

Annex B Key Performance Indicators

Objectives	Final Impact Measures	Key Priorities and Actions	Interim Performance Indicators
1. Capacity and commercialisation: To build capacity in relation to facilities, skills, leadership and talent in order to attract new production and development in the region	New studio facilities to enable high end TV and film production in the region	1 Facilities and services: support for and collaboration with work to build capacity and contribute to plans for new facilities in the region (including the studio space feasibility study).	Studio Feasibility Study published, with contributions from WMSB
	Highly trained workforce with skills and experience at all levels	2 Skills and training audit: an assessment of the current availability of skills and of current training provision (linked to Olsberg SPI market research).	Skills and training assessment produced
		3 New and emergent talent development: support for new and emergent film, television and video games project leaders, directors and writers.	Number of participants supported
2. Connectivity: To promote connectivity by developing stronger physical and digital links within the region, nationally and internationally	Improved physical and digital links	4 Relationship building: developing stronger collaborative relationships with national and regional stakeholders	Number of collaborative projects
3. Convergence: To cultivate the opportunities for the convergence of creative content across different platforms	Reputation as a centre for convergent cross-media projects	5 Networking: bring together regional film, television and video games makers, digital and cultural sectors.	Number of meetings and networking opportunities
		6 Convergence Development: broker cross-sector collaborations between film, television, video games, culture and digital.	Number of cross-sectoral collaborations
		7 Extend Film Birmingham: extend database and services across WMCA through new post.	New WM Screen database and services
4. Content and creativity: To increase local production and the creation of content across the screen sectors by fostering a culture of creativity, diversity and inclusivity	Creation of a distinctive and diverse narrative for the West Midlands	8 Content Development Funding: seed-corn funding to support the development of innovative new projects.	Number of innovative cross-media projects
		9 Access to Finance: help improve access to different sources of finance and investment.	Report on access to finance

5. Culture and Community: To engage the whole community in screen sectors that reflect the richness and diversity of the population of the region	Broader and more representative audience	10	Audience research: collaborate on an analysis of audience engagement and the current provision of cinemas, screens, video games hubs and clubs across diverse communities.	Report on audience engagement and current provision
		11	Community engagement and outreach: work with other initiatives on how to increase community engagement.	Community engagement strategy
		12	Diversity strategy: work with HEIs, film, television, video games and arts services and community groups to develop a clear diversity strategy (including BAME, disabled people and people living in areas of disadvantage) that is aligned with the BFI's Diversity Standards and to ensure an inclusive approach is taken to developing the future business plan.	Diversity strategy
		13	Funding priorities: to increase access to and diversity of the screen sectors, all programmes will give priority to under-represented groups	Proportion of participants in programmes from under-represented groups
6. Coordination and Collaboration: To improve co-ordination, strategic leadership and promotion of the sectors by joining up screen sectors related activities and providing a central focal point for the region	Strategic leadership and effective co-ordination	14	Leadership: a fixed term strategic lead for the project will be appointed. This will help to provide a point of focus and co-ordination of work in the West Midlands with broader national and international strategies.	New Project Manager appointed
		15	Strategy: identify screen sectors needs and source solutions to enable sector growth.	Developed vision and strategy
		16	Governance: Secretariat for WM Screen Bureau.	Secretariat functions for WMFB fulfilled
		17	Advocacy: lobby and advocate on behalf of the screen sectors.	Interests of the sector promoted
		18	Communications and Marketing: improve promotion of the region and develop marketing activities.	Marketing events leading to increased profile of the region
		19	Evaluation: a rolling programme of research and evaluation into the programme.	Evaluation report