

# KPIs

## GLOBAL WEST MIDLANDS HIGH-LEVEL KPI DASHBOARD



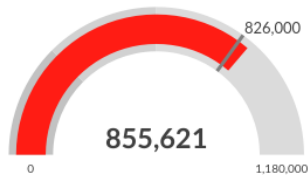
### Output Measures Outcome Measures

While the WMGC is seeking to achieve a number of specific outputs and outcomes via the Global West Midlands Programme, it is part of a wider regional economic development ecosystem. WMGC's activities are helping to realise four broad economic objectives, working alongside a range of other organisations across the region, each with their own sets of deliverables: (i) to enhance the profile and reputation of the region, (ii) to facilitate the regeneration of the built environment, (iii) to create and sustain good jobs for local people and (iv) to create and sustain vibrant communities.

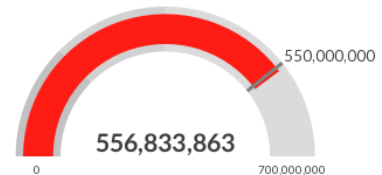
Data covers performance from 1st April 2023 to the current day. Figures are all drawn from WMGC CRM, except for Website Uniques, which are taken from Google Analytics. The target figures shown in each chart are for the end of the programme (31st March 2025). The lower figure is the minimum requirement and the higher figure is the stretch target.

### Enhance the Profile and Reputation of the Region

#### Website Users

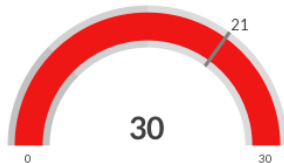


#### Total Media Reach

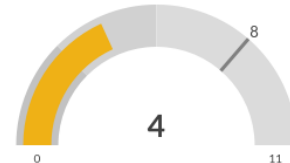


### Create and Sustain Vibrant Places

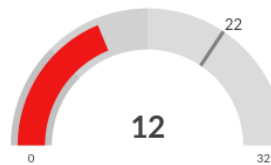
#### Business Conference Bidding Opportunities



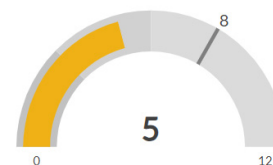
#### Businesses Conferences Landed



#### Sporting Event Bidding Opportunities

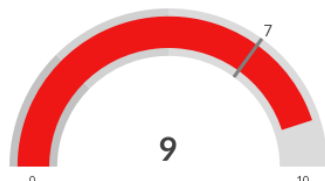


#### Sporting Event Bids Landed

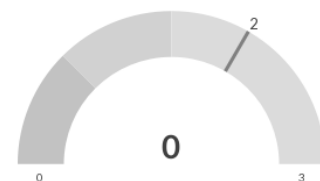


### Facilitate the Regeneration of the Built Environment

#### Capital Investment Opportunities

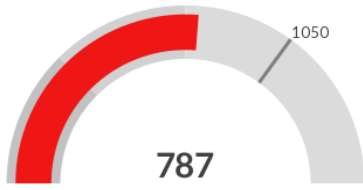


#### Capital Investment Landings

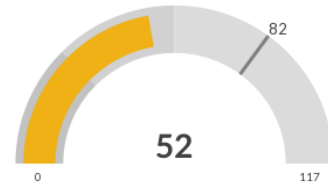


# Create and Sustain Good Jobs for Local People

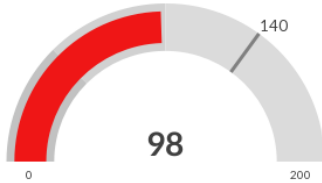
## Inward Investment Leads



## Inward Investment Wins



## Inward Investment Opportunities



## Inward Investment Jobs

