

MEASURES OF THE ECONOMY & COMMUNITY CABINET MEMBER (until the end of December 2016)

Service	Measure - definition	2013-14	2014-15	2015-16	Latest Information (accumulative data up to December 2016)
Tourism, Marketing and Care Customer	TMGC4 Benefits to the local economy by supporting high level and strategic events	£4,666,626	£4,814,867	£5,928,034	Reporting annually (interim at the end of December for 2016: £6.6M)
Economy and Community Department	Uchel 07 Number of high value jobs created	-	34	35	20 (interim total)
Economy and Community Department	PENECON01 Number of jobs created with the assistance of the Economy and Community Department	New to 2014-15	234.5	81	38
Strategy and Development	GW01 Investment secured to develop innovative	-	-	-	£128k

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	rural enterprises in Gwynedd				
Strategy and Development	SD08 Investment to the county via projects	£4,332,108	£1,255,00	£3,241,616	£3,969,678
Community Regeneration	Adfyw01 Percentage of Regeneration Projects supported which are viable / sustainable after three years	-	-	-	Reporting annually
Strategy and Development	YRE1 Number of the County's businesses that report that they use technology (e-business / e-commerce) as a result of Digital Gwynedd interventions	-	-	36	17
Maritime and Country Parks	% International Blue Flag Applications that were successful	-	-	-	100%
Tourism, Marketing and Events	TMGC5 An increase in the number of visitors to the Snowdonia Mountains and Coast website	-	-	626,498	815,675

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Corporate Procurement	CAFF06 Percentage of Council procurement expenditure that goes to companies within the County (if the main office has a postcode within the County)	41%	40%	38%	38% (up to September 2016)
Corporate Procurement	PROCUREMENT OF LOCAL EXPENDITURE Percentage of the Council's procurement expenditure that goes to companies with headquarters or a branch in Gwynedd	-	-	-	56% (up to September 2016)