

Growth and Prosperity Measures		Reportee	Q1, April - June 2023			Q2, July - September 2023			Q3, October - Dec 2023			Following the Council Plan refresh a number of measures are no longer applicable or have been reworded, therefore not all measures will be monitored in Qtr 4. Please see below for further information.	Commentary
			Target	Actual	Cumulative	Target	Actual	Cumulative	Target	Actual	Cumulative		
MGR1	Number of jobs created within the Enterprise Zone	Colm Healy	6			6	5	5	6	TBC	TBC	This measure is no longer applicable as it is not included in the new Council Plan	Awaiting data from NPL Estates (Data source: NPL Estates/Thornton Facilities Management) Target of 137 jobs to be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to town centres	Colm Healy	991,000.00	939,857	939,857	940,000	1,271,899	2,211,756	1,300,000	TBC	TBC	This measure is no longer applicable as it is not included in the new Council Plan	Target set as footfall from previous quarter (Data source - Huq Industries Ltd)
	Total visits to town centres		203,000	250,274	250,274	250,000	372,185	622,459	372,000	231,093	853,552		Target set as footfall from previous quarter (Data source - Huq Industries Ltd)
	* Fleetwood		363,000.00	252,113	252,113	252,000	412,208	664,321	412,000	TBC	TBC		Data unavailable (awaiting renewal of subscription to data supplier)
	* Cleveleys		193,000.00	214,834	214,834	215,000	238,263	453,097	238,000	TBC	TBC		Data unavailable (awaiting renewal of subscription to data supplier)
	* Poulton		233,000.00	222,636	222,636	223,000	249,243	471,879	249,000	TBC	TBC		Data unavailable (awaiting renewal of subscription to data supplier)
MGR2.2	Reduce town centre vacancy rates to below 11%	Colm Healy	11.00%	8.92%	8.92%	11.00%	9.01%	9.01%	11.00%	9.01%	9.01%	This measure has been carried forward into the new Council Plan and will therefore continue to be monitored and reported through O&S for Quarter 4 and beyond.	Most recent monitoring took place July 2023 (due to resourcing this monitoring only takes place twice yearly). Ambitious target set and although reporting behind target, a significant amount of work is being undertaken to reduce vacancy rates e.g. HAZ improvements to shop fronts, provision of business support etc.) Next monitoring due to take place Jan/Feb 2024.
	Town centre vacancy rates		11.00%	12.99%	12.99%	11.00%	14.57%	14.57%	11.00%	14.57%	14.57%		
	* Fleetwood		11.00%	8.06%	8.06%	11.00%	8.61%	8.61%	11.00%	8.61%	8.61%		
	* Cleveleys		11.00%	2.83%	2.83%	11.00%	1.89%	1.89%	11.00%	1.89%	1.89%		
	* Thornton		11.00%	9.14%	9.14%	11.00%	9.14%	9.14%	11.00%	9.14%	9.14%		
* Poulton	11.00%	10.06%	10.06%	11.00%	8.18%	8.18%	11.00%	8.18%	8.18%				
* Garstang													
MGR2.3	Increase number of visitors to the borough each year	Emma Lyons							£3.5m	£4.4m	£4.4m	This measure has been carried forward into the new Council Plan and will therefore continue to be monitored and reported through O&S for Quarter 4 and beyond.	£4.4m which is an increase on the £3.06m reported in 2021 so this is really positive.
MGR3.1	Increase number of businesses supported in Wyre.	Colm Healy	688	732	732	705	782	782	722	801	801	This measure has been carried forward into the new Council Plan and will therefore continue to be monitored and reported through O&S for Quarter 4 and beyond.	
MGR3.2	80% of fledgling businesses surviving - 18 months	Colm Healy	80%	69%	69%	80%	68%	68%	80%	68%	68%	This measure has been reworded and carried forward into the new Council Plan and will therefore will continue to be monitored and reported through O&S for quarter 4 and beyond.	Data source - BankSearch Consultancy Ltd (data correct as at August 2023). 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 87% 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 two-year survival forecast is 49%, this compares with 51% for businesses set up in 2020 and 61% for 2019 incorporations. 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 approximately 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%	60.68%	60.68%	81.00%	83.44%	83.44%	This measure has been carried forward into the new Council Plan and will therefore continue to be monitored and reported through O&S for Quarter 4 and beyond.	
MGR4.2	Council tax collection target 97%	Andrew Robinson	28.07%	28.13%	28.13%	54.82%	54.41%	54.41%	81.28%	80.67%	80.67%	This measure has been carried forward into the new Council Plan and will therefore continue to be monitored and reported through O&S for Quarter 4 and beyond.	Not a concern as only marginally down on target, will keep an eye on it going forward.

MGR5	Successful delivery of our UKSPF projects (% spent of available spending to date)	Sara Ordonez	20%	20%	20%	40%	10%	30%	65%	30%	30%	This measure has been carried forward into the new Council Plan and will therefore continue to be monitored and reported through O&S for Quarter 4 and beyond.	Measures relate to spend of available spend over the period. The programme has been required to deliver 2 years of the programme in 9 months, i.e. from Government sign off. The programme has made great strides to catch up, however it has been reliant on third parties clarifying and signing off grant agreements to commence. Payment plans for each project have been carefully designed to enable efficient delivery and reduce associated risks to the council. As this measure is regarding the amount of funds spent for year one and two of the programme, it is expected that spending will increase from Q3 but will mostly be realised in Q4.
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