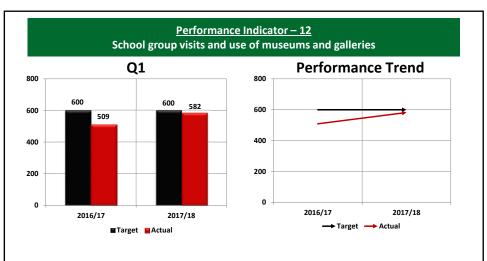
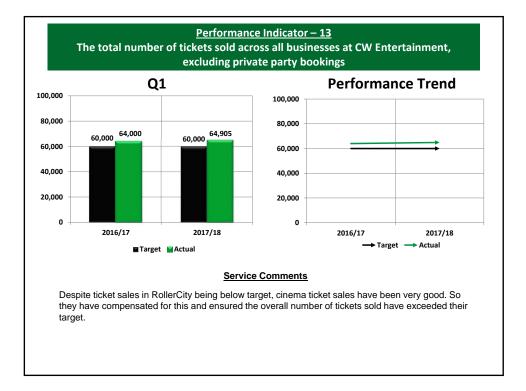


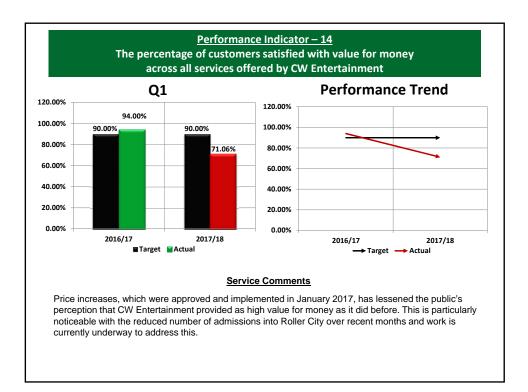
Quarter 1 is above the target but slightly down on the same period last year. Weather conditions always affect our visitor numbers. The Mayor's Garden Party was not held at Mill Green this year and the Mixed Group Garden Party was rescheduled to Quarter 2 in July. However the National Open Mills day in May was well attended. We also attended the WGC Food Festival in May and the Welwyn Fun Day in June. However we cannot accurately capture the number of people who engage with us when we take the museum out to external events. We now have 2,000 followers on Twitter and we have a received a certificate of excellence from Trip Advisor in respect of the Roman Bath House in Welwyn.

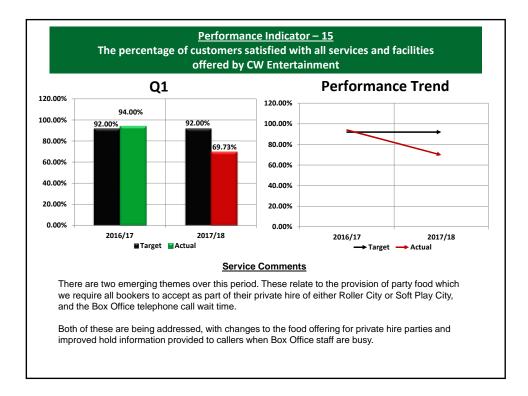


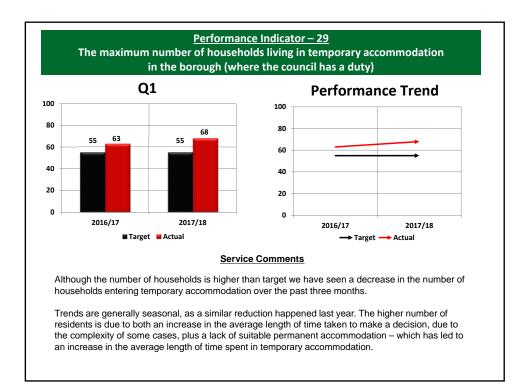
Service Comments

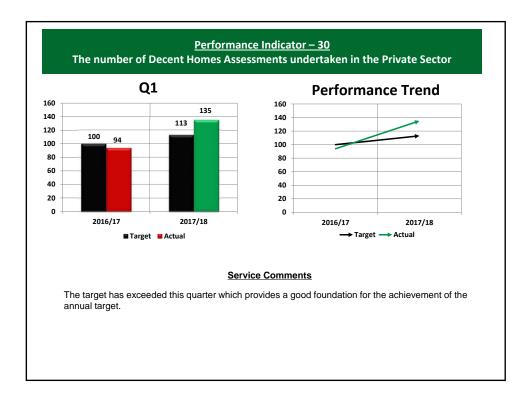
We are just below our target for this quarter but it is an improvement on the same period last year. We had just three schools visiting Mill Green in June despite the well balanced sessions we offer to them, and feedback is very positive from teachers. We need to better understand the reason some schools are not visiting. This could be due to transport costs, changes in teaching staff or the downward pressure on school budgets. By contrast school visits to the Roman Bath House were above target in the same period, and we are now attracting visits from some secondary schools as well as primary schools.

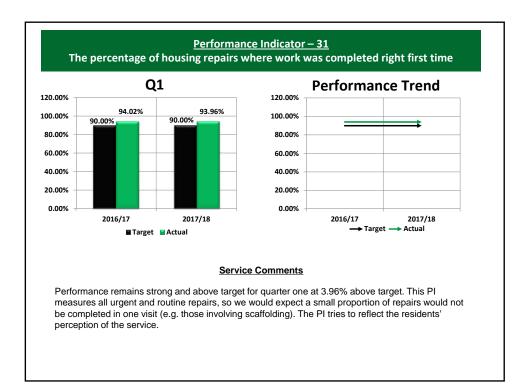


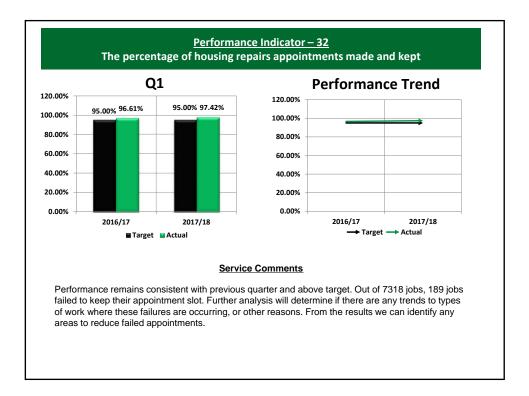


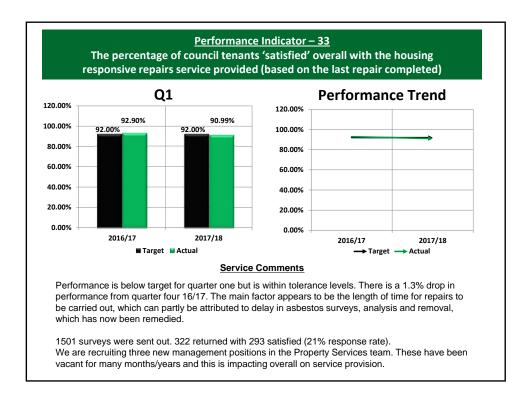


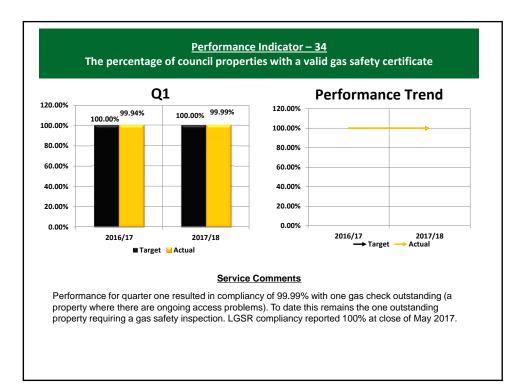


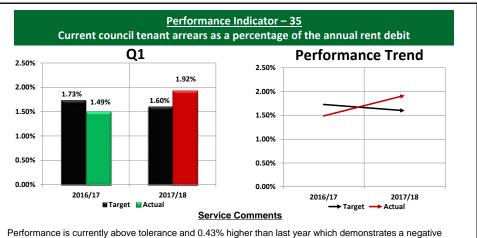












direction of travel. There are a number of factors impacting on performance aside from the level of debt outstanding having increased compared to the same period last year. We are seeing the impact of welfare reforms, particularly as universal credit is rolled out more widely across the borough. Other changes, (including much shorter time limits for backdating housing benefit claims, imposition of sanctions for claimants who miss review appointments (resulting in no income for a period), lowering of the 'cap' on household income), means that the operating environment for income management is increasingly challenging. Arrears performance is also affected by the reduced annual rent debit (ARD). Council rents have been subject to a 1% decrease so the rents have actually fallen, and the RTB sales have reduced the number of properties managed. The current ARD is £49,583,733, the arrears debt is £951,649.

Detailed analysis of patch and team performance is ongoing with a view to identifying where the key areas of arrears increase is with a view to address the issues on a patch and area basis.

