

Appendix 2**East Durham Business Service Monitoring Report: April – September 2007****Regeneration Services Scrutiny Committee : 29th October 2007**

Performance Indicator	Target 2007/8	Achieved to date	Comments
Start-ups:			
No. business starts	120	34	Below target (but expected to pick up as result of Be Enterprising Coaches)
% of start-ups surviving at 12mths	85%	94%	Above target
No. start ups advised on marketing	80	57	Above target
No. start ups supported with Marketing Grant	19	18	Above target
No. start ups supported by Retail Grant	10	10	Above target
No. start ups awarded Employee Bonus Grant	15	6	On target
No. start-ups supported with grants	120	56	On target
Celebration of Enterprise Event	1 (Q3)	-	On target (event to take place on 16 th Nov)
Business Growth:			
No. companies advised	125	74	Slightly below target
No. companies expanding/relocating	24	17	Above target
Job pledges	500	54	Below target (affected by economic conditions & nature of companies expanding)
No. companies supported with Premises Grant	8	12	Above target
Marketing:			
No. companies advised	50	39	Above target
No. companies supported by Marketing Grant	11	14	Above target
Marketing plans / reviews undertaken	4	0	On target (reviews profiled for Q3 & Q4)

Performance Indicator	Target 2007/8	Achieved to date	Comments
Retail:			
No. companies advised	80	50	Above target
No. retail premises improved through retail grant	10	13	Above target
No. retailers participating in mentoring programme	6	13	Above target
Workplace Health:			
No. companies intensively assisted	10	10	On target
No. companies achieving Workplace Health Award	10	0	Below target (but several in the pipeline)
Workplace Health Grants approved	10	4	On target
Novus Business Centre:			
No. enquiries	100	54	On target
No. new tenants	18	2	Below target (2 more scheduled to move in during October)
No. units let (cumulative)	25	7	Below target
Occupancy levels - % floorspace occupied	80%	23%	Below target
Lifelong Learning:			
No. individuals supported with pre-start skills grants	15	6	On target
No. start-ups supported with post-start skills grants	5	2	On target
New Lifelong Learning Initiatives supported / initiated	4	3	Above target
Review of Lifelong Learning Strategy	Q3	-	On target

Performance Indicator	Target 2007/8	Achieved to date	Comments
Marketing & Promotion:			
No. publications featuring EDBS advertising	12	27	Above target
No. publications featuring EDBS advertorial	60	29	On target
No. enquiries generated from marketing / PR	60	23	Below target
Update Business Directory	Q4	-	On target
Tourism:			
No. Visit Britain Pre Assessments facilitated	3	2	On target
No .Visit Britain Grading Fee Applications	6	3	On target
Publications featuring tourism advertising	5	1	Below target
Tourism enquiries generated from marketing / PR	240	166	On target
No. Tourism Improvement Grants awarded	2	0	On target (1 application being processed, 3 other potentials in pipeline)
Apprenticeships:			
No. young people commencing apprenticeships	65	36	Below target (but 10 more lined up to commence during 1st week of October)
No. companies accessing wage subsidy	28	17	On target
% apprenticeships retained	70%	95%	Above target
No. Celebration events	1 (Q4)	-	On target
Capital Projects:			
Produce industrial areas re-use strategy	Q3	-	Target revised (individual pieces of work being commissioned, rather than 1 strategy)
Replace A19 signboard	Q4	Underway	Ahead of target (profiled for completion Q3)
Review signage on Peterlee industrial estates & instigate improvements	Q2	-	Behind target (now profiled to be completed Q4)
Work with businesses on NEIE re implications of proposed housing development	Ongoing	Ongoing	On target