

Performance report 1 April 2015 to 31 March 2016



Key Performance Indicators	All customers			
	Annual target 2015/16	Actual 2015/16	Variation against previous year	Actual 2014/15
INTERNET SERVICE				
Website unique visitors	745,000	816,420	16%	702,184
Website visits		1,166,695	4%	1,116,818
Booklets downloaded		916,892	15%	798,841
FAQs downloaded		686,666	12%	612,199
FAQ visitors		262,094	35%	193,463
OUTPUT PERSONAL ADVICE				
Telephone enquiries		20,133	-21%	25,498
Written enquiries		10,261	-14%	11,863
Visits completed		79	-59%	192
Enquiries at outreach events		127	-19%	157
Enquiries at Tribunal		323	-6%	342
Total customers		21,099	-15%	24,798
Total advice enquiries	35,000	30,923	-19%	38,052
Outreach and surgeries	30	40	0%	40
of which, outside London & SE		12	-45%	22
Attendees reached (est)		873	-27%	1,194