

## Appendix 3(b) – COVID-19 Recovery KPIs

| Theme                       | Indicator   |
|-----------------------------|---|
| <b>Movement and Transit</b> | Town centre footfall  |
|                             | Total vehicle movements on main routes into and out of central Blackpool            |
|                             | Car parking across the 6 major car parks  |
| <b>Socio-Economic</b>       | Universal Credit claims   |
|                             | Out of work benefits claimant rate  |
|                             | % take up of Coronavirus Job Retention Scheme                                       |
|                             | Number of Council Tax Reduction Scheme cases  |
| <b>Economic</b>             | Number and value of support grants issued to businesses                             |
|                             | Number of new business rate bills issued as a consequence of extended retail relief |
|                             | Number and value of Discretionary Support Grants issued                             |
|                             | Number of businesses accessing Blackpool Unlimited support                          |
|                             | Visits to VisitBlackpool website  |
|                             | VisitBlackpool social media followers   |
| <b>Health</b>               | COVID-19 daily lab confirmed cases  |
|                             | Excess deaths   |
|                             | Number of individuals occupying a hospital bed for COVID-19                         |
|                             | Measure of demand for mental health services  |
| <b>Housing</b>              | Number of households in temporary accommodation                                     |
|                             | Number of households accommodated in B&Bs   |
| <b>Social Care</b>          | Demand for statutory assessments (EHCP)   |