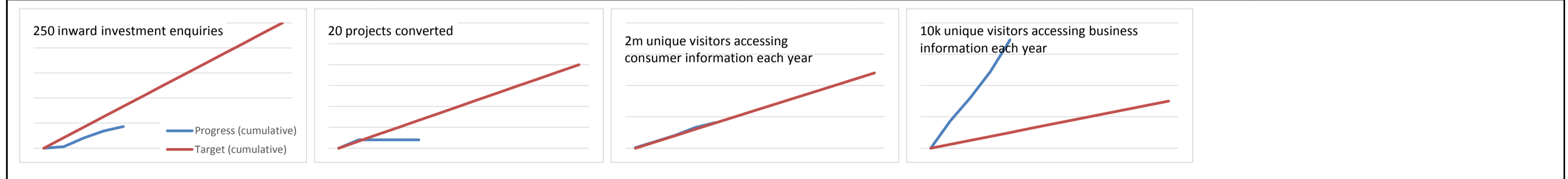
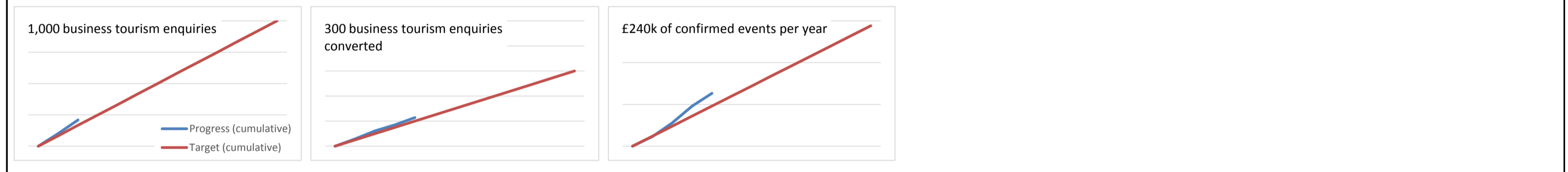


Outputs: 3 year target	Notes	Baseline	Target/progress	Start	Year 1 2015/16			
					Q1 Apr to Jun	Q2 Jul to Sep	Q3 Oct to Dec	Q4 Jan to Mar
<b>Supporting job creation</b>								
700 jobs created through interventions	See notes on definition. There has not been robust collection of this data over the previous 3 year time period. The baseline figure is largely made up of 2 very large inward investors: Hiscox and John Lewis, which are difficult to replicate with certainty. Performance for the 3 years prior would have been considerably lower.	c.800	Progress (by quarter) Progress (cumulative) Target (cumulative)	0 0 0	0 0 58	1 1 117	45 46 175	45 91 233
500 of which estimated to be paid above national median wage	This will be estimated figure based on justifiable assumptions.	c.400	Progress (by quarter) Progress (cumulative) Target (cumulative)	0 0 0	0 0 42	0 0 83	0 0 125	0 0 167
100 jobs safeguarded through interventions	Or equivalent demonstrable activity as required in taking a lead role in safeguarding jobs in the city where they have been at risk); detailed public reporting on this may be subject to commercial confidentiality.	n/a	Progress (by quarter) Progress (cumulative) Target (cumulative)	0 0 0	0 0 8	0 0 17	0 0 25	0 0 33
500 businesses, or creative/cultural organisations, assisted to improve their performance (across all sectors)	See notes on definition	n/a	Business team (assists > 2 hrs) Business team (assists < 2 hrs) SCY (assists > 2 hrs) SCY (assists < 2 hrs) Research (assists > 2 hrs) Research (assists < 2 hrs) Total progress (by quarter) - assists > 2 hrs Total progress (cumulative) - assists > 2 hrs Target (cumulative) Additional progress (by quarter) - assists < 2 hrs Additional progress (cumulative) - assists < 2 hrs	      0 0 0 0 0	      7 7 53 53 42 23 23	      15 11 51 104 83 88 111	      17 8 221 325 125 137 248	      1 8 306 631 167 149 397
1,000 businesses or creative/cultural organisations signposted or been provided with information	See notes on definition	n/a	Business team SCY Research Total progress (by quarter) Total progress (cumulative) Target (cumulative)	   0 0 0	   64 64 83	   88 152 167	   81 233 250	   84 317 333
700 jobs to be created	500 jobs to be paid above national median wage	100 jobs safeguarded	500 businesses assisted to improve their performance	1,000 business signposted/provided with information				

Outputs: 3 year target	Notes	Baseline	Target/progress	Start	Year 1 2015/16			
					Q1 Apr to Jun	Q2 Jul to Sep	Q3 Oct to Dec	Q4 Jan to Mar
<b>Inward investment</b>								
Develop activities to ensure at least 250 inward investment enquiries from businesses outside of the region (the two LEP areas York is part of)	Detailed public reporting on this may be subject to commercial confidentiality. See notes on definition.	240	Progress (by quarter) Progress (cumulative) Target (cumulative)	0 0 0	3 3 21	17 20 42	14 34 63	9 43 83
With 20 projects converted	See notes on definition. There has not been robust collection of this data over the previous 3 year time period.	8	Progress (by quarter) Progress (cumulative) Target (cumulative)	0 0 0	2 2 2	0 2 3	0 2 5	0 2 7
2,000,000 unique visitors accessing promotional or informative material about York for visiting, culture and events through channels in the ownership and influence of the company, e.g. VisitYork.org (total from web / twitter / youtube / visitor information centre / face to face etc) each year.	For the purposes of this figure, duplicates between the two channels would not be expected to be found and omitted.	1.99m	Unique visitors to VisitYork.org (inc mobile)	0	314,275	322,096	458,732	276,135
			Twitter new followers - @VisitYork	20,653	1,814	1,605	1,601	3,107
			Twitter mentions - @VisitYork	0	1,885	1,487	1,739	2,459
			Facebook new likes - Visit York	9,789	378	327	398	1,246
			VIC footfall	0	107,326	144,914	103,294	75,812
			Unique visitors to VisitYork.org/ groups	0	2,364	2,399	2,337	1,542
			Unique visits to IlluminatingYork.org.uk	0	56,417	21,237	57,362	25,426
			Twitter new followers - @IlluminateYork	3,942	138	183	405	84
			Twitter mentions - @IlluminateYork	0	22	66	971	8
			Facebook new likes - Illuminating York	2,030	43	107	408	4
			Visits to cityofmediaarts.com	0	0	0	769	1,738
			Twitter new followers - @cityofmediaarts	2,331	274	328	286	377
			Twitter mentions - @cityofmediaarts	0	206	306	400	226
Total progress (by quarter)	38,745	485,142	495,055	628,702	388,164			
Total progress (cumulative)	38,745	523,887	1,018,942	1,647,644	2,035,808			
Target (cumulative)	0	500,000	1,000,000	1,500,000	2,000,000			
10,000 unique visitors accessing promotional or informative material about York for business through channels in the ownership and influence of the company (total from web / twitter / youtube / face to face etc) each year.	For the purposes of this figure, duplicates between the two channels would not be expected to be found and omitted.	n/a	Unique users of scy.co.uk	0	1,500	1,554	1,115	2,021
			Unique users of yorkmeansbusiness.co.uk	0	3,596	2,524	2,446	2,814
			Unique visitors to VisitYork.org/members	0	5,362	4,225	4,605	6,243
			Unique visitors to VisitYork.org/media	0	2,957	2,139	3,001	2,608
			Unique visitors to VisitYork.org/conference	0	2,080	2,601	3,543	3,710
			Twitter new followers - @MakeItYork	0	494	299	386	514
			Twitter mentions - @MakeItYork	187	210	318	404	574
			Twitter new followers - @VisitYorkBiz	0	394	271	247	864
			Twitter mentions - @VisitYorkBiz	1,986	275	98	194	318
			Twitter new followers - @york_means_business	1,535	262	208	188	306
			Twitter mentions - @york_means_business	0	67	57	108	69
			Twitter new followers - @creativeyork	4,492	197	128	126	170
			Twitter mentions - @creativeyork	0	32	17	22	35
			Twitter new followers - @innovateyork	1,411	52	44	47	51
			Twitter mentions - @innovateyork	0	2	3	1	1
			Twitter new followers - @SCYinnovate	985	105	102	71	93
			Twitter mentions - @SCYinnovate	0	25	9	16	21
Total progress (by quarter)	0	17,610	14,597	16,520	20,412			
Total progress (cumulative)	0	17,610	32,207	48,727	69,139			
Target (cumulative)	0	2,500	5,000	7,500	10,000			



Outputs: 3 year target	Notes	Baseline	Target/progress	Start	Year 1 2015/16			
					Q1 Apr to Jun	Q2 Jul to Sep	Q3 Oct to Dec	Q4 Jan to Mar
<b>Business Tourism, with a particular focus on priority sectors.</b>								
Develop activities to ensure at least 1,000 business tourism conference enquiries,	Detailed public reporting on this may be subject to commercial confidentiality. See notes on definition.	343 p/a	Progress (by quarter) Progress (cumulative) Target (cumulative)	0 0 0	101 101 83	108 209 167	126 335 250	111 446 333
With 300 converted		92 p/a	Progress (by quarter) Progress (cumulative) Target (cumulative)	0 0 0	29 29 25	32 61 50	24 85 75	29 114 100
To confirm events and conferences to a value of £240,000 per year		£236,105	Progress (by quarter) Progress (cumulative) Target (cumulative)	0 0 0	£ 57,453 £ 57,453 £ 60,000	£ 82,037 £ 139,490 £ 120,000	£ 100,914 £ 240,404 £ 180,000	£ 75,375 £ 315,779 £ 240,000



<b>90% customers very or fairly satisfied by the level of service provided by Make it York direct enquiries / interactions for each major customer group</b>								
Businesses (York and inward investing)	Not currently collected; should be a representative sample of direct enquiries	90%	Progress Target	90.0%				90.0%
Creative/cultural organisations	Not currently collected; should be a representative sample of direct enquiries		Progress Target					90.0%
Visitors	Visitor satisfaction is currently 4.6 / 5; equivalent to 92%	92%	Progress Target	92.0%				90.0%
Residents and students	Not currently collected; should be a representative sample of direct enquiries		Progress Target					90.0%

<b>Attract additional funding to deliver outcomes</b>								
In year 1, deliver an extra £100k of private sector funding, in addition to existing commercial and membership revenues, to help deliver the specified outcomes above; and	Detailed public reporting on this may be subject to commercial confidentiality.	n/a	SCY Other Total progress (by quarter) Total progress (cumulative) Target (cumulative)	£ - £ - £ - £ -	£ 6,910 £ 25,000 £ 31,910 £ 31,910	£ 22,000 £ 22,000 £ 53,910 £ 50,000	£ 35,000 £ 35,000 £ 88,910 £ 75,000	£ 2,769 £ 2,769 £ 91,679 £ 100,000
Submit at least 10 applications for additional significant funding from various UK and EU initiatives.		n/a	SCY Inward investment team Total progress (by quarter) Total progress (cumulative) Target (cumulative)	0 0 0 0	1 1 1 1	3 3 4 2	1 1 5 3	1 1 6 3
To define, develop and hold key account relationships with at least 100 companies	Companies should be from a spread of: medium-sized high value businesses; foreign owned companies; high- growth companies; and those within priority sectors. Detailed public reporting on this may be subject to commercial confidentiality.	n/a	Progress (by quarter) Progress (cumulative) Target (cumulative)	n/a n/a n/a				see narrative report

