**Monitoring and evaluation: Key Performance Indicators (KPIs)**

Monitoring and evaluating the impact of the work you have undertaken is important in order to:

* measure its success
* identify areas which are working well
* identify areas for improvement

Monitoring and Evaluation (M&E) involves tracking progress against your objectives, identifying areas where improvements can be made and making adjustments based on the results of the evaluation.

KPIs are specific measures based on project goals and objectives which support this process. They may be qualitative (based on perceptions and opinions) or quantitative (based on numerical data). The use of KPIs in M&E allows project managers to make informed decisions about resource allocation, identify potential risks or obstacles to project success, and make necessary adjustments to improve outcomes.

**Some suggested measures for your accessible tourism business improvement programme are:**

| **Quantitative measures** | **Who is responsible for this KPI?** | **How will you collect this data and manage this information?** | **How frequently will you measure this?** |
| --- | --- | --- | --- |
| The number of businesses engaging with you to be part of your B2C campaign |  |  |  |
| The number of stakeholders you have engaged with |  |  |  |
| The number of outbound clicks on the link from your industry website to the VisitEngland Accessible & Inclusive Tourism Toolkit for Businesses |  |  |  |
| The number of hits on the ‘Access for All’ page of your website |  |  |  |
| The number of businesses who are listed within the ‘Accessibility page of your website |  |  |  |
| The number of businesses who have submitted applications for any accessibility award categories you have |  |  |  |
| The number of businesses providing accessibility information on their website |  |  |  |
| The number of businesses in your destination with Accessibility Guides |  |  |  |
| The number of businesses undertaking staff training on accessibility |  |  |  |
| The number of businesses reporting an increasing in profitability since participating in the programme |  |  |  |
| The number of Changing Places toilets in the destination |  |  |  |
| Total number of miles of accessible trails in the destination (e.g. Miles Without Stiles) |  |  |  |
| Number of accessible beaches (e.g. with beach tracking and accessible beach buggies) |  |  |  |
| Number of visitors to the destination with accessibility requirements |  |  |  |
| Average length of stay |  |  |  |
| Average visitor spend |  |  |  |
| Qualitative measures |  |  |  |
| Examples of accessibility improvements made by businesses |  |  |  |
| Impact of accessibility improvements made on businesses |  |  |  |
| Positive feedback from visitors |  |  |  |
| The overall visitor experience |  |  |  |
| Changes in market |  |  |  |