> <tr> <td>Joint work</td> <td></td> <td>4760</td> <td></td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>22689</b></td> <td><b>6342</b></td> <td><b>441957</b></td> <td><b>466228</b></td> </tr> </tbody> </table>				In Museum Users	Outreach	Remote	Total	EFDM	16498	1063	369655	387216	Lowewood	6191	519	72302	79012	Joint work		4760			<b>Total</b>	<b>22689</b>	<b>6342</b>	<b>441957</b>	<b>466228</b>
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<b>Formula</b>	$Y - X = Z$ $(Z/Y) \times 100$ <p>Where:  X = Attendance numbers in the previous year  Y = Attendance numbers in the current year  Z = difference</p>		
<b>Good performance</b>	High	<b>Return Format</b>	Percentage
<b>Cumulative</b>	Yes	<b>Decimal Places</b>	Two
<b>Worked example</b>	<p>Where:</p> <p>Attendees for year 2 = 100</p> <p>Attendees for year 1 = 90</p> <p><math>100 - 90 = 10</math></p> <p>Increase = <math>\frac{10}{100} = (0.1 \times 100) = 10\%</math></p>		