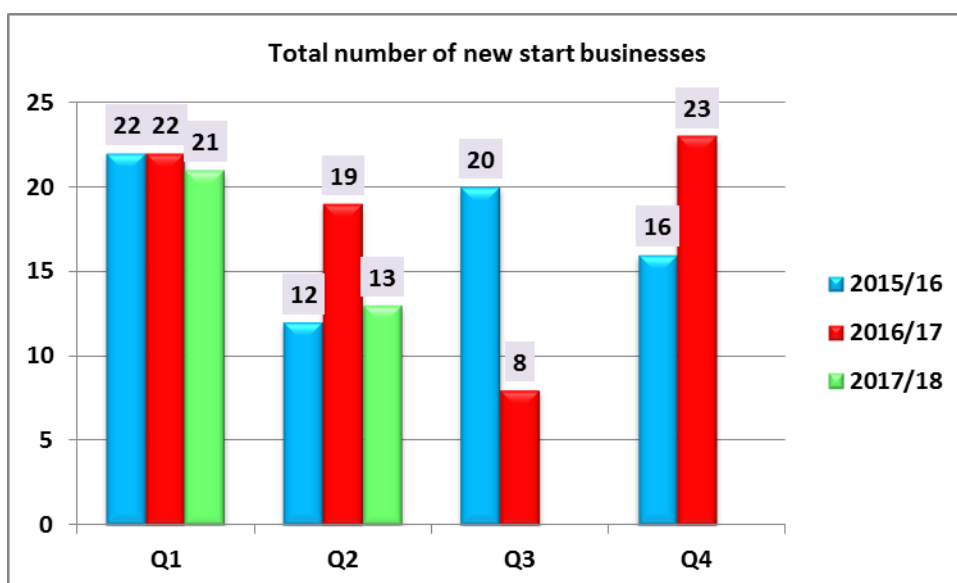


## DEPUTY LEADER OF THE COUNCIL

Indicator Description	Better to be?
Total number of new start businesses	High

2015/16	2016/17	2017/18					
		Q1	Q2	Q3	Q4	EoY	Target
70	72	21	13				75

The target for 2017/2018 is for the Council to support 75 new start businesses. Based on performance to date, we will fall short of the target, roughly in line with the trend observed over previous years.



### Service Response:

Starts at the end of September are cumulatively (24) on a par with 2015/2016. There is always volatility amongst months and, for example, the number of starts in October 2017 (7) is slightly less than the 8 achieved in the whole of Q3 2016/2017. The number of people attending first meetings in Q1 and Q2 is down from 150 in 2016/2017 to 133 in 2017/2018 (9%).

Statistics from Banksearch indicate that overall starts in Blackpool are down 14% in Q1 and Q2 2016/2017 v 2017/2018, so Get Started's performance is in line with this.

We are using the success of Blackpool Enterprise Week to develop marketing activity to boost awareness of Get Started. At this stage it is still expected that the annual target can be achieved.