

Appendix A – background data and metrics

Figure 1: proportion of overall contacts in customer services by channel

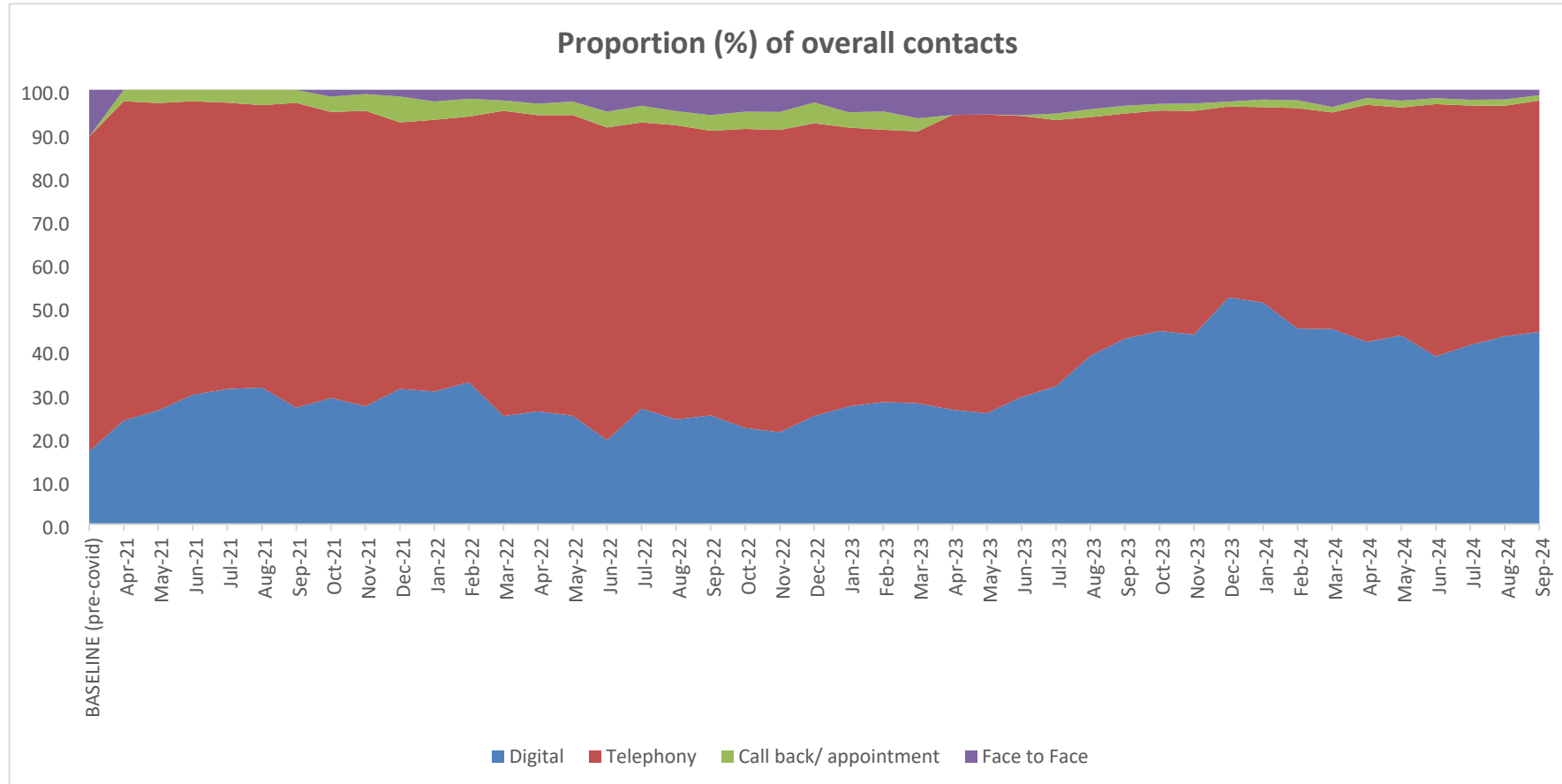


Figure 2: number of contacts in customer services by channel

Activity period	No. of CS emails / webforms	Telephony	F2F	Appointments*	TOTAL
BASELINE (pre-covid)	1,505	6,510	967	0	8982
Apr-21	2729	8407	0	297	11433
May-21	2591	6997	0	297	9885
Jun-21	3413	7743	0	297	11453
Jul-21	3153	6678	0	297	10128
Aug-21	2682	5546	0	297	8525
Sep-21	2679	7008	0	297	9984
Oct-21	2443	5536	129	297	8405
Nov-21	2085	5223	72	297	7677
Dec-21	1552	3058	75	297	4982
Jan-22	2152	4404	187	297	7040
Feb-22	2367	4429	146	297	7239
Mar-22	3104	8761	301	297	12463
Apr-22	2320	6088	282	237	8927
May-22	1896	5254	202	237	7589
Jun-22	1263	4696	326	237	6522
Jul-22	1647	4081	226	237	6191
Aug-22	1758	4931	354	237	7280
Sep-22	1648	4313	381	237	6579
Oct-22	1325	4116	299	237	5977
Nov-22	1211	3979	289	237	5716
Dec-22	1230	3327	142	237	4936
Jan-23	1834	4342	348	237	6761

Feb-23	1581	3525	278	237	5621
Mar-23	2192	4931	514	237	7874
Apr-23	1637	4217	358	0	6212
May-23	1690	4550	373	1	6614
Jun-23	1839	4069	365	11	6284
Jul-23	2161	4172	369	102	6804
Aug-23	2794	3955	319	132	7200
Sep-23	3135	3801	266	132	7334
Oct-23	3239	3698	233	112	7282
Nov-23	2830	3338	201	111	6480
Dec-23	2899	2440	149	63	5551
Jan-24	4033	3559	174	139	7905
Feb-24	3330	3753	177	132	7392
Mar-24	3979	4419	347	111	8856
Apr-24	3682	4787	163	137	8769
May-24	3519	4248	198	129	8094
Jun-24	2787	4189	137	97	7210
Jul-24	3122	4172	170	102	7566
Aug-24	3302	4049	166	111	7628
Sep-24	3767	4535	102	105	8509

- *Appointment data for 21/22 and 22/23 was averaged out over the annual period. We used a separate, stand alone system until the CRM was launched and the data reporting wasn't sophisticated. For example it only included appointments booked, not those actually provided (eg. Where a customer booked but then didn't answer when called). The new system records those booked as well as those delivered.*

Figure 3: NNDR and council tax sign ups

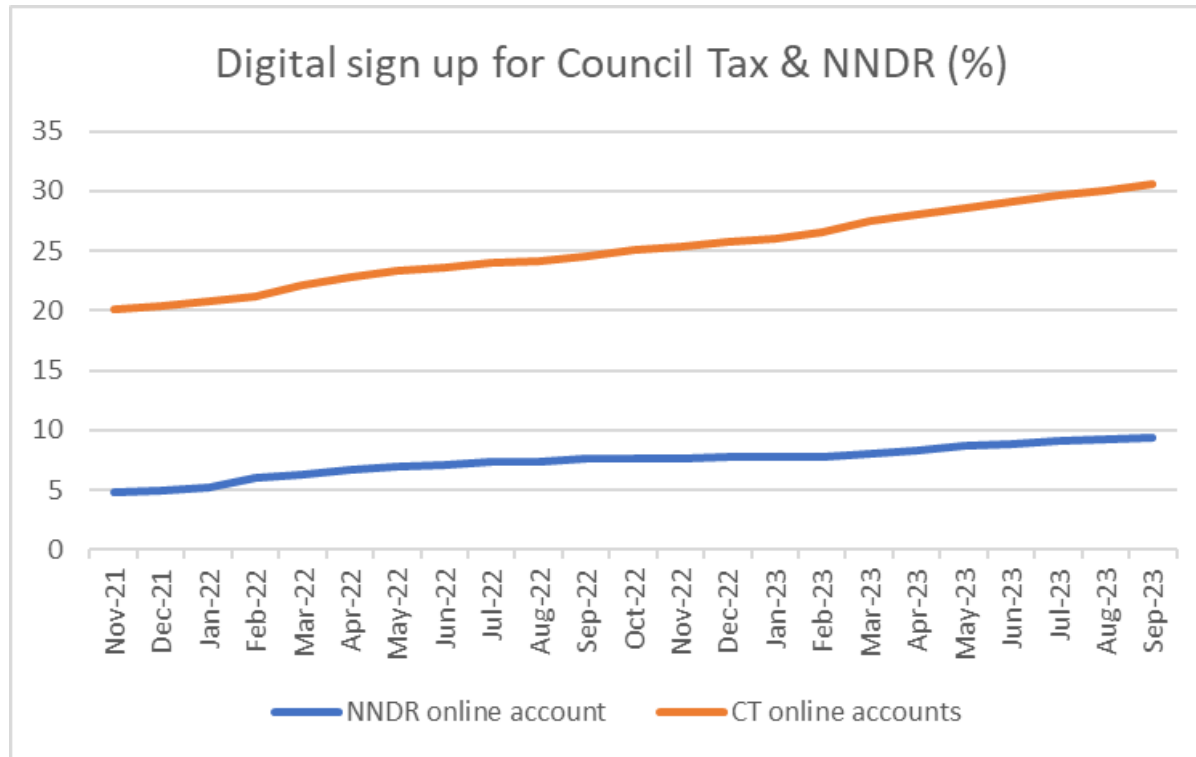


Figure 4: face to face contacts by type of request

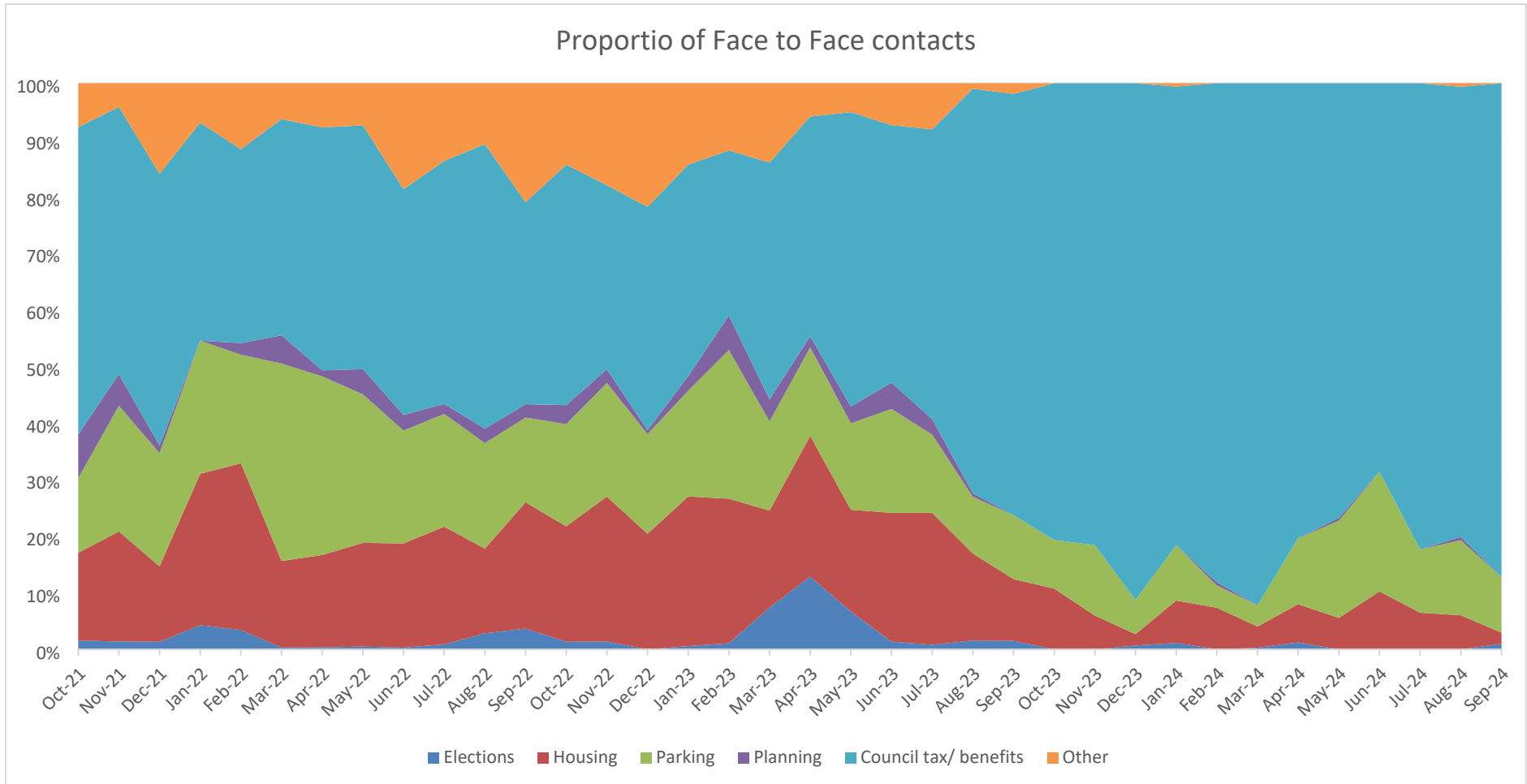


Figure 5: Appointments since 2023

	Planning	Housing	Benefits	Licensing	Total
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May-23					1
Jun-23	6	0	3	1	10
Jul-23	76	8	10	2	102
Aug-23	106	17	4	8	132
Sep-23	112	10	8	5	132
Oct-23	85	8	13	2	112
Nov-23	89	11	10	6	111
Dec-23	45	9	7	1	63
Jan-24	114	11	11	2	139
Feb-24	112	9	7	3	132
Mar-24	86	12	12	4	111
Apr-24	110	4	18	1	137
May-24	118	0	10	5	129
Jun-24	83	5	6	1	97
Jul-24	88	6	3	3	102
Aug-24	98	4	8	5	111
Sep-24	87	12	3	1	105
Oct-24	62	6		3	69
Nov-24				1	
Dec-24					