

Appendix 1: Council Plan Targets and Supporting KPI's for 'Our Customers by providing excellent and accessible services'

Status Key

Target Status	Usage
On Track	The target is progressing well against the intended outcomes and intended date.

Council Target	Status	Q3 October – December 2024 Progress
CUS.01 - Develop real time customer satisfaction measurement for our contact centres by March 2026 and explore rolling this out further throughout the plan period	On Track	<p>Customer Services Realtime satisfaction surveys via Live Chat and Email 666 surveys issued with 63 responses received (9.5% response rate). Note: This is a rolling % value during 2024/25.</p> <p>75% satisfaction rate (cumulative). 13 individuals requested a call back which is undertaken by the relevant service team and coordinated by customer services. Capturing feedback from those who contact Customer Services via telephone and text messaging to be developed.</p> <p>Some positive comments received include: <i>Advisor was very helpful and went out her way to ensure issue logged and dealt with</i> <i>All contact through email has been brilliant always sorting out queries quickly and respectfully.</i> <i>Excellent and prompt service</i> <i>Very friendly and efficient</i></p>
CUS.02 - Ensure we achieve a score of 90% or above (Excellent) on all four categories (Content, Accessibility, Marketing and User Experience) for our website using the Silktide software by December 2027	On Track	<p>The current scores from Silktide are: 90% content; 93% accessibility; 75% marketing; 86% user experience. The scores will go up and down as more content is added/deleted.</p> <p>The team is now fully staffed, and work has started on upgrading the website to the latest software version. As part of this upgrade, Comms & Design will be 'cleaning' the back office of the website of any unnecessary images/documents/pages and also refreshing the home page which will increase certain scores.</p>

<p>CUS.03 - Work with stakeholders, regional and local partnerships to deliver shared strategies and priorities and publish an annual progress and evaluation report in respect of cross cutting themes (skills, aspiration, health, and local rail offer)</p>	<p>On Track</p>	<p>The report was presented at the AGM in September and will then be presented to full Council on 29.01.2025 together with an update on direction of travel on the Partnerships evolution. The Rail Partnership has been shortlisted for a national award for the delivering the fusion project.</p> <p>The Community Rail Partnership has achieved accreditation again this year, formally recognised by the Department for Transport. Core funding has been secured from various partners, including neighbouring District Councils, County Councils, Paris and Town Councils and Train Operating Companies.</p> <p>The AGM for the Rail Partnership will take place in April 2025 where the annual report will be presented.</p>
<p>CUS.04 - Monitor progress against the Equality Plan and objectives for 2023-2027 and publish information annually</p>	<p>On Track</p>	<p>Good progress continues on the Equality Plan. In this quarter the council report template has been reviewed to include Equality & Consultation implications. This will assist decision makers to take into consideration equality implications (due regard).</p>
<p>CUS.05 - Explore running a residents' survey to gain resident feedback on place-based services and priorities for improvement by March 2025.</p>	<p>On track</p>	<p>Closing date extended for the Citizens Survey due to a disappointing level of response - 111. This has now increased to 179. Once the results are analysed this will inform whether the age range and geographical range is wider with this approach compared to the Citizens' Panel. A light touch review will then be undertaken to seek improvements on uptake for the Autumn survey.</p>
<p>CUS.06 - Increase participation in sport, leisure, and social activities, by 3,000 attendances per year, through the delivery of several physical activity interventions (Active Schools, Active Communities, Active Holidays, Active Clubs, Active Interventions and Active Leisure)</p>	<p>On track</p>	<p>Participation levels by interventions: Active Schools - 5208 Active Clubs - 22 Active Holidays - 552 Active Interventions - 6256 Active Communities - 870 Active Leisure (facility-based activity) – 84,525 Events, Learning & Other activities - 44 Total participation for Qtr 3 – 97,477 to date 310,823. Year one target £403,000 – on track.</p>
<p>CUS.07 - Deliver a health intervention programme which provides 500 adults per year with a personal exercise plan</p>	<p>On track</p>	<p>The Public Health target of 125 referrals per quarter continues to be exceeded, during quarter 3, 184 clients were processed through the exercise referral programme.</p>

<p>via the exercise referral scheme and aims to retain at least 50% into continued exercise after 12 weeks.</p>		<p>To date – 509, above target. For quarter 3, 113 people continued to exercise after the 12-week programme (61%)</p>
<p>CUS.08 - Improve employee engagement and feedback to enable the Council to develop a fully inclusive People Strategy by March 2026</p>	<p>On track</p>	<p>Employee Survey results have been generated and SLT have agreed to set up a Working Group to work through the results and generate an initial response to staff with an action plan. This will then be factored into a People/HR Strategy. One significant issue which may affect the strategy being developed is the local government reorganisation as the Council's focus in the coming months will be shifted to working on developing an approach to the reorganisation proposals to ensure the Council is best prepared.</p> <p>The milestone of securing a new Occupational Health provider by March 2025 has been achieved this quarter.</p> <p><u>Note:</u> The original target date stated March 2025 whereas the target control sheet containing the milestones stated March 2026. Now amended to bring the two into line.</p>