



IoD Balanced Scorecard for Government



IoD Balanced Scorecard for Government

The Institute of Directors (IoD) has developed a Balanced Scorecard for Government to provide a transparent, objective and strategic framework for evaluating the UK government's economic performance. This initiative introduces **10 Key Performance Indicators (KPIs)** that span critical areas such as business confidence in the economy, ease of doing business, access to skills and labour, economic management, and ease of trade.

The goal is to offer a clear, data-driven assessment of how well government policies are supporting long-term economic growth and national prosperity.

By applying the balanced scorecard approach – something that is commonly used in business and is taught by the IoD via its professional development courses for directors – the IoD aims to hold government accountable in a constructive and non-partisan way. This tool will help business leaders, policymakers, and the public understand whether the government is delivering on its economic promises and where improvements are needed. It also encourages strategic alignment between public policy and the needs of the business community, fostering a more resilient and competitive economy.

Ultimately, the Balanced Scorecard for Government is about progress through transparency – empowering stakeholders with the insights needed to drive better decision-making and ensure that economic policy delivers real, measurable outcomes for the UK.

IoD Balanced Scorecard for Government



On track Needs attention At risk

Key Performance Indicators

Indicator	Target	Level as of July 2024	Latest level	Target (end of this Parliament)	On track?	Source
IoD Directors’ Economic Confidence Index (DECI)	DECI exceeds past record (reached in June 2021)	-13.7 (June 2024)	-34.8 (May 2025)	Above 27.4		Institute of Directors
International tax competitiveness	UK moves up the international tax competitiveness rankings by 5 places by the end of the Parliament	30 th (2024)	30 th (2024)	25 th		Tax Foundation
Business electricity costs	Return electricity costs to G7 average (excl. UK)	235% of G7 average (2023)	235% of G7 average (2023)	100% of G7 average		DESNZ, Eurostat, IEA
Costs of regulation	25% reduction in administrative costs on business by end of parliament	£70 billion (2023)	£70 billion (2023)	£53 billion		HM government
Skill shortages	Reduce proportion of businesses reporting skill/labour shortages as having a negative impact on business	44.5% (May 2024)	36.2% (May 2025)	15%		Institute of Directors
Productivity and living standards	UK annual output per hour matches G7 (excl. UK/Japan)	84% of G7 average (2021)	84% of G7 average (2021)	100% of G7 average		Office for National Statistics
Investment	UK gross fixed capital formation (GFCF) as % of GDP matches G7 (excl. UK) average (4 quarter average)	79% of G7 average (year to Q2 2024)	79% (year to 2024)	100% of G7 average		Office for National Statistics; OECD
UK R&D spend	3% by end of Parliament	2.8% (2022)	2.8% (2022)	3%		Office for National Statistics
Increase in exports	£950bn of exports by end of Parliament	£843bn (year to 2024 Q2)	£834bn (year to 2025 Q1)	£950bn		Office for National Statistics
UK as a place to invest	UK ranked in top 3 for inward investment projects in Europe	Ranked 2 nd (2024)	Ranked 2 nd (2024)	Ranked 1-3		EY