



## Corporate Core, Deputy Chief Executive 2021/22 (Director - Tracey Aldworth)

On target or better	
Within 10% of target	
More than 10% off target	

Reference	Performance Indicator	Measure Description	Bigger is better/ Smaller is better	Reporting Frequency	Q4 Outturn	20-21 Target	2021-22 Annual Target	Quarterly Target 2021-22	Q1	Q2	Q3	Q4	Commentary
MKC 1834	Engagement with Business content on GovDelivery	GovDelivery service is the Council's e-alert service, KPI measures the success of the Business messaging delivered through this system	Bigger	Quarterly	New	New	30%	30%	32%	30%	47%	45.5%	
MKC 1832	Number of MK businesses and residents directly supported by Economic Recovery Plan		Bigger	Annually	New	New	1500		N/A	N/A	N/A	3999	3131 residents and 868 businesses
MKC1605	Number of Inward Investment successes with direct Invest MK Involvement		Bigger	Annually	New	New	5		N/A	N/A	N/A	6	
MKC1164A	Number of IMK Website users		Bigger	Annually	New	New	400		N/A	N/A	N/A	9445	
MKC 1833	Invest MK Social Media Tweet impressions		Bigger	Annually	New	New	20000		N/A	N/A	N/A	27113	
MKC1606	Number of businesses engaged		Bigger	Annually	New	New	100		N/A	N/A	N/A	139	