

#### Appendix 4: Culture Mile Look and Feel Experiments table and KPIs

	Key Performance Indicator	Measurement	Date
	<b>Project Management (Internal)</b>		
1.	Programme is delivered in a timely and cost-effective manner	Schedule variance Budget variance	Dec 2020
2.	Project prioritisation and proposals are received for the 2021 Culture Mile Look and Feel Experiments programme	2021 programme report Schedule variance Project evaluation	Nov 2020
	<b>Project Impact (External)</b>		
3.	Public amenity and wellbeing increases as a result of the programme	Visitor surveys (%) Social Media report Culture Mile evaluation	Dec 2020
4.	Increased awareness and visibility of Culture Mile brand in the public realm	Visitor surveys (%) Social Media report Press coverage Culture Mile evaluation	Dec 2020
5.	Wayfinding is improved for visitors to Culture Mile	Visitor surveys (%) Business surveys (%) Stakeholder surveys	Dec 2020
6.	Culture Mile is more attractive to visitors and the likelihood of return visits increases as a result	Visitor surveys (%) Business surveys (%)	Dec 2020
7.	Positive economic impact on local businesses and other local stakeholders	Business surveys (%)	Dec 2020
8.	The wider Culture Mile programme is supported and the viability of regular cultural activities being programmed in Culture Mile spaces is improved	Stakeholder surveys Project evaluation	Dec 2020