

Original Outcome Indicator	Updated Outcome Indicator for Reporting
<b>Inward Investment</b>	
<b><u>Jobs created (numerical value)</u></b>	Jobs created as a result of support
<b><u>Jobs safeguarded (numerical value)</u></b>	Jobs safeguarded as a result of support
<b><u>Number of new businesses created (numerical value)</u></b>	Number of new enterprises created as a result of support
<b><u>Increased number of businesses supported (% increase)</u></b>	Increased number of enterprises supported
<b><u>Number of businesses engaged in new markets (numerical value)</u></b>	Number of enterprises engaged in new markets

<b><u>Number of businesses with improved productivity (numerical value)</u></b>	Number of enterprises with improved productivity
<b><u>Increased amount of investment (£)</u></b>	Increased amount of investment
<b><u>Number of organisations engaged in new knowledge transfer activity (numerical value)</u></b>	Number of organisations engaged in knowledge transfer activity following support
<b><u>Reduced vacancy rates (% decrease)</u></b>	Number of vacant units filled
<b>Visitor Economy</b>	
<b><u>Increased footfall (% increase)</u></b>	Increased footfall
<b><u>Increased visitor numbers (% increase)</u></b>	Increased visitor numbers
<b><u>Improved perception of attractions (% increase)</u></b>	Improved perception of attractions
<b><u>Increased number of web searches for a place (% increase)</u></b>	Increased number of web searches for a place

<b><u>Increase in visitor spending (% increase)</u></b>	Increase in visitor spending
<b><u>Improved perception of place (% increase)</u></b>	Improved perception of place
<b><u>Increase bed nights e.g. overnight stays (% increase)</u></b>	Increased bed nights

**Unit of Measurement**

**Metrics (i)**

**Metrics (ii)**

Number of Full time equivalent (FTE)	Number of Full time equivalent (FTE)
Number of full time equivalent (FTE)	Number of full time equivalent (FTE)
Number of new enterprises	Number of new enterprises
% increase	Number of enterprises
Number of enterprises	Number of enterprises

Number of enterprises	Number of enterprises
£	£
Number of Organisations	Number of Organisations
% decrease	Number of vacant units filled

% increase	Number of people
% increase	Number of people
% increase	Number of people
% increase	Number of web searches

% increase	Amount of visitor spend in £
% increase	Number of people
% increase	Number of people

## Definition

The number of new, permanent, paid, full-time equivalent (FTE) jobs created following support. This includes both part-time and full-time jobs, which should be recorded relative to full-time equivalent (FTE). FTE should be based on the standard full-time hours of the employer.

- New means it should not have existed with that employer before the intervention.
- Created jobs exclude those created solely to deliver the intervention (e.g. construction).
- Permanent means it should have an intended life expectancy of at least 12 months from the point at which it is created.
- Only count each individual FTE or job once through the lifetime of a project (i.e. it should not be counted every year)
- FTE is a measure of an employees scheduled hours in relation to an employers hours for a full time workweek

A safeguarded job is a permanent and paid job that was at risk prior to support being provided, and which the support helped the business to retain. This includes sole traders and business owners.

Safeguarded jobs exclude those created solely to deliver the intervention (e.g., construction).

This includes both part-time and full-time jobs, which should be recorded relative to full-time equivalent (FTE).

- FTE should be based on the standard full-time hours of the employer.
- At risk is defined as being forecast to be lost within 6 months.
- Only count each individual FTE or job once through the lifetime of a project (i.e. it should not be counted every year)
- FTE is a measure of an employees scheduled hours in relation to an employers hours for a full time workweek

A new enterprise is one which has been registered at Companies House or HMRC as a result of the support provided.

- Enterprise means a sole trader, micro business, small and medium-sized enterprise, or large business. It also includes social enterprises where these engage in economic activity.

The increase in number of enterprises supported.

- Enterprise means a sole trader, micro business, small and medium-sized enterprise, or large business. It also includes social enterprises where these engage in economic activity.
- Reporting will also facilitate the option to report a decrease metric.

Number of enterprises engaged in new markets following support.

- Enterprise means a sole trader, micro business, small and medium-sized enterprise, or large business. It also includes social enterprises where these engage in economic activity.
- Engaged means they have launched a product or service into a new domestic or overseas market or have undertaken research or attended conferences or events to prepare a launch into a new market.
- New market refers to a new product market (i.e. creation of a product/service that doesn't compete or replace previous products produced by the business) or geographic market (i.e. operating in a new area which could be, for example, a new region or country)

Number of enterprises with improved productivity.

- Enterprise means a sole trader, micro business, small and medium-sized enterprise, or large business. It also includes social enterprises where these engage in economic activity.
- Productivity refers to the gross value added per hour worked or gross value added per worker.

The increase in amount of tangible investment made by the private sector within a specified area over the reporting period.

- Tangible means something physical, for example, buildings, machinery, fixtures and fittings, etc. It excludes financial investments such as stocks or bonds.
- Investments should only be included in the measurement once there is a contractual commitment. Investments that have only been announced should not be included.
- The area of measurement needs to be specified prior to the first measurement being taken, and this area should remain consistent over the lifetime of the programme.

This focuses on collaborations which are about transferring good ideas, research results and skills between the knowledge base and businesses to enable innovative new products and services to be developed and includes but is not exclusively limited to:

- Research collaborations and free dissemination of research.
- Joint and long-term development of new business or services.
- Formation of joint ventures and spin-out companies.

The number of residential or commercial units within a specified area that are filled as a result of support at the time of measurement.

- Residential unit means a dwelling unit for residential use and occupancy, and includes the structure or part of a structure that is used as a home, residence, or sleeping place by one person who maintains a household or two or more persons who maintain a common household.
- Vacant means that the unit is not occupied and is empty.

The geography that the measurement relates to should remain the same over time.

The time at which the measurement is made should be regular (e.g., at 6-monthly intervals) and consistent (e.g., on the first day of the calendar month), where possible.

Increased footfall is the increase in count of people (e.g., using an electronic people counter) within a given area over a given time (e.g. total people in a month).

Reporting will also facilitate the option to report a decrease metric.

The increase in number of visitor admissions to the local area, including markets, town centre, tourist attractions, green and blue spaces and cultural and heritage venues. The count of attendance should be based on tickets / entry figures, where applicable. The sample of venues tracked should remain the same over time, unless newly established venues are created during the reporting period which can be included.

Reporting will also facilitate the option to report a decrease metric.

The number of individuals who report their perception of the attraction(s) as good or very good. As this is aiming to measure change, it will only be relevant where the individual could experience it previously (i.e. the attraction existed previously and isn't new). Measurement should directly relate to the perception change through the UKSPF project (e.g., the attraction impacted). Attractions mean any public facility or space attracting visitors. These include, but are not limited to: parks, town centres and sports facilities.

Reporting will also facilitate the option to report a decrease metric.

The increase in number of web searches for the target location, compared with a baseline measurement.

This may be measured by analytics evidence based on keywords relevant to the place.

Reporting will also facilitate the option to report a decrease metric.



The increase in visitor spend at venues. This is actual spend at venues and should not include induced or second order spend.

For example, credit card transaction data could be used to understand levels/trends in consumer spending or gross revenue as recorded by venues. If gross revenue is used, other sources of revenue should be excluded to ensure only visitor spend is captured.

Only one method to estimate consumer spending should be used and this should remain consistent for all data collection periods.

Where possible, ensure all major venues are included and tracked.

The sample of venues tracked should remain the same over time, unless newly established venues are created during the reporting period which can be included.

Reporting will also facilitate the option to report a decrease metric.

The number of individuals who report their perception of the place as good or very good. As this is aiming to measure change, it will only be relevant where the individual could experience it previously

Increased bednights is the increase in count of people over a given time (e.g. total people in a month).

Reporting will also facilitate the option to report a decrease metric.