

Performance Management Targets 2009-2014

Performance Indicators and Improvement Targets							
ENTERPRISE		2009	2010	2011	2012	2013	2014
New business start-up rate (as % business stock)	Broadland	8.6%	8.9%	Reduce gap with national rate	Reduce gap with national rate	Reduce gap with national rate	Reduce gap with national rate
	Norwich	10.8%	10.2%				
	South Norfolk	8.3%	9.0%				
	Greater Norwich	9.2%	9.4%				
	Gt. Britain	11.5%	10.1%				
Proportion of the workforce in knowledge-driven sectors (Eurostat definition)	Broadland	40.1%	46.9%	1% growth	1% growth	2% growth	2% growth
	Norwich	53.9%	52.1%				
	South Norfolk	52.6%	53.3%				
	Greater Norwich	50.3%	51.1%				

Performance Indicators and Improvement Targets							
ENTERPRISE		2009	2010	2011	2012	2013	2014
New business survival rate after 3 years	Broadland	70.6%	64.4%	Remain stable	Remain stable	Increase rate by 0.5%	Increase rate by 0.5%
	Norwich	64.6%	64.5%				
	South Norfolk	67.0%	71.3%				
	Greater Norwich	67.4%	66.7%				

Performance Indicators and Improvement Targets

People and Skills		2009	2010	2011	2012	2013	2014
Overall Employment Rate	Broadland	80.3%	75.2%	Remain stable	Increase by 0.5%	Increase by 0.5%	Increase by 1%
	Norwich	75.3%	71.1%				
	South Norfolk	76.9%	71.2%				
	Greater Norwich	77.3%	72.4%				
Working age people on out-of-work benefits	Broadland	7.6%	7.3%	Remain stable	Reduce by 0.5%	Reduce by 0.5%	Reduce by 0.5%
	Norwich	13.6%	13.1%				
	South Norfolk	7.9%	7.6%				
	Greater Norwich	10.1%	9.7%				
Employment in rural area	Broadland/South Norfolk	51,235	50,822	Remain stable	Increase by 0.5%	Increase by 0.5%	Increase by 1%

Performance Indicators and Improvement Targets							
People and Skills		2009	2010	2011	2012	2013	2014
% of working age population at level 2+	Broadland	66.3%	70.0%	Increase by 2%	Increase by 2%	Increase by 2%	Increase by 2%
	Norwich	61.9%	66.0%				
	South Norfolk	63.3%	75.0%				
	Greater Norwich	63.7%	69.9%				
% of working age population at level 3+	Broadland	47.5%	45.6%	Increase by 2%	Increase by 2%	Increase by 2%	Increase by 2%
	Norwich	51.0%	53.5%				
	South Norfolk	47.6%	52.6%				
	Greater Norwich	48.9%	50.8%				
% of working age population at level 4+	Broadland	25.4%	24.8%	Increase by 0.5%	Increase by 0.5%	Increase by 0.5%	Increase by 0.5%
	Norwich	28.6%	30.5%				
	South Norfolk	25.4%	29.4%				
	Greater Norwich	26.7%	28.5%				

Performance Indicators and Improvement Targets							
People and Skills		2009	2010	2011	2012	2013	2014
Median earnings of employees in the area	Broadland	£398.80	£394.60	Reduce gap with national median earnings	Reduce gap with national median earnings	Reduce gap with national median earnings	Reduce gap with national median earnings
	Norwich	£456.30	£440.70				
	South Norfolk	£465.10	£453.80				
	Greater Norwich	£440.10	£429.70				
	Gt. Britain	£470.60	£479.10				
% employed in higher occupations (Managers and Senior Officials, Professional Occupations and Associate Professional and Technical Occupations)	Broadland	48.1%	37.4%	Increase by 1%	Increase by 1%	Increase by 1%	Increase by 1%
	Norwich	48.7%	46.6%				
	South Norfolk	47.9%	43.5%				
	Greater Norwich	48.4%	42.8%				

Performance Indicators and Improvement Targets

Infrastructure for Business		2009	2010	2011	2012	2013	2014
Amount of floorspace developed for employment by type	Broadland	B1 - 4857 m ² B2 - 1613 m ² B8 - 1593 m ² Total 8,063 m²	B1 - 1348 m ² B2 - 0 B8 - 892 m ² Total 2,240 m²	It is not appropriate to set a target for this measure but it will be monitored			
	Norwich	B1 - 13205 m ² B2 - 1696 m ² B8 - 932 m ² Total 15,833 m²	B1 - 657 m ² B2 - 0 B8 - 0 Total 657 m²	It is not appropriate to set a target for this measure but it will be monitored			
	South Norfolk	B1 - 1182 m ² B2 - 2586 m ² B1/B2/B8 - 11301 m ² Total 15,069 m²	B1 - 4699 m ² B2 - 2072 m ² B8 - 9433 m ² Total 16,204 m²	It is not appropriate to set a target for this measure but it will be monitored			
	Greater Norwich	B1 - 19244 m ² B2 - 5895 m ² B8 ¹ - 13826 m ² Total 38,956 m²	B1 - 6704 m ² B2 - 2072 m ² B8 - 10325 m ² Total 19,101 m²	It is not appropriate to set a target for this measure but it will be monitored			
Amount of employment land lost to residential development	Broadland	0	0	0	0	0	0
	Norwich	3,000 m ²	6,000 m ²	0	0	0	0
	South Norfolk	0	0	0	0	0	0
	Greater Norwich	3,000 m ²	6,000 m ²	0	0	0	0

¹ This figure includes B1 and B2 in South Norfolk

Performance Indicators and Improvement Targets

		2009	2010	2011	2012	2013	2014
National retail ranking for Norwich – CACI Retail Footprint	Norwich	12 th (all UK shopping centres)	10th	Maintain position	Maintain position	Maintain position	Maintain position

Performance Indicators and Improvement Targets							
Profile raising		2009	2010	2011	2012	2013	2014
Number of Evolutive property searches in Greater Norwich area	Greater Norwich	160	289	Increase by 10%	Increase by 10%	Increase by 10%	Increase by 10%
Number of international students studying at UEA and NUCA	UEA	1,588	1,891	Increase by 5%	Increase by 5%	Increase by 5%	Increase by 5%
	NUCA	20	60	Increase by 5%	Increase by 5%	Increase by 5%	Increase by 5%
Number employed in Tourism industry	Broadland	3,750	3,350 (- 11%)	Remain stable	Increase by 2%	Increase by 2%	Increase by 2%
	Norwich	8,791	8,298 (- 6%)				
	South Norfolk	3,139	2,947 (- 6%)				
	Greater Norwich	15,680	14,594 (- 7%)				