

FQ3 2020/21 PERFORMANCE REPORT

This report provides an overview of the FQ3 2020/21 performance for the Customer Support Services' Service

KEY TO SYMBOLS

R Indicates the performance has not met the expected Target

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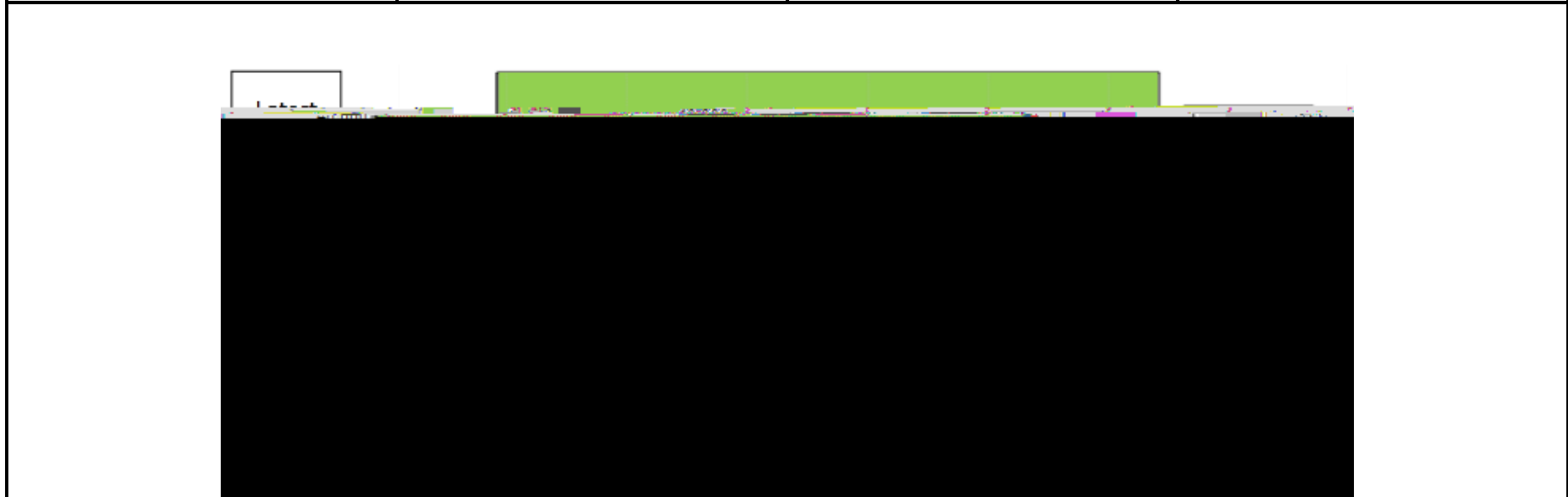
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DELIVERING OUR OUTCOMES – OUR KEY PERFORMANCE INDICATORS

Indicator: CSS101_05-Increase public use of corporate social media sites on three categories of information: council news, community success and general use. Increase social media followers.

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Indicator: CSS108_01-The percentage of



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Indicator: DEG110_01-Increase visitor numbers by working in partnership with the tourism industry. <i>Why measure this? Tourism is a key sector for Argyll & Bute both in terms of securing and retaining a skilled workforce and with Argyll & Bute being a world-class destination. The Economic Strategy aims to increase visitor numbers by 15% by 2030.</i>			
Commentary: There were estimated to be 111,981 visits to Argyll and Bute attractions July- November (December report has not yet been received yet). Unsurprisingly this is substantially down on previous years, some attractions did not open in 2020. Restrictions, as well as consumer confidence to visit indoor attractions has been severely affected. This is a pattern replicated across Scotland. AWAITING COMMENTARY			
This indicator is below target and performance has decreased since the last reporting period			
TARGET July to December 2020 535,976	ACTUAL July to December 2020 Awaiting Data	BENCHMARK No Benchmark	PERFORMANCE TREND 
DEG110_01-Increase visitor numbers by working in partnership with the tourism industry. December to June Graph			

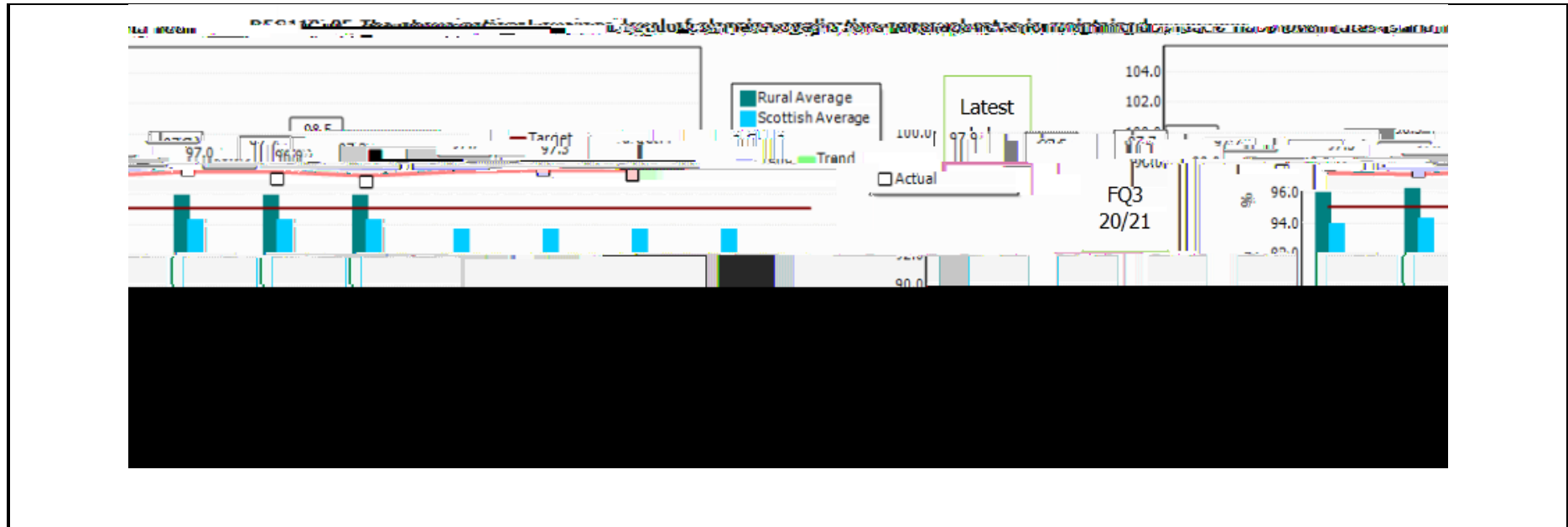
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Indicator: DEG110_03-The number of new jobs created			
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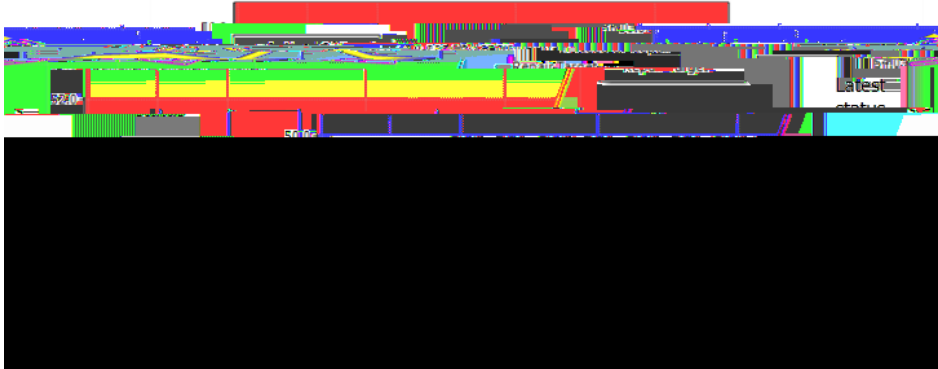
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Indicator: RIS113_05-Percentage of street lighting fault repairs are completed within 10 days

[Why measure this? Robust street lighting repairs help keep our communities and roads safe.](#)



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