

Addendum to Economic Growth Strategy 2017: Implementation Plan

Key Performance Indicators

The below KPIs have been based on a number of assumptions, including increased capacity within the team, expected activities set out in the Plan and work that has taken place in previous years.

	KPI	Target
(1)	Number of development briefs, masterplans or PiPs prepared for key brownfield sites for regeneration	5 (+/-2)
(2)	Number of inward investment opportunities and business enquiries actioned	50 (+/-10)
(3)	Number of commercial planning application responses	25 (+/-5)
(4)	Number of business events hosted and attendees	Events: 3 (+/-1) Attendees: 40 (+/-10)
(5)	Number of new subscribers to 'Tell Me More', number of e-bulletins sent and click <u>open</u> rate from 'Tell Me More' e-bulletins	Subscribers: 10% increase from 1 April ¹ E-bulletin: 50 (+/-5) Open rate: 12% (+/-3)
(6)	Number of followers on Twitter and Tweets sent	Followers: 10% increase from 1 April ² Tweets: 200 (+/-10)
(7)	Number of skills and careers events hosted and number of participants	Events: 5 (+/-2) Participants: 400 (+/-50)
(8)	Number of 'Upskilling' workshops promoted in partnership with external partners	2 (+/-1)
(9)	Number of businesses awarded <u>signposted to</u> funding grants	5000 (+/-300)
(10)	Number of hits on the Council's 'Business' website pages	80 a month (+/-10)

¹ 900 subscribers

² 615 followers