



| Report of: | Meeting | Date |
|--|---------------------|----------|
| Marianne Hesketh, Corporate Director Communities | Overview & Scrutiny | 04/09/23 |

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| <p style="text-align: center;">Council Business Plan – 1st Quarter Performance Statement 2023/24 April – June 2023</p> |
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1. Purpose of report

- 1.1 The dashboard style report (attached) gives a quick reference to quarterly progress against the council's business plan projects and measures, along with commentary where issues have been identified.

2. Project Updates

- 2.1 There are 15 Business Plan projects split between the three ambitions within the Business Plan – Economy, People and Place.

- 2.2 Whilst the majority of projects are on track, there are 2 showing Amber with minor issues.

- 2.2.1 A summary of those with minor issues (Amber) are shown below:

- **Explore external funding and investment opportunities for our key council assets including theatres, markets and leisure facilities** - The improvement works at Fleetwood Market are progressing well with the patent glazing in the main hall now complete and decoration work continuing. The existing slate roof is being removed and replaced. Stonework repairs and cleaning is being carried out to the North and South elevations. Nesting seagulls have hampered some of the roof work and as a result there is an overall slight delay to the programme. The project is now due to complete mid November 2023.
- **Complete a full review of the Wyre Local Plan by 2024** - Discussions continue with neighbouring local authorities regarding the potential to commission joint evidence to support their respective local plans. A Joint Economic and Employment Study has been commissioned and a joint Strategic Flood Risk Assessment is currently being procured. Regular meetings of the Planning Policy Working Group continue to consider emerging

evidence. Work is underway on preparing a revised local plan timetable which will also consider implications from the government's emerging planning reform that we still await further clarification on.

3. Performance Updates

3.1 In total there are 20 measures to be reported on however some of these (4) do not have data available as they are either annual or bi-annual collection so have not been included.

3.2 Of the 16 Measures included on the report, 13 have a Green status, 1 Amber and 2 Red.

3.2.1 Further information regarding those showing as Amber are set out below.

- **Total visits to town centres** - 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). The 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 data stream 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 going forward when we're comparing data like-for-like.

3.2.2 Further information regarding those showing as Red are set out below.

- **Town centre vacancy rates** - The most recent monitoring took place in January 2023 (due to resourcing this monitoring only takes place twice yearly). Ambitious target set & although reporting behind target this is still an improvement on previous years. A significant amount of work is being undertaken to reduce vacancy rates e.g. HAZ improvements to shop fronts, provision of business support etc.)
- **80% of fledgling businesses surviving 18 months** - Forecasts are based on the annualised level of failure so far this year. As we progress through the year & the actual level of failure becomes known, the updated projections will become closer to the actual 2023 survival level. The current projection of companies incorporated during 2022 is that 95% will survive to the end of 2023. This is better than the

77% 1 year survival achieved by 2021 companies and the 73% 1 year survival achieved by 2020 companies. 2021 Wyre companies 2 year survival forecast is 43%, compared with 51% for businesses set up in 2020 and 61% for 2019 incorporations, which shows that Wyre companies tend to dissolve somewhere between 1 & 2 years trading (no reasons for this are specified in the Registered Companies Forecast Survival reports). We hope to support businesses in the borough navigate their start-up & growth phases by allocating £200k of UKSPF monies to Boost Lancashire who will deliver business support programmes over the next 2 years.

| Financial and legal implications | |
|---|---|
| Finance | <i>There are no financial implications.</i> |
| Legal | <i>There are no legal implications.</i> |

Other risks/implications: checklist

If there are significant implications arising from this report on any issues marked with a ✓ below, the report author will have consulted with the appropriate specialist officers on those implications and addressed them in the body of the report. There are no significant implications arising directly from this report, for those issues marked with a x.

| risks/implications | ✓ / x |
|---------------------------|--------------|
| community safety | x |
| equality and diversity | x |
| sustainability | x |
| health and safety | x |

| risks/implications | ✓ / x |
|---------------------------|--------------|
| asset management | x |
| climate change | x |
| ICT | x |
| data protection | x |

Processing Personal Data

In addition to considering data protection along with the other risks/ implications, the report author will need to decide if a 'privacy impact assessment (PIA)' is also required. If the decision(s) recommended in this report will result in the collection and processing of personal data for the first time (i.e. purchase of a new system, a new working arrangement with a third party) a PIA will need to have been completed and signed off by Data Protection Officer before the decision is taken in compliance with the Data Protection Act 2018.

| report author | telephone no. | email | date |
|---------------|---------------|------------------------|----------|
| Dawn Allen | 01253 887341 | dawn.allen@wyre.gov.uk | 23/08/23 |

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| List of background papers: |
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| name of document | date | where available for inspection |
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| None | | |

List of appendices

N/A