

People Measures		Reportee	Q1, April - June 2022			Q2, July - September 2022			Q3, October - Dec 2022			Q4, January - March 2023			Commentary
			Target	Actual	Cumulative	Target	Actual	Cumulative	Target	Actual	Cumulative	Target	Actual	Cumulative	
MPE1	The percentage of adults in Wyre that are currently inactive	Carol Southern	33.10%									33.10%	24.50%	24.50%	Active Lives data as collected by Sport England for November 2021 - November 2022 has just been received back and states that 24.5% of adults in Wyre are inactive. (survey of 500 people)
MPE2.1	Number of annual visits to our leisure centres	Carol Southern	170,000	169,699	169,699	170,000	167,155	336,854	150,000	141,019	477,873	170,000	176,606	654,479	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	6,500	5,953	5,953	6,500	6,518	6,518	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 three times 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	5,429	5,627	20,028	6,345	6352	26,380	
MPE3	Number of children engaged with holiday activities	Carol Southern	250	255	255	700	463	718	150	187	905	0	0	905	The Wyre HAF programme isn't provided during quarter 4 as we are funded to provide HAF at Easter, Summer and Christmas only.
MPE4	Number of residents registered for My Wyre account	Pete Mason	1,500	8,044	8,044	1,500	3,851	11,895	1,500	23,351	35,246	1,500	1,898	37,144	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. Growth will slow from now onwards.
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	50	50	220	80	62	282	Data isn't available for Q4 yet for LAD2 and HUG and so the return doesn't include this data.
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	300	2,863	10,849	300	878	11,727	
Key															
Achieving/Exceeding target															
Within 10% of achieving target															
Below target (more than 10%)															