

Economy Measures		Q3, October - Dec 2021			Q4, January - March 2022			Commentary	
		Reportee	Target	Actual	Cumulative	Target	Actual		Cumulative
MEC1	Total visits to town centres	Colm Healy	1,983,169	1,984,328	5,552,319	1,984,328	TBC	Jan - 554,034 Feb - 571,801 Mar - not yet available	
	* Fleetwood		2,889,627	2,665,955	8,315,116	2,665,955	TBC	Jan - 769,693 Feb - 760,327 Mar - not yet available	
	* Cleveleys		1,493,714	1,642,574	4,621,669	1,642,574	TBC	Jan - 470,341 Feb - 448,334 Mar - not yet available	
	* Poulton		1,003,434	1,009,419	2,892,123	1,009,419	TBC	Jan - 291,332 Feb - 279,597 Mar - not yet available	
MEC2	Town centre vacancy rates	Colm Healy	8.90%	7.98%		11.80%	7.98%	Total vacancy rate for Wyre town centres as a whole. Target set as North West average as per most recent Springboard reports (report available on request). Monitoring carried out January 2022.	
	* Fleetwood		13.73%	11.76%		11.80%	11.76%	Target set as North West average as per most recent Springboard reports (report available on request). Monitoring carried out January 2022.	
	* Cleveleys		9.72%	8.31%		11.80%	8.31%	Target set as North West average as per most recent Springboard reports (report available on request). Monitoring carried out January 2022.	
	* Thornton		4.72%	5.66%		11.80%	5.66%	Target set as North West average as per most recent Springboard reports (report available on request). Monitoring carried out January 2022.	
	* Poulton		8.19%	7.56%		11.80%	7.56%	Target set as North West average as per most recent Springboard reports (report available on request). Monitoring carried out January 2022.	
	* Garstang		4.49%	4.49%		11.80%	4.49%	Target set as North West average as per most recent Springboard reports (report available on request). Monitoring carried out January 2022.	
MEC3	Number of businesses supported	Colm Healy	31	25	1180	31	40	1215	Figure includes direct business support queries & ARG grant applicants. If all grants included - over 3,000 businesses supported.
MEC4	% of fledgling businesses surviving - 18 months	Colm Healy	72%			72%	TBC		Awaiting data from BankSearch consultancy
MEC5	Number of Heritage Action Zone grants awarded to private owners	Mark Fenton	0	3	6	0	1	7	
MEC6	Out of work benefit claimant count	Human Resources	3905	2450	2450	3905	2305	2305	
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%)								