

## Shakespeare's England KPI Report for Board 17th October 2018

Review of KPIs for the period June-August 2018

	Q4 2017/18	Q3 2017/18	Year End 2016/17	Target at year end 2017/18
Non-Public Sector members for the period	151	150	124	153
Cumulative income to end of the period	£313,737	£302,557	£326,641	£373,981
Cumulative website visitors to end of the period	110,000	N.A	276,000	126,500
Facebook users per month	22,593	22,623	23,000	26,450
Twitter users per month	6,945	6,902	6,200	7,130
Instagram users per month	1,192	1,085	745	1,000
LinkedIn users per month	1,160	1,151	945	1,087
E commerce income cumulative to the end of the period	£23,324	£11,072	0	£50,925
How's Business participation - members responding in the period	tba	30	N.A	50% of membership
Member satisfaction survey - members responding in the period	N.A	54	N.A	62
Members satisfaction -% satisfied/very satisfied	N.A	80%	N.A	85%
PR metrics to be agreed for 18.19				