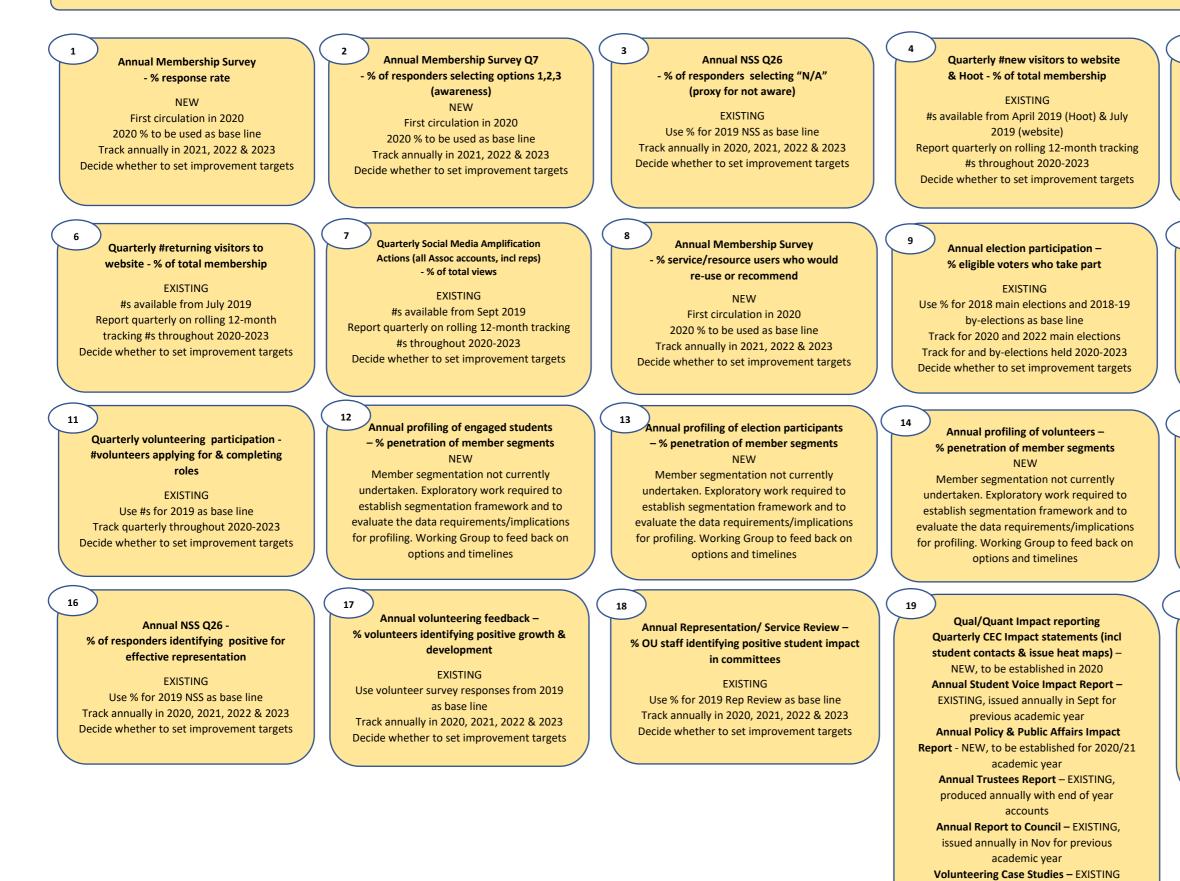
STRATEGY TRACKER

MEASURES OF SUCCESS - DETAILS



5 Annual profiling of service/resource users - % penetration of member segments NEW

Member segmentation not currently undertaken. Exploratory work required to establish segmentation framework and to evaluate the data requirements/implications for profiling. Working Group to feed back on options and timelines

Quarterly activities participation - #students per activity type – % of total membership

EXISTING Use #s for 2019 as base line Report quarterly on rolling 12-month tracking #s throughout 2020-2023 Decide whether to set improvement targets

 Annual Membership Survey Q22 % of responders selecting "agree" options for 1st statement (positive impact)

NEW First circulation in 2020 2020 % to be used as base line Track annually in 2021, 2022 & 2023 Decide whether to set improvement targets

20

selection on website, to be refreshed annually

10

Annual culture pulse survey & staff engagement survey – % stakeholders selecting "agree" options on living our values questions

NEW

Use survey results from Culture Review conducted in 2019 as base line Repeat survey and track annually in 2020, 2021, 2022 & 2023 Decider whether to set improvement targets