

# RECOVERY PLAN UNDER-PERFORMING INDICATOR

**Q2 2019/20**

## INDICATOR NAME

Remote Enquiries to TIC

## CURRENT PERFORMANCE

<b>Outturn</b>	2225
<b>Target</b>	3300

## HISTORIC PERFORMANCE

	<b>Q2 2018/19</b>	<b>Q3 2018/19</b>	<b>Q4 2018/19</b>	<b>Q1 2019/20</b>
<b>Outturn</b>	Not reported	Not reported	1192 (emails not counted)	1480 (emails not counted)
<b>Target</b>			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](http://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.