

## APPENDIX 1

SLAED (ECONOMIC DEVELOPMENT) PERFORMANCE INDICATORS FOR MORAY COUNCIL AREA											
Ref	Indicator	Period	Council	Scotland	% of Scotland		Period	Council	Scotland	% of Scotland	Moray up or down
I1	Economic Development & Tourism Expenditure – estimated (£000)							£4,657	£498,030		
	Capital Spend (£000)						2017/18	£1,881	£225,316	0.9%	N/A
	Revenue Spend (£000)							£2,776	£272,714		
I2	Economic Development Staffing – estimated	2016/17	25.60	1,262.20	2.0%		2017/18	24.00	1,280.43	1.9%	Down
A1	Number of Attendees at Business Gateway Events (Attendees)	2016/17	1,452	29,925	4.9%		2017/18	1,599	30,722	5.2%	Up
A2	Number of Attendees at Business Events provided by the Council (Attendees)	2016/17	641	17,977	3.6%		2017/18	1,499	15,906	9.4%	Up
A3	Number of Companies Registered with SDP	2016/17	28	9,749	0.3%		2017/18	36	11,439	0.3%	Up
OP1	No. of Businesses Supported by Council Economic Development Activity	2016/17	6	14,695	0.0%		2017/18	71	14,328	0.5%	Up
	No. of instances of support		6	19,823	0.0%			80	20,693	0.4%	
OP2	Number of Business Gateway Unique Customer Accounts						2017/18	929	50,593	1.8%	N/A
OP3	Number of Companies Assisted by Scottish Development International	2016/17	43	2,344	1.8%		2017/18	45	2,485	1.8%	Up
OP4	Number of People that have Participated in Council Funded or Operated Employability Activities (Participants)	2016/17	423	50,743	0.8%		2017/18	716	49,942	1.4%	Up
OP5	Availability of Employment Land (% Immediately Available)	2016/17	22.4%	38.4%	-		2017/18	22.4%	40.8%	-	Same
OP6	Number of Businesses Participating in SDP Events and Activities	2016/17	4	1,033	0.4%		2017/18	1	1,327	0.1%	Down
OC1	Gross Value Added per Capita (£ per head)	2015	£20,817	£21,510	-		2016	£21,683	£22,059	-	Up
OC2	Gross Weekly Earnings – Residence Based	2016	£498.70	£536.60	-		2017	£497.90	£547.70	-	Down
	Gross Weekly Earnings – Workforce Based		£491.80	£535.00	-			£498.10	£547.30	-	Up
OC3	Employment Rate	2016/17	73.5%	73.4%	-		2017/18	73.8%	74.3%	-	Up
OC4	New Business Starts (Start-ups per 10,000 WA Population)	2015	50	62	-		2016	48	64	-	Down
OC5	Business Survival Rate (3 Year Business Survival Rate)	2012-2015	64.6%	62.0%	-		2013-16	64.9%	62.1%	-	Up

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OC6	Claimants in Receipt of Out of Work Benefits - Number of people claiming Jobseeker's Allowance, plus those who claim Universal Credit who are out of work, as a proportion of residents aged 16-64						2017	2.0%	2.6%	-	N/A
OC7	Working Age Population with Low/No Qualifications (%)	2016	12.8%	11.9%	-		2017	12.2%	10.8%	-	Down
OC8	Town Vacancy Rates (Vacancy Rate)	2016/17	11.9%	10.2%	-		2017/18	9.9%	11.5%	-	Down
OC9	Number of Business Gateway start-ups that are Trading	2016/17	132	8,983	1.5%		2017/18	128	9,129	1.4%	Down
OC11	Leverage of External Funding (£ Levered per £1 Council Contribution)	2016/17	£3.69	£1.54	-		2017/18	£2.66	£ 1.71	-	Down
OC12	Number of Planned New Jobs from Completed Inward Investment Projects	2016/17	0	4,426	0.0%		2017/18	19	3,839	0.5%	Up
	Number of Planned Safeguarded Jobs		0	3,414	0.0%			0	4,691	0.0%	Same
OC13	Number of Unemployed People that have Progressed to Employment from Participation in Council Funded or Operated Employability Activities (Total Participants)	2016/17	83	17,020	0.5%		2017/18	157	16,469	1.0%	Up
IG1	GVA/hour worked**				-		2016	£32.00	£32.40	-	N/A
	GVA/job filled**				-			£53,652	£51,384	-	N/A
IG2	Under-employment				-		2017	8.4%	8.0%	-	N/A
IG3	5 year % Change in median income vs change in lowest quintile (2012-17)	2012-17	1.3%	-1.8%	-		2013-18	0.1%	-3.1%	-	Down
IG4	GVA per Growth Sector (£):										
	Growth Sector - Food and Drink (excludes agriculture)	2015	£80,679.00	-	-		2016	£81,076	-	-	Up
	Growth Sector - Financial and Business Services (excludes financial and insurance activities)	2015	£42,024.00	-	-		2016	£46,839	-	-	Up
	Growth Sector - Life Sciences	2015	-	-	-		2016	-	-	-	N/A
	Growth Sector - Energy (including Renewables)	2015	£104,628.00	-	-		2016	£166,688	-	-	Up
	Growth Sector - Sustainable Tourism (Tourism related Industries)	2015	£11,116.00	-	-		2016	£18,157	-	-	Up
	Growth Sector - Creative Industries (including Digital)	2015	£43,067.00	-	-		2016	£48,727	-	-	Up
IG5	Percentage Earning Less than Living Wage				-		2017	24.9%	18.4%	-	N/A
IG6	% of Participation of 16-19 year olds				-		2018	91.2%	91.8%	-	N/A
IG7	% Premises unable to access 10Mbps/s Broadband				-		2018	9.2%	6.1%	-	N/A

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IG8	% Premises able to receive Superfast Broadband (30Mbit/s)				-		2018	83.0%	91.1%	-	N/A

Ref

I = Input Indicators

A = Activity Indicators

OP = Output Indicators

OC = Outcome Indicators

IG = Inclusive Growth Indicators (New group)

\*\* in IG1 - NUTS 3 regions are smallest areas published.