

Economy Measures		Reportee	Q1, April - June 2022			Q2, July - September 2022			Q3, October - Dec 2022			Commentary
			Target	Actual	Cumulative	Target	Actual	Cumulative	Target	Actual	Cumulative	
MEC1	Number of jobs created within the Enterprise Zone	Colm Healy	6	0	105	6	0	105	6	0	105	Target of 137 jobs to be created Aug 2020 - Apr 2026 (137 jobs /67 months in the period = 2 x 3 months per quarter = 6 jobs per quarter). From discussions at recent Hillhouse EZ Board meetings, the larger organisations on site (e.g Victrex, Addisons) are currently recruiting, but are still working to get back to pre-Covid staffing levels.
MEC2	£M investments to Wyre from County Deal	Marianne Hesketh	0	0	0	0	0	0	0	0	0	No progress has been made on the County Deal so is unlikely to deliver any investments to Wyre this financial year.
MEC3.1	Increase footfall to town centres Total visits to town centres * Fleetwood * Cleveleys * Poulton * Garstang	Colm Healy	1.8m	2,061,205	2,061,205	N/A	292,314	2,353,519	292k	241,298	2,594,817	In late 2022, the Economic Development Team sourced a new, more cost-effective and accurate supplier of town centre footfall data. The new provider (Huq Industries) are working with different data sources than previous contractor (Visitor Insights). Previous data provider used third party data sources, whereas Huq use first party data (what this essentially means is VI buy in location data from undisclosed sources, so there is very little consistency and very little control over the quality of the data used). Huq have been collecting first party data for the last number of years, which means they have a more consistent datastream with complete control over what is collected and how it's processed. Some footfall methodologies can grossly overestimate footfall volumes through their modelling, our new contractors provide an indication of the number of unique visitors to the area on a daily basis and aim to provide a more accurate representation. Unfortunately footfall is often very inflated across other data collection methodologies so it was always likely we'd see some big differences in volumes between the two. Ultimately, we can expect to see more consistency in next quarter when we're comparing data like-for-like.
			2.4m	2,661,837	2,661,837	N/A	417,052	3,078,889	417k	451,850	3,530,739	
			1.4m	1,497,834	1,497,834	N/A	289,935	1,787,769	290k	236,233	2,024,002	
			900k	1,214,073	1,214,073	N/A	247,952	1,462,025	248k	193,647	1,655,672	
MEC3.2	Reduce town centre vacancy rates Town centre vacancy rates * Fleetwood * Cleveleys * Thornton * Poulton * Garstang	Colm Healy	11.80%	8.33%		12.40%	8.33%		12.40%	8.33%		Total vacancy rate for 7 town centres monitored (Fleetwood, Cleveleys, Poulton, Garstang, Thornton, Knott-End, Great Eccleston). Last vacancy rate survey took place July 2022, next monitoring due late January 2023. Target set as most recent vacancy rate for North West area.
			11.80%	12.55%		12.40%	12.55%		12.40%	12.55%		Target set as most recent vacancy rate for North West area
			11.80%	8.31%		12.40%	8.31%		12.40%	8.31%		Target set as most recent vacancy rate for North West area
			11.80%	3.77%		12.40%	3.77%		12.40%	3.77%		Target set as most recent vacancy rate for North West area
			11.80%	8.72%		12.40%	8.72%		12.40%	8.72%		Target set as most recent vacancy rate for North West area
			11.80%	7.01%		12.40%	7.01%		12.40%	7.01%		Target set as most recent vacancy rate for North West area
MEC3.3	% of fledgling businesses surviving - 18 months	Colm Healy	72%	82%		71%	65.00%		72%	68.00%		Target set as Lancashire average. Data source: BankSearch Consultancy Ltd (data correct as at November 2022)
MEC3.4	Number of Visitors to the borough each year	Emma Lyons										The model used is STEAM (Volume and Value of Tourism) it always works one year behind. Therefore 2021 data which has just been received will be reported in Quarter 4.
MEC5	Business rate collection target 97%	Marie Buckley										This figure is reported annually as collection rates are affected by the recovery timetable, depending when our court dates are scheduled etc.
MEC5	Council tax collection target 97%	Marie Buckley										
Key												
	Achieving/Exceeding target											
	Within 10% of achieving target											
	Below target (more than 10%)											