

MONITORING AND EVALUATION

PERFORMANCE							
Priority	Targets	Data Source	2016-17	2017-18	2018-19	2019-20	2020-21
Trade	Over the next year (2020-2021) maintain GM's 2018 Total Good's Export Value of £6.8bn	ONS - UK Goods Export Data		£6.8bn	£6.5bn		
	Over the next year (2020-2021) maintain GM's 2017 Total Services Export Value of £8.5bn	ONS - UK Services Export Data	£8.2bn	£8.5bn			
	Over the next year (2020 -2021) maintain our 2018 current number of exporting businesses - 13,043	ONS - Regional Trade Data		13043	10673		
Investment (FDI)	Increase MIDAS' high value jobs (£27.5k) from 52% to 66% by 2025.	MIDAS	46%	86%	79%	76%	
	MIDAS 4000 job target	MIDAS	3898	3778	4380	3458	
	To become a Top 10 global location for FDI attraction	EY Attractiveness Survey					
	Increase our % share of UK investment from 5% to 8% by 2025	DIT	4.10%	5.00%			
	Retain top tier position in IBM Global Location Trends	IBM Global Location Trends	n/a	12	10	12	N/A
Research and Innovation	GM University Rankings - UoM	QS World University	29th	34th	29th	27th	
	GM University Rankings - MMU	QS World University	701+	Top 1000	Top 1000	Top 800	
	GM University Ranking - UoS	QS World University	701+	Top 800	Top 800	Top 1000	
	GM University Rankings - Bolton	QS World University					
Visitor Economy	<i>Business Tourism - By 2025 Greater Manchester aims to increase business tourism earnings from £862m in 2017 by at least 40%, generating an additional £345m for the city-region economy.</i>						
	Monitor YoY growth in total business visitor numbers	MM	428,092	436,596	422,119		
	Conferences wins	MM					
	Conference Economic Impact	MM	£862m				
	International Congress & Convention Association City Rankings	ICCA	84th	93rd	82nd		
	<i>Leisure Tourism - By 2025 Greater Manchester aims to be a global destination of choice for leisure visitors and trade partners, working to ensure that the economic impact and benefits of tourism are felt across the whole of Greater Manchester.</i>						
	Monitor YoY growth in total leisure visitor numbers	MM	295,010	386,612	476,580		
	Monitor YoY growth in total international visitor numbers	MM	1.5m	1.6m	1.89m		
% of UK's Total Inbound visits	MM	4%	4%	4%			
International Students	In 2020 to 2021 aim to Maintain 4% market share of total UK International Students	HESA			4%		
International Students	Monitor YoY growth of total International Students	HESA		19015	19695		
International Students	Monitor % of international students of total student population	HESA		19%	19%		
Connectivity	New Routes	MAG					
Connectivity	Total Passenger numbers Inbound (year average)	MAG					
Connectivity	Total Passenger numbers outbound (year average)	MAG					

PERCEPTION

rk is currently on-going with Marketing Manchester to identify the key indicies for monitoring of perception - formal proposal to be presented to IMAB in Feb 20