








Annex 2 – The Long View: Corporate KPIs Trends and Status

KPI Ref	Key Performance Indicator	Frequency	Trend over 2023/24				Trend over 2024/25		Status
			Q1	Q2	Q3	Q4	Q1	Q2	
008	Social media clicks/engagement	Quarterly	G	R	G	R	A	R	
009	Website Myaccount Registrations (total)	Quarterly	R	G	G	G	G	G	
010	My TMBC app downloads (total)	Quarterly	G	G	G	G	G	G	
011	Staff Numbers (FTE)	Quarterly	R	R	G	G	G	G	
012	Vacant Posts (FTE)	Quarterly	R	G	G	G	G	G	
013	Sickness absence (days) - short term	Quarterly	G	G	R	R	G	A	
014	Sickness absence (days) - medically signed off	Quarterly	R	G	R	R	R	R	
015	Gender Pay Gap - Median	Annually				G	A	A	