

Minister	Lead Service	Performance measure description	Reporting frequency	Baseline	What we want to achieve	2022	2023	2024
MSED	Local Economy - Growth and trade	Direct Business Support: Jersey Business Net Promoter Score	Annually	2015:- 50	At least: 50	55	56	78
MSED	Local Economy - Visitor & Retail	Increase visitor spend (measured by an exit survey)	Annually	2019:- £280,000,000	At least: £287,000,000	£231,000,000	£290,000,000	£290,420,000
MSED	Local Economy - HNW	No. of high value residency approvals	Annually	4	At least: 15	16	29	21
MSED	Local Economy - Growth and trade	No. of businesses supported by Jersey Business Ltd - advisory support provided	Annually	150	At least: 150	218	592	474
MSED	Local Economy - Visitor & Retail	Optimise/ increase visitor numbers (measured by an exit survey)	Annually	2019:- 771,000	At least: 600,000	473,000	527,000	567,750
MSED	Local Economy - Arts	No. of island residents visiting heritage sites annually	Annually	55,000	At least: 55,000		56,494	60,870
MSED	Local Economy - Heritage	No. of non-resident island visitors to heritage sites annually	Annually	2023:- 130,549	At least: 120,000		130,549	138,419
MSED	Cyber Emergency Response Team	No. of residents/organisations engaged directly by Jersey Cyber Security Centre (formally CERT)	Annually		At least: 1,589		6,288	7,257
					Annual target: 4,000.			
MSED	Economists	No. of economic reports that are published and add value to the understanding of the Jersey economy	Annually				10	12
MER	Financial Services	Status of completed actions on the National Financial Crime Strategy and Action Plan 2022-2026	Annually		At least: 10 of original 73 closed		31 of original 73	12 of original 73
					Annual measure is the number of completed actions from the original 73 opened in 2022.			
MER	Financial Services	No. of people employed in the financial services industry	Annually	13,590	At least: 13,700		13,660	13,710
MSED	Local Economy	Grow Digital Jersey's business membership by 5%	Annually					8 per cent
MSED	Local Economy - Arts	No. of attendees at arts and culture events in closed doors at GoJ-funded ACH organisations	Annually		At least: 50,000			52,766
					This was previously referred to as "Number of tickets to Arts & Culture events sold by our grant funded partners" but, as many events are free to attend, the SPM was amended for 2024			