

Appendix C

Target > 810

Theme - Progress

Action - Maximise the prosperity of businesses in South Derbyshire

Measure - PR5.2 Registered food businesses active in the District

Success - 870 businesses registered against a target of 810



870

During Quarter 1 the total number of food business active in the District was 859, this was an increase on the figure reported at the 31st March 2019 by an additional 17 businesses. In quarter 2 this figure rose to 870, currently the highest number of food businesses ever registered.

Target > 150

Theme - Progress

Action - Maximise the prosperity of businesses in South Derbyshire

Measure - PR5.3 Visitor economy businesses supported through Swadlincote Tourist Information Centre (no. visitor enquiries, website hits, social media, etc.)

Success - A total number of 698,203 visitors were recorded during quarter 2 against a target of 150,000



698,203

In addition to visitor enquiries serviced, other activities included: 'Ay Up Me Duck Day' (and trail) family fun event supported on The Delph during the school holidays; and, staging the Hello Heritage/Heritage Open Days initiatives - attracting visitors to tours, talks and guided walks.