



Staffordshire

WE ARE STAFFORDSHIRE
IMPACT & KPIS 2024-25

A NEW CHAPTER

- Approval of 2022 – 2026 vision strategy and diversified funding approach for We Are Staffordshire means formal support in the delivery plan for partners:
 - District & Boroughs
 - Patrons & Partners
- Enhanced collaboration and aligned external brand - supporting tourism and inward investment, culture and skills
- Continuing to do things differently, offer a fresh approach and added value for our partners and stakeholders



MEASURING IMPACT

Evaluating our impact is central to measuring return on investment, reach and our profile regionally and nationally. We're here to improve the perception of Staffordshire – perception surveys will be a key tool:

- KPIs aligned to our mission and objectives will allow us to interrogate and evaluate our activities
- KPIs are set out in the We Are Staffordshire 2022-26 Vision Strategy, though priorities will evolve year on year – streamlined KPIs for 2024-5 aligned to the Delivery Plan are included below
- A collaborative annual review presenting on impact, expenditure and priorities will be produced from spring 2025



COLLABORATION & GOVERNANCE

Quantitative

- Collaboration embedded across at least **3** key annual investment/tourism/skill/culture campaigns or activities with measurable deliverables (i.e. UKREiiF event, roundtable/ministerial visit)
- Partner/Place Board/sentiment or satisfaction survey scores **90%** or above
- Over **80%** of the Place Board actively contributing to key strategic plans/decision making – stretch target: commitment to assisting WAS to secure at least 3 private sector financial contributions
- Successful delivery of activities from Young Person group – working with a minimum of **10** Primary/Middle Schools, at least **one** from each district/borough
- **20%** increase in downloads from the online toolkit (e.g. investment prospectus, liveability brochure, event images)

COLLABORATION & GOVERNANCE

Qualitative

- An engaged Place Board of active members who **add value to our activity and raise our profile** by speaking at, attending, sharing information about and endorsing our activities, acting as champions for We Are Staffordshire as a key part of their day-to-day activities/roles
- **Greater reach and influence for We Are Staffordshire**, through connected leaders and big brands endorsing our work/opening doors
- **Confidence from our Leaders Board**, representing the wider county, on the vision and progress of We Are Staffordshire
- A network of engaged people actively accessing and **using We Are Staffordshire materials**

STAFFORDSHIRE

Quantitative

- Website visitor numbers **increase by 25%** and social media account followers **grow by 50%** (LinkedIn and Instagram)
- **20+** meetings/visits with new contacts and or Staffordshire businesses (current contacts/Ambassadors) each year
- Satisfaction **scores of 80%** or above on annual Ambassador survey and Ambassador event feedback **4-5*** or above
- Target **10% overall growth** in Ambassador numbers for 2024/25
- **40% open rate** of We Are Staffordshire newsletter and **25% click through**
- Staffordshire **Film Office funding secured (£300k)** incl. Manager in post, website, single point of contact for enquiries established
- Recruitment of initial cohort of **30** people onto/involved in young people programme

STAFFORDSHIRE

Qualitative

- **Increased positive awareness**/profile of Staffordshire within the county
- **Forged new relationships** with key stakeholders and audiences at county level, including more younger people engaged with We Are Staffordshire work
- Staffordshire businesses and brands are equipped to tell our story and feel **proud to be part of the WAS journey**
- **Increased reach and impact** of We Are Staffordshire's work through multiplier effect of Ambassadors telling our story for us inside and beyond our borders
- **Increased profile of Staffordshire and its assets** through establishment of Staffordshire Film Office

EXTERNAL

Quantitative

- Secure 3 pieces of external trade or national coverage, including award entry coverage/profile
- Secure 20 meetings at UKREiiF for leaders and/or businesses to enhance existing relationships or developments and accelerate future ones
- Open the door/develop contacts/relationships with 10 targets/companies in 2024/25
- Secure 10+ speaking opportunities for WAS/SCC leadership to promote place/Staffordshire in 2024/25 – including for key partners

EXTERNAL

Qualitative

- Increased positive awareness/profile of Staffordshire
- Forged new relationships with key stakeholders and audiences at regional, national and international level
- Staffordshire visitor economy and investment priorities/voices are heard and recognised by those who can impact change
- Ever closer collaboration and alignment of vision, activity and brand across Tourism, Business Support and Visitor Economy

COMMUNICATING OUR IMPACT

Communicating our impact to all partners in Staffordshire and telling stories of our impact beyond our borders is key to showing our return on investment and raising our profile. We'll do this through:

- Internal performance reporting to the Place Board & SCC governance channels (Staffordshire Leaders Board)
- Awards submissions in recognition of our work
- Our communications: Newsletter, Social Media, PR and media relations
- Partnerships with Place experts – such as City Nation Place
- Annual review





Staffordshire

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