

Performance report 1 April 2016 to 31 March 2017



Key Performance Indicators	All customers			
	Annual target 2016/17	Actual 2016/17	Variation against previous year	Actual 2015/16
INTERNET SERVICE				
Website unique visitors	830,000	875,146	7%	816,420
Website visits		1,429,446	11%	1,287,613
Booklets downloaded		857,546	-6%	916,892
FAQs downloaded		594,216	-11%	667,867
OUTPUT PERSONAL ADVICE				
Telephone enquiries		15,816	-21%	20,133
Written enquiries		7,577	-26%	10,261
Webchat enquiries		128	1%	127
Visits completed		43	-46%	79
Enquiries at outreach events		61	-52%	127
Enquiries at Tribunal		54	-83%	323
Total customers	22,000	16,819	-21%	21,226
Total advice enquiries	29,500	23,679	-24%	31,050
Outreach and surgeries	24	28	-30%	40
of which, outside London & SE		11	-8%	12
Attendees reached (est)		1,237	42%	873