

| Notification Type             | Count of Mailing ID | Mailings Opened | Clicked on Link |
|-------------------------------|---------------------|-----------------|-----------------|
| News Roundup                  | 49                  | 90,377          | 15,216          |
| Consultations                 | 23                  | 37,158          | 9,121           |
| Coronavirus                   | 2                   | 25,780          | 1,179           |
| Disruptions                   | 150                 | 15,683          | 2,117           |
| Changes to Services           | 6                   | 11,509          | 3,087           |
| Customer Satisfaction Surveys | 1                   | 2,149           | 882             |

## SERVICE ANNUAL PERFORMANCE REPORT

### Corporate Outcome: People Live Active Healthier and Independent Lives

#### Business Outcome 101 We Ensure Information and Support is Available for Everyone and We are Efficient and Cost Effective.

3. In Autumn 2019 the council ceased the distribution of paper bin uplift calendars to all households as part of efficiency processes and environmental gains. Between September and November 2019 the last of the paper waste calendars expired and a series of digital options were designed and introduced to allow customers to readily determine their uplift dates for the different types of waste, including:
- An online property based bin day uplift lookup
  - Over 200 downloadable and printable pdf calendars that can be updated immediately if route changes occur
  - An iCalendar equivalent of the pdf calendars that can be downloaded into customers mobile devices to display in their calendars and provide alerts when bins are due for uplift
  - A bin uplift day display in the MyAccount page of the 7000+ customers signed up to MyAccount
  - A 24/7 voice automated bin day uplift service on the 01546 605514 Amenity Golden Number
  - Service disruption announcements online, through voice automation and through Keep in The Loop when the bin uplift service is disrupted

Although digital options were made as simple as possible to use, it was recognised that a small number of people could not use these resources so a safety net was put in place to provide printed calendars on request via the Contact Centre and Service Points. However the digital options were so effective that 96% of calendar related transactions were fulfilled by them and only 3091 printed calendars were issued on request, saving £20,000.

### Corporate Outcome: People Live Active Healthier and Independent Lives

#### Business Outcome 101 We Ensure Information and Support is Available for Everyone

4. The Council's Participates in the National 'Tell Us Once' Service which lets bereaved families opt to share the information about the death of a loved one with different organisations and teams within organisations. This means they do not have to make multiple telephone calls for example about council tax, benefits, social care etc. at a time of grief. In Argyll and Bute the Registration Service manages this scheme and promotes its

## SERVICE ANNUAL PERFORMANCE REPORT

### Corporate Outcome: [Our Economy Is Diverse And Thriving](#)

Business Outcome 112 Argyll and Bute is promoted to everyone

### Corporate Outcome: [Getting It Right](#)

Business Outcome 115 We are Efficient and Cost Effective

6. One of the council's key approaches to transformation and efficiency is income maximisation and in 2019/20 the council's Registration Service completely revamped its service offering and marketing approach to provide enhanced services for customers and increase income. This included launching a new [Wedding Website](#), [Facebook Page](#) (116 followers) and [Instagram Account](#) (1335 followers), with a popular promotional novelty using Kiltie The Bear to attend weddings and promote venues etc. In addition a range of new services were introduced including Renewal of Vows Ceremonies and Naming Ceremonies. Wedding tourism is hugely important to Argyll and Bute and despite the Coronavirus casting a shadow over the last 2 months of the 2019/20 year, Registrars performed 710 marriages and brought in £268,000 of income to offset the cost of the service.

### Corporate Outcome: [We have an infrastructure that supports sustainable growth](#)

Business Outcome 113 Our infrastructure is safe and fit for the future

#### 7. IT Innovation

- **Helensburgh Server Room** - We have completed the project to replace all servers and storage for our Helensburgh data centre resulting in

