

<b><u>PROSPERITY</u></b>	<b>KPIs</b>	<b>Target</b>	<b>Frequency</b>	<b>Keep/Change/Remove</b>
6. Enabling Future Economic Investment and New Jobs	Business satisfaction with Maldon District Council services	30%	Annual (updated Quarterly)	Keep
	Build and deliver Maldon District Investment Prospectus	Delivered by Q3 2022/23	Quarterly	Keep
7.Supporting Existing Local Businesses	Estimate % of Maldon businesses engaged with the business network.	30%	Annual	Keep
	Number of business groups engaged in Sense of Place business network	12	Quarterly	Keep
	Number of subscribers to Sense of Place business communication channels	20% growth	Quarterly	Keep
8.Enhancing and Promoting The District's Visitor Economy	Business benefit through tourism activity	30%	Annual (updated Quarterly)	Keep
	Visit Maldon District website engagement	Yearly Growth (2019 Benchmark)	Quarterly	Keep
	Engagement with campaigns	Establish baseline	Quarterly	Keep
	Tourism Value to the District (Value £)	Return to 2019 Value	Annual	Keep
	Economic value of events £ (Estimate)	Establish baseline	Quarterly	Keep
	Tourism Value to the District (Growth %)	Return to 3% growth	Annual	Keep