























PERFORMANCE KEY ICON STATUS

	Over Performance – the indicator is over performing against target
	On Track – the indicator is performing within tolerance of target.
	Cautionary Under Performance – the indicator is moderately under performing. Whilst the indicator has slipped from target it maybe a minor blip overall or minor action will remedy it.
	Under Performance – the indicator is under performing against target.
	Missing Data – the indicator is missing data, this could be due to lag in data in the way the information is collated, or because its currently unavailable.
N/A	Not Applicable – no comparable data available. This could be due to the methodology being change or being a new measure created.

APPENDIX 1: Performance Measures year-end performance (1st April 2020 – 31st March 2021)

Tourism and Leisure						
Local Key Performance Indicators	Frequency	Good Performance Is	APR 2019 MAR 2020	APR 2020 MAR 2021	Year-end Target	Performance Status
PM120: Annual number of visitors visiting Fylde (Millions)	Annual	Bigger is Better	3.27	3.33	0.98	
PM121: Number of day visitors visiting Fylde (Millions)	Annual	Bigger is Better	2.75	2.82	1.83	
PM122: Number of visitors staying in Fylde as part of a holiday or short break (Millions)	Annual	Bigger is Better	0.52	0.51	0.5	
PM123: Annual number of days visitors have stayed in Fylde (Millions)	Annual	Bigger is Better	4.68	4.76	4.00	
PM124: Annual number of visitor days from staying visitors in Fylde (Millions)	Annual	Bigger is Better	1.93	1.94	1.9	
PM125: Total economic impact generated within the local economy through visitor & tourism business (Millions)	Annual	Bigger is Better	264.18	271.9	200.60	
PM126: Economic impact by day visitors to Fylde (£ Millions)	Annual	Bigger is Better	99.15	104.2	99.00	
PM127: Economic impact by staying visitors in Fylde (£ Millions)	Annual	Bigger is Better	164.33	167.70	160.00	
PM128: Number of full time equivalent jobs supported by the visitors to Fylde	Annual	Bigger is Better	3344	3314	3200	
PM129: Total number of Accommodation Stock	Annual	Bigger is Better	11594	10076	10000	
PM130: Total number of Serviced Accommodation Stock	Annual	Bigger is Better	3056	3122	2925	
PM131: Total number of Non-serviced accommodation stock	Annual	Bigger is Better	8538	6954	6900	
PM20: Number of Major parks achieving a 'Green Flag' award	Annual	Bigger is Better	6	6	5	
PM21: Number of community groups supported (including 'in bloom' & 'friends of')	Annual	Bigger is Better	28	30	28	
PM22: Number of 'in bloom' awards achieved by groups working with LA	Annual	Bigger is Better	28	32	28	
PM23: Number of swims at St Annes pool	Monthly	Bigger is Better	99686	5182	53500	
PM94: Number of recorded safety inspections carried out on each unit of children's play equipment	Annual	Bigger is Better	48	48	48	

APPENDIX 2: Performance Measures mid-year performance (1st April 2021 - 30th September 2021)

Tourism and Leisure						
Local Key Performance Indicators	Frequency	Good Performance Is	APR 2020 SEP 2020	APR 2021 SEP 2021	Mid-end Target	Performance Status
PM120: Annual number of visitors visiting Fylde	Annual	Bigger is Better	3.33	1.19	0.98	
PM121: Number of day visitors visiting Fylde	Annual	Bigger is Better	2.82	0.98	1.83	
PM122: Number of visitors staying in Fylde as part of a holiday or short break	Annual	Bigger is Better	0.51	0.21	0.5	
PM123: Annual number of days visitors have stayed in Fylde	Annual	Bigger is Better	4.76	1.83	4.00	
PM124: Annual number of visitor days from staying visitors in Fylde	Annual	Bigger is Better	1.94	0.86	1.9	
PM125: Total economic impact generated within the local economy through visitor & tourism business	Annual	Bigger is Better	271.90	111.95	200.60	
PM126: Economic impact by day visitors to Fylde (£)	Annual	Bigger is Better	104.2	37.07	99.00	
PM127: Economic impact by staying visitors in Fylde (£)	Annual	Bigger is Better	167.70	74.88	160.00	
PM128: Number of full time equivalent jobs supported by the visitors to Fylde	Annual	Bigger is Better	3314	1435	3200	
PM129: Total number of Accommodation Stock	Annual	Bigger is Better	10076	10372	10000	
PM130: Total number of Serviced Accommodation Stock	Annual	Bigger is Better	3122	2925	3000	
PM131: Total number of Non-serviced accommodation stock	Annual	Bigger is Better	6954	7450	6900	
PM20: Number of Major parks achieving a 'Green Flag' award	Annual	Bigger is Better	6	6	5	
PM21: Number of community groups supported (including 'in bloom' & 'friends of')	Annual	Bigger is Better	28	30	28	
PM22: Number of 'in bloom' awards achieved by groups working with LA	Annual	Bigger is Better	28	32	28	
PM23: Number of swims at St Annes pool	Monthly	Bigger is Better	N/A	27115	25000	
PM94: Number of recorded safety inspections carried out on each unit of children's play equipment	Annual	Bigger is Better	48	48	48	