

RECOVERY PLAN UNDER-PERFORMING INDICATOR

Q2 2019/20

INDICATOR NAME

Remote Enquiries to TIC

CURRENT PERFORMANCE

Outturn	2225
Target	3300

HISTORIC PERFORMANCE

	Q2 2018/19	Q3 2018/19	Q4 2018/19	Q1 2019/20
Outturn	Not reported	Not reported	1192 (emails not counted)	1480 (emails not counted)
Target			2198	2225

REASONS FOR CURRENT UNDERPERFORMANCE

The reason for underperformance in Q2 was that there were quite a low number of phone calls to the TIC (in July and August). There is not a specific effort to actively encourage contact by phone (rather than by other means) and richer online content that may answer many people's questions without the need for a call is available. Volume of emails were steady and footfall was high. In addition, the number of visits to the visittunbridgewells.com website continues to grow.

PROPOSED ACTIONS TO CORRECT UNDERPERFORMANCE (OR REASONS WHY NO ACTION NECESSARY)

Given the level of overall contact with visitors is very positive, no action is proposed at this stage.

However, the Team will continue to monitor the situation.