**Schedule 7 – Key Performance Indicator no.7**

**Data collection requirements**

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|  | **KPI** | **Responsibility** | **Measurement** |
| **Occupancy** | Number of stalls providing food retailing and catering. | Operator | Recorded daily. Monthly reporting. |
| Number of stalls occupied. | Operator | Recorded daily. Monthly reporting. |
| Number of stalls occupied by local traders (within Rochdale Borough). | Operator | Recorded daily. Monthly reporting. |
| Number of day traders vs. long license. | Operator | Recorded daily. Monthly reporting. |
| Number of themed markets per month (e.g. teenage market, twilight market). | Operator | Recorded daily. Monthly reporting. |
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| **Business** | Number of new traders. | Operator | Quarterly return to assess health of market. |
| Number of traders closed. | Operator | Quarterly return to assess health of market. |
| Business Confidence and Turnover figures. | Operator | Monthly returns on open book basis including daily lettings data and turnover. |
| Number of Employees | Operator | Monthly return on no of employees. |
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| **Impact** | Footfall - indoor market. | Operator | Data from footfall count of indoor unit utilising automatic counters |
| Footfall - outdoor market. | Operator | Monthly manual counts to measure impact. |
| Shopper origin/travel distance. | Operator / Traders | Monthly visitor survey/questionnaire alongside footfall count. Incentivised by using a prize draw entry. |
| Visitor demographic. | Operator | Monthly survey alongside footfall count. Incentivised by using a prize draw entry. |
| Social media/website users. | Webpage operator | Monthly reporting of data. Incentivised by using a prize draw entry. |
| Visitor satisfaction. | Operator | Monthly visitor survey/questionnaire alongside footfall count. Incentivised by using a prize draw entry. |
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| **Social Value** | Amount of waste recycled. | Operator | Monthly reporting taken from evidence provided by waste carriers. |
| Locally sourced products | Operator | Annual reporting. |
| Number of new jobs created | Operator | Monthly reporting of any new jobs created. |