

People Measures		Reportee	Q1, April - June 2022			Q2, July - September 2022			Commentary
			Target	Actual	Cumulative	Target	Actual	Cumulative	
MPE1	The percentage of adults in Wyre that are currently inactive	Carol Southern	34.10%						Annual Target reported in Active Lives Survey
MPE2.1	Number of annual visits to our leisure centres	Carol Southern	170,000	169,699	169,699	170,000	167,155	336,854	We are working closely with Fylde Coast YMCA to help them recover and build their attendances back post pandemic. The attendances are steadily increasing but other factors such as the cost of living crisis are coming into play, which is adversely affecting the numbers of people attending.
MPE2.2	Number of memberships at our leisure centre	Carol Southern	6,500	6,421	6,421	6,500	6,270	6,270	We are working closely with Fylde Coast YMCA to help them recover and build their membership base post pandemic. They have dropped their monthly direct debit price to £25, which is proving popular. They have offered promotions twice this year to help increase their DD's, which has been effective. Annual upfront memberships have declined significantly this year, which is being affected by the cost of living crisis.
MPE2.3	Number of volunteer hours	Simon Swindells	4,977	7,195	7,195	4,114	7,206	14,401	Target increase of 10% per Q from 2021/22
MPE3	Number of children engaged with holiday activities	Carol Southern	250	255	255	450	463	718	We are really happy with where we are up to with the Wyre HAF programme.
MPE4	Number of residents registered for My Wyre account	Pete Mason	1,500	8,044	8,044	1,500	3,851	11,895	Note: As some account holders leave the borough their accounts will be deactivated and some will be replaced with new account holders meaning there will not always be growth when new users sign up.
MPE5	Number of domestic energy measures installed under Cosy Homes in Lancashire, via Green Homes Grants and other Government Schemes.	Mark Broadhurst	5	37	37	20	133	170	
MPE6	Number of residents engaged with behavioural change campaigns using digital and non-digital channels	Sammy Gray	300	381	381	300	7,605	7,986	Engagements recorded on social media. Quarter 2 results cover social media reach (target to be clarified with senior communications officer)
Key									
	Achieving/Exceeding target								
	Within 10% of achieving target								
	Below target (more than 10%)								