

Growth and Prosperity Measures		Reportee	Q1, April - June 2023			Q2, July - September 2023			Q3, October - Dec 2023			Q4, January - March 2024			Commentary														
			Target	Actual	Cumulative	Target	Actual	Cumulative	Target	Actual	Cumulative	Target	Actual	Cumulative															
MGR1	Number of jobs created within the Enterprise Zone	Colm Healy	6			6			6			6			Q1 data unavailable as at 1/08/2023. (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)														
MGR2.1	Increase footfall to town centres	Colm Healy	991k	939,857	939,857										Target set as footfall from previous quarter (Data source - Huq Industries Ltd)														
	Total visits to town centres																											Target set as footfall from previous quarter (Data source - Huq Industries Ltd)	
	* Fleetwood														203k	250,274	250,274												Target set as footfall from previous quarter (Data source - Huq Industries Ltd)
	* Cleveleys														363k	252,113	252,113												Target set as footfall from previous quarter (Data source - Huq Industries Ltd)
	* Poulton														193k	214,834	214,834												Target set as footfall from previous quarter (Data source - Huq Industries Ltd)
* Garstang	233k	222,636	222,636												Target set as footfall from previous quarter (Data source - Huq Industries Ltd)														
MGR2.2	Reduce town centre vacancy rates to below 11%	Colm Healy	11.00%	8.92%	8.92%	11.00%									Total vacancy rate for 7 town centres monitored (Fleetwood, Cleveleys, Poulton, Garstang, Thornton, Knott-End, Great Ecclestone)														
	Town centre vacancy rates																											Most recent monitoring took place January 2023 (due to resourcing this monitoring only takes place twice yearly). Ambitious target set and 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)	
	* Fleetwood														11.00%	12.99%	12.99%												Most recent monitoring took place January 2023
	* Cleveleys														11.00%	8.06%	8.06%												Most recent monitoring took place January 2023
	* Thornton														11.00%	2.83%	2.83%												Most recent monitoring took place January 2023
	* Poulton														11.00%	9.14%	9.14%												Most recent monitoring took place June 2023
* Garstang	11.00%	10.06%	10.06%												Most recent monitoring took place January 2023														
MGR2.3	Increase number of visitors to the borough each year	Emma Lyons													The model used is STEAM (Volume and Value of Tourism) these figures are provided from Marketing Lancashire and this data is only received annually at the end of the year. This data will therefore be reported in Q4.														
MGR3.1	Increase number of businesses supported in Wyre.	Colm Healy	?	732	732																								

MGR3.2	80% of fledgling businesses surviving - 18 months	Colm Healy	80%	69%	69%										Data source - BankSearch Consultancy Ltd (data correct as at May 2023) The forecasts are based on the annualised level of failure so far this year. As we progress through the year, and 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% one year survival achieved by 2021 companies and is better than the 73% one year survival achieved by 2020 companies. 2021 Wyre companies 2 year survival forecast is 43%, this compares with 51% for businesses set up in 2020 and 61% for 2019 incorporations, which shows that Wyre companies tend to dissolve somewhere between one and two years trading (no reasons for this are specified in the Registered Companies Forecast Survival reports provided by BankSearch Consultancy). We hope to be better able to support businesses in the borough navigate their start-up and growth phases by allocating £200k of UKSPF monies to Boost Lancashire who will deliver business support programmes over the next two years. It should be noted that the data we receive from Companies House is approx 12-18 months old, so subsequently when we're looking at companies who've survived (or haven't survived) 18 months in business, we're seeing the businesses that were launched up to three years ago (i.e. at the height of the pandemic), so this could go some way in explaining the relatively low survival rate
MGR4.1	Business rate collection target 97%	Andrew Robinson	32.96%	34.22%	34.22%	61.46%			81.00%			97%			Q1 targets will be higher than last year as we've paid all the council's bills in Q1.
MGR4.2	Council tax collection target 97%	Andrew Robinson	28.07%	28.13%	28.13%	54.82%			81.28%			97%			
MGR5	Successful delivery of our UKSPF projects (% spent of available spending to date)	Sara Ordonez	20%	20%	20%	40%			65%			100%			