

## Delivery of GROWTH of our ECONOMY

	Action	Cabinet Member	Director	What does success look like?	Key Performance Indicator (s)	Indicator type	Target April 2021	Target April 2022	Target April 2023	To be presented to OSC below:
9	Work with partners and attractions, to promote visitor economy and increase visitor spend in the District, including the adoption of a Tourism Strategic Framework.	Cabinet Member for Culture and Visitor Economy	Director of Culture and Growth	Increase in the amount of visitor spend in the district. Development and adoption of a strategic document that positions SKDC at the centre of its Visitor Economy. The document will draw-on, and support, the expertise of the existing VE sector, and other agencies involved in its promotion.	Number of newly engaged visitor economy attractions engaged	KPIs and monitoring improvement	30	35	40	Culture and Visitor Economy
					Increase in visitor economy spend	KPIs and monitoring improvement	£73,600,000.00	£103,040,000.00	£113,344,000.00	
					Adoption of Tourism Strategic Framework (Gross Value Added)	Milestones followed by KPI	To have adopted the Tourism Strategic Framework			
11	Work closely with markets across South Kesteven and seek to maintain their viability.	Cabinet Member for Culture and Visitor Economy	Director of Commercial and Operations	Vibrant and financially viable markets that contribute to the footfall and economic activity of the town.	Markets becoming cost neutral to SKDC	KPIs and monitoring improvement	Keep markets operational during Covid-19, in line with government guidance	10%+ reduction of markets deficit from baseline	20%+ reduction of markets deficit from baseline	Culture and Visitor Economy

## Healthy and Strong COMMUNITIES

	Action	Cabinet Member	Director	What does success look like?	Key Performance Indicator (s)	Indicator type	Target April 2021	Target April 2022	Target April 2023
5	Celebrate and enhance the rich history of the District.	Cabinet Member for Culture and Visitor Economy / The Leader of the Council	Director of Commercial and Operations / Director of Culture and Growth	Increased level of understanding of the historical figures and events that have shaped the South Kesteven of today.	Number of residents engaged through SK-promoted cultural activities	KPIs and monitoring improvement	Establish baseline and identify consistent methodology for collecting data.	Baseline + 10%	2022 outturn + 5%
6	Adopt a new Cultural Strategy for the District, including the local Arts, Events and Festivals programme.	Cabinet Member for Culture and Visitor Economy	Director of Culture and Growth	Adoption of a new culture strategy that enhances quality of life, health and wellbeing and brings communities together	Adoption of the culture strategy	Milestones followed by KPI	Strategy & Priorities Adopted ( <b>Achieved 8 September</b> ) KPIs and actions to be agreed as part of implementation plan.	Delivery against milestones and KPIs identified in implementation plan	Delivery against milestones and KPIs identified in implementation plan
					Number of residents engaged through the new programme of activities	KPIs and monitoring improvement	Establish baseline targets for number of events and attendees within action planning process.	Baseline + 5%	2022 outturn + 5%
7	Develop and adopt a Sport and Physical Activity Strategy.	The Deputy Leader of the Council	Director of Culture and Growth	Adopting and achieving the outcomes of a Sports and Physical Activity Strategy for the district	Adoption of the Sport & Physical Activity strategy, implementation of actions and achievement of outcomes	Milestones followed by KPI	Strategy adopted and action plan developed with partner organisations. Priorities encompassed within service provision	Links developed and healthy lifestyle programmes implemented. Targets and outreach opportunities to be incorporated into future contract tender documentation	Continue to work with partner organisations to promote the benefits of activity
					Results of active people survey (Adults)	KPIs and monitoring improvement	Develop target as part of strategy (currently 59.9%)	Target to be agreed within Strategy	Target to be agreed within Strategy
					Results of active lives survey (Children and Young People)	KPIs and monitoring improvement	Develop target as part of strategy (currently 26.7%)	Target to be agreed within Strategy	Target to be agreed within Strategy

					Annual Customer Satisfaction Survey (new measure to be developed as part of Strategy)	Milestone followed by KPIs	Develop measure, baseline and methodology for reporting as part of Strategy	Target to be agreed within Strategy	Target to be agreed within Strategy
11	Improve and invest in the local arts & cultural venues across the District.	Cabinet Member for Culture and Visitor Economy	Director of Culture and Growth	Fit for purpose facilities at Stamford Arts Centre, Grantham Guildhall and Bourne Exchange as well as other Council-supported arts and cultural assets across the district	Value of capital works carried out	KPIs and monitoring improvement	With Property, establish baseline targets for number of capital projects and overall investment as part of 5-year plan.	Baseline + 5%	Baseline + 10%
					Maintaining properties to required standards	KPIs and monitoring improvement	With Property, establish baseline targets for number of capital projects and overall investment as part of 5-year plan.	30% of action plan completed.	60% of action plan completed