

## Partnerships and Communities 2021/22 (Director - Sarah Gonsalves)

On target or better	
Within 10% of target	
More than 10% off target	

Reference	Performance Indicator	Measure Description	Bigger is better/ Smaller is better	Reporting Frequency	Q4 Outturn	20-21 Target	2022/22 Annual Target	Quarterly Target 2021/22	Q1	Commentary
MKC 1423	% Avoidable contact Demand Capture	The assessment of whether a contact is avoidable relates only to what caused the customer to make contact (as opposed to evaluating the customer satisfaction with the contact or whether follow-up contacts will subsequently be needed). Customer contact is customers calling or emailing or completing online forms for service delivered in the local help hub. Avoidable contact is defined as Unnecessary clarification by the customer: Any query received as a result of a previous contact during which the council was not able to provide the necessary information or service.	Smaller	Quarterly	35%	35%	35%	35%	35.0%	
MKC 1653a	Increase reach and maintain engagement through council's corporate social media channels . Maintain 'highly responsive' status on social media. Develop the channels to remain relevant and innovative.	Increase reach and maintain engagement through council's corporate social media channels . Maintain 'highly responsive' status on social media. Develop the channels to remain relevant and innovative.	Bigger	Monthly	28%	10%	10%	10%	23.0%	Engagement was lower than last quarter as that was artificially inflated by paid for Covid-19 campaigns.
MKC 1653b	Increase reach and maintain engagement through council's corporate e-alerts. Increase the number of people who visit the councils website and read the e-newsletters.	How many subscribers are looking at the content we issue. Increase reach and maintain engagement through council's corporate e-alerts. Develop the channels to remain relevant and innovative.	Bigger	Monthly	89%	40%	40%	40%	87.0%	
MKC 1808	Provide clear and accessible digital information and advice and encourage more local people to self-serve.	Provide clear and accessible digital information and advice and encourage more local people to self-serve.	Bigger	Monthly	New	New	TBC	TBC	N/A	We want to look at page views per person and interactions per visit (eg the more pages someone visits / more things they do, the more engaged they are). The intention is to introduce these analytics on the new site, which we've just finished the procurement for. It's due to go live in spring.
MKC473A	FOI completed (response sent out to requester) within statutory deadline 20 working days	FOI completed (response sent out to requester) within statutory deadline 20 working days. Of the total number of FOI requests, this indicator measures what percentage are completed within the statutory deadline.	Bigger	Quarterly	73.9%	90%	90%	90%	95.5%	Delayed responses were due to the following common reasons: 1) System glitch whereby cases were in accessible by service area. 2) Deadline extensions due to public interest tests or need for clarification but the system did not pause the clock. 3) FIRMSTEP would not stop counting until the customer opens the response via MyCouncil account.
MKC1611	SAR completed (Sent to requester) within statutory deadline	SAR completed (Sent to requester) within statutory deadline. This KPI is calculated using how many have been completed within the quarter and what percentage of these are within the statutory deadline.	Bigger	Quarterly	33.3%	90%	50%	50%	44.4%	Improved performance as smaller requests have been received and some not defined as SARs delegated. Progress in clearing historic cases, while slow, is being made. Assistance received from colleagues to collate data in scope has reduced processing time. Demand has reduced slightly, however demand for other data sharing (under DPA) has increased and, along with other urgent matters, impacted on capacity.
MKC 1422	Percentage of customers who used our digital forms who rated the service either 4 or 5 stars	Percentage of customers who used our digital forms who rated the service either 4 or 5 stars	Bigger	Quarterly	89.7%	90%	90%	90%	91.7%	Of the total ratings received in the quarter (31,243). 91.7% of these which is 28,652 were rated 4 or 5 stars. 1 star were 878. 2 stars were 385 and 3 stars were 1328.

MKC 1424	Reduce the number of escalated complaints percentage of complaints closed at stage 1	% of complaints resolved at stage one a reduction in the number of escalated complaints	Bigger	Quarterly	New	New	75%	75%	92.5%	Of the formal complaints (not upheld, partially upheld & upheld) 148 were dealt with at stage 1 and 12 were dealt with at stage 2. Totalling 160.
MKC 1426	Reduction in the number of complaints received by MKC - A reduced number of complaints through the Contact Us process.	Reduction in the number of complaints received by MKC - A reduced number of complaints through the Contact Us process.	Smaller	Quarterly	125	273	1060	273	160	The Council closed 160 complaints in Q1 2021/22.
MKC 1821	Call Stream Average Waiting Time	Call Stream Average Waiting Time	Smaller	Quarterly	New	New	3.5	3.5	5.3	Customers are choosing to call, and customer services are dealing with complex calls alongside taking on new call streams. Customers often have more than one service they need to access and need digital support over the phone.