

InvestSK Appendix to MOU: Performance Management Framework

MOU Goal	Measures
<p>Engaging with businesses to maximise growth and inward investment; utilising business intelligence in order to inform future strategies; and accelerating the growth of indigenous businesses.</p>	<p>Inward Investment:</p> <ul style="list-style-type: none"> • Enquiries handled • Projects landed (i.e. enquiries converted) • Number and value of New Jobs created (Direct and Indirect) <p>Business Growth:</p> <ul style="list-style-type: none"> • Business engagement overall • Direct support to businesses • The number and value of new jobs created and safeguarded • Maintenance and growth of comprehensive database of indigenous and interested businesses
<p>Leading on a collaborative approach to skills development alongside businesses and education establishments; putting the right infrastructure in place to maximise skills development in our communities.</p>	<ul style="list-style-type: none"> • Number of businesses engaged • % increase in number of apprentices (/increase from baseline) • Number of students (all age) enrolled on Higher Education courses within SK • % increase in number of work experience placements (/increase from baseline)
<p>Marketing InvestSK to indigenous and potential new businesses and business networks, maximising knowledge of the Council's new inward investment team in order to optimise its impact.</p>	<ul style="list-style-type: none"> • Visits to website • Dwell-time on website • Number of positive media articles on the SK economy, across all channels

<p>Developing a strategy which makes the most of the District's visitor attractions and encourages visitors to stay longer, and to do and see more.</p>	<ul style="list-style-type: none"> • Increase in STEAM figures • Number of visitor attractions engaged • Number of events attended • Social media followers, across all platforms • Web Activity (visitor numbers; dwell-time)
<p>Exploring and optimising access to external funding opportunities for both our local communities, businesses and for the Council in order to increase local investment and maximise the beneficial outputs from important projects and initiatives.</p>	<ul style="list-style-type: none"> • Value of external funding applications supported and/or approved
<p>Establishing a heritage regeneration programme across the district to ensure the area's rich heritage plays an important role in the district's growth and regeneration. Also working with partners to develop a Heritage Quarter for Grantham; celebrating its fine heritage, in the heart of the town, from St Wulfram's church to the railway arches.</p>	<ul style="list-style-type: none"> • Number of shopfronts regenerated • Number of grants awarded under local funding streams • Social media followers on heritage issues • Web activity (number of visitors; dwell-time) on Heritage Alive website • Number of organisations supported
<p>Leading on arts and cultural growth and initiatives to improve community and social well-being in the district.</p>	<p>Arts</p> <ul style="list-style-type: none"> • Number of arts organisations engaged • Number of events delivered • Visitor attendance figures at events (either increase from baseline, or % increase) <p>Sports and Wellbeing</p> <ul style="list-style-type: none"> • Number of local sports clubs engaged • Number of local sports clubs supported • Increase in participation from sports clubs

	<p>Science</p> <ul style="list-style-type: none"> • Number of science-related events outside of Gravity Fields • Numbers of schools participating in STEM-related events
<p>Leading on the enhancement of the District's Market Towns, with a focus on their retail environment and markets.</p>	<ul style="list-style-type: none"> • Town centre footfall (there will need to be a specific budget allocation for this) • Car Park income generated • % increase in number of market stalls • Town Centre vacancy rates
<p>Leading on an implementation plan for Grantham in order to develop it as a place where people want to come to and stay, growing the population to sustain vital services; creating a town where businesses invest and grow, where skills flourish, and where its culture, heritage and townscape make it a regional destination town.</p> <p>The implementation plan will focus on nine economic elements: Commercial, Heritage and The Arts, Leisure and the Visitor Economy, Retail and the Markets, Public Realm, Living, Gateways, Transport and Skills. These elements will also form the basis for future masterplans across the district.</p>	<ul style="list-style-type: none"> • Agreement of Implementation Plan with the Member

NOTE: InvestSK will consider the above measures and submit targets against each as part of its business planning for 2019/20 and for future years. It should be noted that delivery against agreed targets will be dependent upon sufficient resources being made available to achieve anticipated outcomes.