

KPIs – For Management of Contract Performance – Contractual/Financial Implications

Output	Definition	Evidence
<p>Number of job positions created/safeguarded as a direct result of support provided to the business</p> <p>(EBS03)</p>	<ul style="list-style-type: none"> The total number of positions created or safeguarded as a result of interventions provided to businesses. <p><u>Definition of position created</u></p> <ul style="list-style-type: none"> Jobs roles must be new - they should not have existed in Essex or with the employer before the intervention. Jobs must be Permanent – they should have a life expectancy of at least 52 wks. FTE - 30hrs or more per week. Apprenticeships can be counted as job position created or safeguarded. The intervention should clearly show that it contributed to the job role(s) being created. <p><u>Definition of position safeguarded</u></p> <ul style="list-style-type: none"> Must be a permanent, FT equivalent job that are forecast to be lost within a period of one year. Jobs safeguarded are counted when: <ul style="list-style-type: none"> they are forecast at risk when the intervention commences, and they are still in place when the intervention is monitored. Job should have a life expectancy of at least 52 wks. FTE - 30hrs or more per week. Employer must outline at start of an intervention how many jobs are at risk, how many currently at risk and threat leading to the jobs being at risk. 	<p>Business information required – name, address, post code, telephone number, contact details, number of employees and business sector recorded.</p> <p>Business Support Action Plan – A completed action plan agreed and countersigned by the employer, attached to the business record on the CRM.</p> <p>Self-assessment – statement signed by the employer to confirm that positions have been created or safeguarded as a direct result of support provided by the intervention.</p> <p>For positions safeguarded, the business to confirm the threat which would have led to the job loss, and identification of intervention which led to job safeguarding.</p> <p>This can be completed digitally via an email which must be recorded on the CRM system</p>
<p>Number of businesses supported within ECC priority sectors (Construction & Retrofit, Advancing Manufacturing & Engineering, Clean Energy, Digi-tech including creative sectors), Life Sciences and Visitor Economy</p> <p>(EBS04)</p>	<ul style="list-style-type: none"> The total percentage of unique business that have received support which are identified to be within ECC's key growth sectors. Key growth sectors are: Advanced Manufacturing, Construction & Retrofit, Digi-tech, Clean Energy, Life Sciences, Visitor Economy or to those cohorts who its been identified as those with high growth potential. A full list of Standard Industrial Classification to be used in order to identify sectors will be agreed between the supplier and contractor. 	<p>Business – name, address, post code, telephone number, contact details, number of employees and sector recorded on CRM.</p> <p>Details of support provided recorded on CRM.</p>

Number of unique businesses supported (GH01)	<ul style="list-style-type: none"> The total number of unique businesses that have been supported. 	As per Monitoring and Evaluation Framework – provided by Department of Business and Trade (DBT)

KPIs – For Management of Contract Performance – NO Contractual/Financial Implications

Output	Definition	Evidence
Number of low intensity engagements (GH02)	<ul style="list-style-type: none"> “Light touch” (up to 1 hour) - transactional interactions with Growth Hubs which do not consume significant dedicated resource. Examples: <ul style="list-style-type: none"> telephone enquiries and basic signposting face-to-face appointments (involving very light-touch diagnostics) web-based interactions (e.g. contact form, user registration to members area, use of live chat, online diagnostic tools, message through social media) [note: only interactive actions should be counted – not passive actions like views of a web page] Attendance at Growth Hub organised events, festivals, conferences or pop-ups (note, these are large events that deliver high-level information around business support and advice options. They are not more intensive workshops.) Other contact (only interactive actions) not listed above 	As per Monitoring and Evaluation Framework – provided by Department of Business and Trade (DBT)
Number of medium intensity engagements (GH03)	<ul style="list-style-type: none"> “Medium intensity” (between 1 and up to 12 hours) – interactions which use moderate Growth Hub resource and broadly align with the point in the customer journey at which Growth Hub starts collecting basic firm-level data. Example: <ul style="list-style-type: none"> to include multiple engagements over the financial year - (Please use the cumulative number of engagements with a business to decide whether the support totals between 1 to 12 hours) business diagnostic with Growth Hub advisor, or business attendance at a support workshop 	As per Monitoring and Evaluation Framework – provided by Department of Business and Trade (DBT)

	<ul style="list-style-type: none"> referral to business support schemes and programmes (local and national) 	
Number of high intensity engagements (GH04)	<ul style="list-style-type: none"> “High intensity” (12 hours or over) – interactions representing sustained support and using significant Growth Hub resource, broadly aligned to standard business support metrics of support in excess of 12 hours. Examples: <ul style="list-style-type: none"> to include multiple engagements over the financial year - (Please use the cumulative number of engagements with a business to decide whether the support totals over 12 hours) businesses with managed accounts services and support directly provided by Growth Hub 	As per Monitoring and Evaluation Framework – provided by Department of Business and Trade (DBT)
Events held to engage directly with business community (GH05)	Events to be held in both person and virtually to support business growth by: <ul style="list-style-type: none"> Building relationships Sharing knowledge Encouraging collaboration 	Evidence to include: <ul style="list-style-type: none"> Number of events Attendance Satisfaction scores Businesses that received business support services following event
Customer Satisfaction (GH06)	Satisfaction score from businesses that defines how well the service meets or exceeds customer expectations.	Evidence to include: <ul style="list-style-type: none"> Surveys and Feedback Forms Monitoring Service quality via KPIs
Number of businesses supported to enable growth, improve productivity or mitigate impacts arising from economic challenges (EBS01)	The total number of unique businesses that have provided a self-assessment declaration to indicate that the service interventions have had a positive impact on their business. This may be demonstrated by, but is not limited to, one or more of the following; <ul style="list-style-type: none"> Creation or safeguarding of job positions (as per definitions set out below); Improved ability to increase revenue, better manage costs or enhance profitability (or any other similar improvement to financial metrics); Increased market share and/or ability to attract more customers; Improved business confidence; Business continuity following period of issues; Improved operational management or process efficiency; Creation or expansion of supply chain opportunities; 	Business information required – name, address, post code, telephone number, contact details, number of employees and business sector recorded. Business Support Action Plan – A completed action plan agreed and countersigned by the employer, attached to the business record on the CRM. And/or, Self-assessment - Statement signed by the employer to confirm that a positive impact has been created as a direct result of support provided by the intervention. These can be completed digitally via an email which must be recorded on the CRM system.

	<ul style="list-style-type: none"> • Expansion of operations (eg. acquisition of new or larger premises). • Advancement towards to adoption of new processes or technologies; • Creation of social value; • Any other related business growth or productivity measures agreed by ECC. 	
Case Studies Produced (EBS05)	Case studies produced that reflect impact of business support contract with specific focus on jobs created/safeguarded and businesses under Essex County Council's priority sectors	Evidence to include written case studies showing casing outputs and involvement from Business Support

Monitoring Indicators (MI's)

Output	Definition	Evidence
Website Traffic (Growth in visits to Growth Hub digital platform) (GH06)	<ul style="list-style-type: none"> • Number of unique visits recorded to the Ambitious Essex Growth Hub website 	<ul style="list-style-type: none"> • Analytics from website to include but not limited to: <ul style="list-style-type: none"> • Number of unique interactions • Analytics for specific pages
High Growth Firms Supported (EBS02)	<ul style="list-style-type: none"> • A business is classified as high-growth if it achieves: >20% average annual growth in employment over 3 consecutive years, starting with at least 10 employees. • A business achieves >20% annual revenue growth for 3 years 	Business information required – name, address, post code, telephone number, contact details, number of employees and business sector recorded.
Referrals to local/national support programmes (EBS06)	<ul style="list-style-type: none"> • The total number of unique businesses that have been referred to a local/national support programmes 	Business information required – name, address, post code, telephone number, contact details, number of employees and business sector recorded. Name and details of the programme referred to.
Number of businesses supported to develop new products (to business/to market) (EBS07)	<ul style="list-style-type: none"> • The total number of unique businesses that have provided a self-assessment declaration to indicate that the service interventions have supported them to the develop new products (to business/to market) 	Business information required – name, address, post code, telephone number, contact details, number of employees and business sector recorded. Business Support Action Plan – A completed action plan agreed and countersigned by the employer, attached to the business record on the CRM.
Number of businesses	<ul style="list-style-type: none"> • The total number of unique businesses that have provided a 	Business information required – name, address, post code,

<p>supported to access Public Sector procurement opportunities (EBS08)</p>	<p>self-assessment declaration to indicate that the service interventions has supported them to access Public Sector procurement opportunities.</p>	<p>telephone number, contact details, number of employees and business sector recorded.</p> <p>Business Support Action Plan – A completed action plan agreed and countersigned by the employer, attached to the business record on the CRM.</p>
<p>Proportion of businesses who have not received any form of business support before (EBS09)</p>	<ul style="list-style-type: none"> The total number of unique businesses that can confirm they have not received any form of business support before. 	<p>Business information required – name, address, post code, telephone number, contact details, number of employees and business sector recorded.</p>
<p>Businesses supported to realise growth opportunities from the net zero carbon agenda (EBS10)</p>	<ul style="list-style-type: none"> The total number of unique businesses that have provided a self-assessment declaration to indicate that the service interventions has supported them to realise growth opportunities from the net zero carbon agenda. 	<p>Business information required – name, address, post code, telephone number, contact details, number of employees and business sector recorded.</p> <p>Business Support Action Plan – A completed action plan agreed and countersigned by the employer, attached to the business record on the CRM.</p>