

Appendix 1

Councillor Mandy Williams-Davies' Measures

Service	Measure - definition	2013-14	2014-15	2015-16	Latest information -
Corporate Commissioning	Caff06d - The percentage of the Council's expenditure with local businesses	40.33	40.42	Figure to be confirmed	The Department is working with Atamis company and the Finance Unit in order to obtain a final figure.
Tourism, Marketing and Customer Care	TMGC4 - Benefits to the economy from supporting high profile and strategic events	£4,666,626	£4,814,867	£5,928,034.00	Reporting annually
Economy and Community Department	Uchel 07 - Number of high value jobs created	-	34	35	10
Economy and Community Department	PENECON01 - Number of posts created with the assistance of the Economy and Community Department	New to 2014-15	234.5	81	17
Strategy and Development Unit	GW01 Investment secured to develop Gwynedd innovative rural enterprises	-	-	-	Reporting every six months
Strategy and Development Unit	SD08 Investment for the county via projects	£4,332,108	£1,255,00	£3,241,616	£1,301,928
Community Regeneration	Adfyw01 Percentage of Regeneration Projects supported which are viable / sustainable after three years	-	-	-	Reporting annually
Tourism and Marketing Unit	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	Reporting every six months

Observations/narrative on figures:

TMGC4	Measure reporting annually. The scheme has committed to supporting 18 events in 2016-17, including strategic events, such as Festival No. 6 and the Welsh Downhill Championships together with events throughout Gwynedd such as the Red Bull Hardline in Dinas Mawddwy, International Sheepdog Trials 2016 in Tywyn and Slateman in Llanberis.
Uchel 07	10 new high value jobs have been created by Nmi Gaming company (www.nmi-gaming.com) which is a part of an exciting cluster of technology business located in Parc Menai which employs approximately 200 all told. The company, and the cluster, receives support via the High Value Jobs and Digital Gwynedd programmes.
PENECON01	As expected, the total number of jobs created with the support of the Department is reducing as a result of major programmes such as the Local Investment Fund coming to an end. However, the Department continues to offer a range of support for the county's businesses including promoting the support that is available via sources such as Business Wales.
GW01	Measure reporting every six months. A range of activities in the field receiving support including a selection of innovative schemes via Arloesi Gwynedd Wledig (www.arloesigwyneddwledig.com) such as trialling public Wi-Fi under the control of the local business community in Aberdaron, how to get the best out of mass funding and supporting local young people to have experience of - and promote - the exciting opportunities available in the digital sector in Gwynedd.
SD08	Additional resources from the Welsh Government Vibrant and Viable Places Programme (the Caernarfon Waterfront programme) and the Welsh Government Communities for Work programme (support for the unemployed in Communities First areas)
Adfyw01	Measure reporting annually. The Community Regeneration Team works with a wide range of projects throughout Gwynedd including projects to consider new methods of reusing the Council's assets and supporting communities to provide services within their local community.
YRE1	Measure reporting every six months. Superfast Business Wales Programme operational in Gwynedd which provides a range of support for local businesses to take advantage of the opportunities which derive from the superfast broadband provision in the county including on-line workshops, one-to-one assistance and web materials. Target to support at least 94 businesses locally during 2016/17. Several case studies of businesses in Gwynedd have been developed already by the scheme (see https://businesswales.gov.wales/superfastbusinesswales/superfast-success-stories)