

Appendix 1

Visit Kent Key Performance Indicators 2013-14

NO.	PERFORMANCE INDICATOR	BASELINE	2013-14
1	Secure external investment to match fund KCC investment by at least 3:1	1,147,265	1,016,178
2	Increase private sector investors in Visit Kent by at least 2% of current members	99	101
3	Achieve an 85% satisfaction level with Visit Kent services amongst its membership	80%	81%
4	Work with KCC, People 1 st and other partners to develop a Kent Hospitality Guild - a skills hub with a particular focus on work experience, work placement and apprenticeships	N/A	Secure funding and establish Guild
5	Improve Kent's standing in the Visit England TRI*M Index	81	82

Locate in Kent Key Performance Indicators for 2013/14

NO.	PERFORMANCE INDICATOR	PREVIOUS LEVEL	2013-14 LEVEL
1	Jobs (combination of new; indirect and safeguarded) secured over the year. (This reduction reflects the reduction in funding LIK has experienced since 2010 owing to the closure of SEEDA which previously contributed £600,000)	3000	2750
2	Percentage of all jobs achieved and forecast over the next three years will be professional or managerial positions or jobs in the knowledge based industries.	45%	55%
3	Percentage of jobs secured in high value growth sectors as identified in 'Unlocking Kent's Potential'.	50%	75%
4	100 'aftercare' company contacts made over the year.	New	100
5	Percentage of successes contacted in the 12 months following project completion, either by telephone or face to face visit and update on estimated job creation information and capital expenditure is collected.	New	100%

NO.	PERFORMANCE INDICATOR	PREVIOUS LEVEL	2013-14 LEVEL
6	<p>Percentage of successes contacted that agree that LiK's assistance was either:</p> <ul style="list-style-type: none"> • Critical - without LiK'S assistance, the project would have not gone ahead at all; or • Quite important: helpful, but not critical in influencing them to expand or relocate to Kent. . 	90%	90%