Economy Measures

		Reportee	Q1, April - June 2020			Q2, July - September 2020			Q3, October - Dec 2020			Q4, January - March 2021			Commentary
			Target	Actual	Cumulative	Target	Actual	Cumulative	Target	Actual	Cumulative	Target	Actual	Cumulative	
ME1	Take up of employment land	Fiona Riley	0.56	0.1	0.1	0.56	0	0.1	0.56	0	0.1				There has been a decline in new employment land completions since 2019/20 monitoring period. The Wyre Local Plan was adopted in February 2019 and allocated approximately 32.24 hectares of land for employment development. Many of the allocated sites are strategic mixed use allocations that require a masterplan to be prepared and approved prior to securing planning permission.
ME2	Number of businesses supported	Andrea Wallace	2000	2360	2360	1000	1180	1180	1020	1100	1100	1020			
ME3	% growth in business rate base at the Enterprise Zone	Andrew Robinson	0.08%	0.00%	0.00%	0.08%	0.00%	0.00%	0.08%	0.00%	0.00%				This is dependent on new business being set up in new buildings. It should be noted that there is due to be a reduction of -6.91% owing to the former Vinnolit site being demolished.
ME4	Town centre vacancy rates	Andrea Wallace	8.97%	8.97%		8.97%	9.25%		8.97%	9.81%					
	* Fleetwood		15.63%	15.63%		15.63%	14.51%		14.51%	14.51%					
	* Cleveleys		8.86%	8.86%		8.86%	8.59%		8.59%	9.97%					
	* Thornton		5.66%	5.66%		5.66%	10.38%		5.66%	10.38%					
	* Poulton		5.92%	5.92%		5.92%	7.02%		5.92%	8.82%					
	* Garstang		3.85%	3.85%		3.85%	3.85%		3.85%	3.85%					
ME5	Out of work benefit claimant count	Human Resources				1710	3850		1710	3635					The considerable increase will be largely driven by the COVID-19 pandemic.
ME6	Visitor numbers to the borough	Alexandra Holt		Data available a year in arrears 2019 data due imminently											
ME7	% of fledgling businesses surviving - 18 months	Andrea Wallace	50%	50.00%	50%	51%	51.00%	51%	40%	40.00%	40				

Key

	Achieving/Exceeding target
	Within 10% of achieving target
	Below target (more than 10%)