

Economy Measures		Reportee	Q1, April - June 2021			Q2, July - September 2021			Q3, October - Dec 2021			Q4, January - March 2022			Commentary
			Target	Actual	Cumulative	Target	Actual	Cumulative	Target	Actual	Cumulative	Target	Actual	Cumulative	
MEC1	Total visits to town centres	Colm Healy		1,584,822	1,584,822	1,584,822	1,983,169	3,567,991	1,983,169	1,984,328	5,552,319				Oct - 754,102 Nov - 615,750 Dec - 614,476 (Data from Visitor Insights Ltd - reports available on request)
	* Fleetwood			2,759,534	2,759,534	2,759,534	2,889,627	5,649,161	2,889,627	2,665,955	8,315,116				Oct - 1,067,939 Nov - 768,041 Dec - 829,975 (Data from Visitor Insights Ltd - reports available on request)
	* Cleveleys			1,485,381	1,485,381	1,485,381	1,493,714	2,979,095	1,493,714	1,642,574	4,621,669				Oct - 612,586 Nov - 516,800 . Dec - 513,188 (Data from Visitor Insights Ltd - reports available on request)
	* Poulton			879,270	879,270	879,270	1,003,434	1,882,704	1,003,434	1,009,419	2,892,123				Oct - 365,998 Nov - 306,157 Dec - 334,264 (Data from Visitor Insights Ltd - reports available on request)
MEC2	Town centre vacancy rates	Colm Healy	9.45%	9.81%		9.81%	8.90%		8.90%	7.98%					
	* Fleetwood		14.51%	15.29%		15.29%	13.73%		13.73%	11.76%					
	* Cleveleys		9.97%	10.53%		10.53%	9.72%		9.72%	8.31%					
	* Thornton		6.60%	6.60%		6.60%	4.72%		4.72%	5.66%					
	* Poulton		8.82%	9.41%		9.41%	8.19%		8.19%	7.56%					
* Garstang	3.85%	3.85%		3.85%	4.49%		4.49%	4.49%							
MEC3	Number of businesses supported	Colm Healy	1710	1124	1124	1124	31	1155	31	25	1180				Figure includes business support enquiries directly received by ED Team & applications for ARG Vacant High Street/Premises/Fleetwood Market Stalls Grant. Figure low compared to Q1 as no High St visits took place in Q2 or Q3 - next visits due in Q4.
MEC4	% of fledgling businesses surviving - 18 months	Colm Healy	62%	72%	72%	72%			72%						Awaiting data from BankSearch consultancy
MEC5	Number of Heritage Action Zone grants awarded to private owners	Mark Fenton	0	1	1	0	2	3	0	3	6				
MEC6	Out of work benefit claimant count	Human Resources	3905	3045	3045	3905	2785	2785	3905	2450	2450				
MEC7	Visitor numbers to the borough	Alexandra Holt													This data is generated by the Lancashire wide based model called 'Steam'. This is a model used to calculate the volume and value of tourism in Wyre and other districts of Lancashire. The data only comes out once a year and is always produced one year behind. Therefore no data to provide at the moment.
Key															
	Achieving/Exceeding target														
	Within 10% of achieving target														
	Below target (more than 10%)														