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**REPORT TO: MORAY ECONOMIC PARTNERSHIP 26<sup>th</sup> MAY 2020**

**SUBJECT: SHORT TERM KEY PERFORMANCE INDICATORS AND  
BUSINESS INTELLIGENCE FOR ECONOMIC RECOVERY**

**BY: SENIOR OFFICER ECONOMIC STRATEGY AND GROWTH**

**1. REASON FOR REPORT**

- 1.1 To seek approval from the Moray Economic Partnership (MEP) to implement a suite of short term key performance indicators (KPIs) to measure economic recovery in the short term. These indicators would bridge the gap between now and the completion of the review and refresh of the Moray Economic Strategy should it be approved.

**2. RECOMMENDATION**

- 2.1 **MEP approves the suite of indicators proposed**
- 2.2 **MEP approves the suggested responsibility for the collation of data relevant to each indicator as proposed**
- 2.2 **Moray Chamber of Commerce, Federation of Small Businesses (FSB), Highlands and Islands Enterprise (HIE) and Moray Council agree to work together to develop and conduct a short quarterly survey of businesses. This is to provide economic intelligence to guide the development of future activity for 1 year initially.**

**3. SHORT TERM KEY PERFORMANCE INDICATORS**

- 3.1 At MEP on 26.02.21 a draft set of KPIs to measure economic recovery was presented to the partnership (see item 4 of minute). The KPIs were agreed in principle. The Chamber of Commerce comments (also item 4 of minute) are addressed in section 4 of this report.
- 3.2 The KPIs presented to the board on 26.02.21 were as follows:
1. Local procurement content by public sector partners (Moray Council, NHS Grampian, Moray College UHI and HIE) by both main and sub-contractors.
  2. Number of Apprenticeships (Foundation, Modern and Graduate) in all sectors
  3. Number of inward investment activities by land and asset purchases.
  4. Number of expansion activities by land and asset purchase and planning and building warrant application.

5. Gender Pay Gap
6. Number of start-ups in all sectors and their survival rate
7. Town Centre vacancies/start-ups and survival rates.
8. Unemployment across all age brackets

3.3 Based on further consultation it is proposed that an additional indicator is added:

9. % of unemployed people assisted into work from council operated/funded employability programmes.

3.4 It is proposed that the following organisations are responsible for reporting on the proposed indicators quarterly where applicable as follows:

1. Moray Council, NHS Grampian, Moray College UHI and HIE (quarterly)
2. SDS, Moray College UHI (quarterly)
3. Moray Council, HIE (quarterly)
4. Moray Council (quarterly)
5. Moray Council (annually)
6. Moray Council (annually)
7. Moray Council (quarterly)
8. Moray Council (quarterly)
9. Moray Council/Employability and Skills Group (quarterly)

#### **4. BUSINESS INTELLIGENCE**

- 4.1 At the MEP meeting on 26.02.21 Moray Chamber of Commerce commented on the KPIs that they did not measure the health of private sector businesses, only the overall economy. It was also commented that MEP did not understand the needs of business on a daily operational basis.
- 4.2 In order for MEP to respond to, and be informed by business needs both in the short term and in the reviewed and refreshed economic strategy, if approved, it will need this intelligence.
- 4.3 It is proposed that the Moray Chamber of Commerce, FSB, HIE and Moray Council develop a short quarterly survey to better understand these issues. It is anticipated that this would be conducted for 12 months.