

# SCOTTISH BORDERS COUNCIL CORPORATE PRIORITIES

## SUMMARY OF PERFORMANCE 2017/18

### HOW ARE WE DOING?

In 2013, we published our Corporate Plan, with eight priorities to work towards over a five year period. This summary provides an overview of performance during 2017/18, under each of the 8 Corporate Priorities. We continue to make significant progress across a number of key areas such as the economy and education, but recognise that there are ongoing challenges to face in the coming years. Reviewing performance information regularly is a vital part of ensuring we stay focused on what is important; **ensuring the best quality of life for everyone in the Scottish Borders, prosperity for our businesses and good health and resilience for all our communities.**

#### KEY

A mixture of performance information is provided under each priority:

The top half of each page contains high level performance indicators that show, for example, the general health of the economy. For comparison we have included last years figure and any Scottish data (where applicable). While the Council may have influence over these indicators, they are largely contextual in nature, and the information is displayed within a grey box.

#### EMPLOYMENT RATE

**74.5%**  
of people **aged between 16-64**  
are now in employment

Scotland	74.3%
SB last year	74.1%

**100,491**

phone interactions were logged by our **Contact Centres** in 2017/18



(down from 103,761 in 16/17)

The bottom half of each page contains performance indicators that we have more influence over, for example, how quickly we process planning applications. Information for each indicator is displayed within a white box above a coloured section. This coloured section (where applicable) will be either Green, Amber or Red and shows where performance has improved or reduced against the **previous year**.

- green - improved performance
- amber - a minor change in performance
- red - area for improvement
- grey - for information

#### OUR CORPORATE PRIORITIES



# ENSURE EXCELLENT, ADAPTABLE, COLLABORATIVE AND ACCESSIBLE PUBLIC SERVICES

## HOW ARE WE DOING?

April 2017 – March 2018:

<b>CUSTOMER INTERACTIONS</b> <b>169,326</b> interactions with the public were handled by our <b>Customer Service staff</b> via <b>email, face to face contact, phonecalls</b> and <b>mail</b> in 2017/18	<b>FREEDOM OF INFORMATION REQUESTS (FOI)</b> <b>1,279</b> requests for information under the <b>Freedom of Information Act</b> were received in 2017/18	<b>COMPLAINTS</b> <b>691</b> customer complaints were closed by <b>SBC</b> in 2017/18
SBC last year 172,078	SBC last year 1,246	SBC last year 627

### Social Media's role in Community Resilience

The Council's social media channels are a vital communication method, particularly during severe weather, and are used hand in hand with the website to ensure that residents can access the latest information.

During the 'Beast from the East' more than half of all visitors to the severe weather/roads update webpage came directly to the page from links in social media posts. The same was true of the school closure/school transport webpage.

Facebook posts during the severe weather reached over 1.35m people, with over 7,600



shares and 9,500 likes, and the number of followers increased by 1,745 in just eight days.

A single Tweet generated over 9,700 clicks through to the website.

• ICT • customer focus • online services • partnership • ICT • customer focus • online services • partnership •

## Our performance during 2017/18

<b>CUSTOMER INTERACTIONS</b> <b>62,432</b> face to face interactions were logged by our <b>Contact Centres</b> during 2017/18 	<b>FREEDOM OF INFORMATION</b> <b>93.3%</b> of <b>FOI requests</b> were <b>completed on time</b> in 2017/18 (up from 92.5% in 16/17)	<b>COMPLAINTS</b> Our average response times for complaints for 2017/18 were as follows: <b>Stage 1</b> complaints <b>4.0 days</b> (in line with 4.0 days in 16/17)	In 2017/18 we closed: <b>86.4%</b> of <b>complaints at stage 1</b> within <b>5 working days</b> (up from 85.8% in 16/17)
<b>100,491</b> phone interactions were logged by our <b>Contact Centres</b> in 2017/18 	<b>SOCIAL MEDIA</b> The number of engagements during 2017/18. <b>368,236</b> <b>120,805</b>	<b>Stage 2</b> complaints <b>17.7 days</b> (up from 16.7 days in 16/17)	<b>67.4%</b> of <b>complaints at stage 2</b> within <b>20 working days</b> (down from 76.6% in 16/17)
(down from 62,470 in 16/17)	(up from 92.5% in 16/17)	<b>Escalated</b> complaints <b>18.0 days</b> (up from 16.4 days in 16/17)	<b>53.8%</b> of <b>escalated complaints</b> within <b>20 working days</b> (down from 67.9% in 16/17)



**Priority 8: Excellent Public Services– Executive Quarterly PIs**

Short Name	Trend Chart	Value	Commentary	Status against Target	Managed By														
Total number of interactions (taken through CRM) by Customer Services	<p><b>CP08-P066P How many transactions were logged as handled by Customer Services staff?</b></p> <table border="1"> <caption>CP08-P066P Data</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4-2016/17</td> <td>44,523</td> </tr> <tr> <td>Q1-2017/18</td> <td>43,623</td> </tr> <tr> <td>Q2-2017/18</td> <td>44,724</td> </tr> <tr> <td>Q3-2017/18</td> <td>37,861</td> </tr> <tr> <td>Q4-2017/18</td> <td>43,118</td> </tr> </tbody> </table>	Quarter	Value	Q4-2016/17	44,523	Q1-2017/18	43,623	Q2-2017/18	44,724	Q3-2017/18	37,861	Q4-2017/18	43,118	43,118	<p><b>Observations:</b></p> <p>Throughout Q4 there has been an increase of 5,257 transactions taken through CRM when compared with Q3. When reviewing the same period last year there has been a decrease of 1,405 interactions.</p> <p>These figures remain fairly consistent.</p> <p>We actively promote the website and the Customer Services 0300 100 1800 line. We are also continually working to increase the number of services delivered digitally and to encourage self-service</p>		Les Grant		
Quarter	Value																		
Q4-2016/17	44,523																		
Q1-2017/18	43,623																		
Q2-2017/18	44,724																		
Q3-2017/18	37,861																		
Q4-2017/18	43,118																		
Face-to-Face interactions (taken through CRM) by Customer Services	<p><b>Exec - Customer Services Interactions logged on CRM</b></p> <table border="1"> <caption>Exec - Customer Services Interactions Data</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4-2016/17</td> <td>16,185</td> </tr> <tr> <td>Q1-2017/18</td> <td>26,876</td> </tr> <tr> <td>Q2-2017/18</td> <td>26,413</td> </tr> <tr> <td>Q3-2017/18</td> <td>26,413</td> </tr> <tr> <td>Q4-2017/18</td> <td>21,855</td> </tr> <tr> <td>Q4-2017/18</td> <td>25,810</td> </tr> </tbody> </table>	Quarter	Value	Q4-2016/17	16,185	Q1-2017/18	26,876	Q2-2017/18	26,413	Q3-2017/18	26,413	Q4-2017/18	21,855	Q4-2017/18	25,810	15,207	<p><b>Observations:</b></p> <p>There has been an increase of 758 face-to face interactions during Q4 when compared with Q3. In comparison to the same quarter last year (2016/17) there has been a decrease of 978 face-to-face interactions.</p>		Les Grant
Quarter	Value																		
Q4-2016/17	16,185																		
Q1-2017/18	26,876																		
Q2-2017/18	26,413																		
Q3-2017/18	26,413																		
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Voice interactions (taken through CRM) by Customer Services	<table border="1"> <caption>Voice Interactions Data</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4-2016/17</td> <td>16,185</td> </tr> <tr> <td>Q1-2017/18</td> <td>15,965</td> </tr> <tr> <td>Q2-2017/18</td> <td>16,811</td> </tr> <tr> <td>Q3-2017/18</td> <td>14,449</td> </tr> <tr> <td>Q4-2017/18</td> <td>15,207</td> </tr> </tbody> </table>	Quarter	Value	Q4-2016/17	16,185	Q1-2017/18	15,965	Q2-2017/18	16,811	Q3-2017/18	14,449	Q4-2017/18	15,207	25,810	<p><b>Observations:</b></p> <p>In Q4 the number of voice interactions increased by 3,955 when compared with Q3. When making a comparison with Q4 last year (2016/17) there has been a decrease of 1,066 voice interactions taken through CRM. The increase experienced from the previous quarter may be attributed to the severe weather conditions. Work continues on moving services online.</p>		Les Grant		
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Q4-2016/17	16,185																		
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## Scottish Borders Council Executive Committee: Appendix 2 - Quarterly Public Performance Report, June 2018 (Q4 2017/18)

Short Name	Trend Chart	Value	Commentary	Status against Target	Managed By
Number of Complaints Closed		159	See comments below		Les Grant

### Observations:

In Q4 159 complaints were closed. 44% of complaints were classified as 'Justified' and 56% as 'Unjustified'. In addition 11% complaints were classified as 'Policy'.

Below is a split of complaints closed during the period by locality and reason. Where a complaint has been logged anonymously it cannot be attributed to a locality and therefore shows as undefined. 11% of complaints closed were undefined in Q4. *(Note that small variations in the table total vs the indicator overall are due to the time lag in preparation of the commentary)*

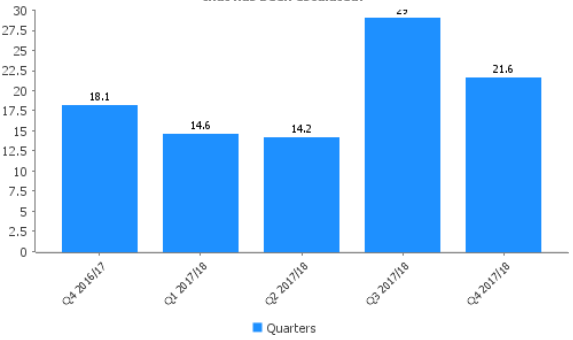

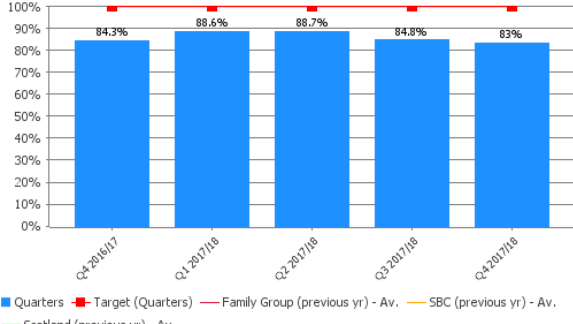

	Teviot	Berwickshire	Cheviot	Eildon	Tweeddale	Undefined	Summary
Delay in Responding	0	3	2	3	3	1	12
Employee Attitude	3	2	6	2	4	0	17
Failure to Del Ser	11	9	15	12	18	7	72
Other	8	2	5	8	11	8	42
Policy	2	1	1	2	3	1	10
Bias or Discrimination	1	0	2	0	1	0	4
Totals	25	17	31	27	40	17	157

Cheviot and Tweeddale localities were the areas with the highest number of complaints (18% and 25% respectively) with the most popular classification reason being 'Failure to Deliver Service' across all five localities. Berwickshire received the fewest complaints accounting for 11% of complaints closed.

Scottish Borders Council Executive Committee: Appendix 2 - Quarterly Public Performance Report, June 2018 (Q4 2017/18)

Short Name	Trend Chart	Value	Commentary	Status against Target	Managed By												
<p>Average times: the average time in working days to respond to complaints at stage one</p>	<p><b>SPSO-04aP How long in working days does it take on average to respond to a complaint at stage one?</b></p> <table border="1"> <caption>SPSO-04aP Data</caption> <thead> <tr> <th>Quarter</th> <th>Average Time (Working Days)</th> </tr> </thead> <tbody> <tr> <td>Q4-2016/17</td> <td>4.5</td> </tr> <tr> <td>Q1-2017/18</td> <td>3.5</td> </tr> <tr> <td>Q2-2017/18</td> <td>4.1</td> </tr> <tr> <td>Q3-2017/18</td> <td>4.1</td> </tr> <tr> <td>Q4-2017/18</td> <td>4.2</td> </tr> </tbody> </table>	Quarter	Average Time (Working Days)	Q4-2016/17	4.5	Q1-2017/18	3.5	Q2-2017/18	4.1	Q3-2017/18	4.1	Q4-2017/18	4.2	<p>4.2</p>	<p><b>Observations:</b>                      There has been a slight change to the average number of days taken to respond to complaints at stage one over the previous quarter.                       There has been a slight decrease from Q4 last year, with the average time in working days being 4.5.                       Our Customer Relationship Management System is used to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>	<p>✔</p>	<p>Les Grant</p>
Quarter	Average Time (Working Days)																
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Q4-2017/18	4.2																
<p>Average times: the average time in working days to respond to complaints at stage two</p>	<p><b>SPSO-04bP How long in working days does it take on average to respond to a complaint at stage two?</b></p> <table border="1"> <caption>SPSO-04bP Data</caption> <thead> <tr> <th>Quarter</th> <th>Average Time (Working Days)</th> </tr> </thead> <tbody> <tr> <td>Q4-2016/17</td> <td>17.6</td> </tr> <tr> <td>Q1-2017/18</td> <td>19.4</td> </tr> <tr> <td>Q2-2017/18</td> <td>15</td> </tr> <tr> <td>Q3-2017/18</td> <td>17.1</td> </tr> <tr> <td>Q4-2017/18</td> <td>19</td> </tr> </tbody> </table>	Quarter	Average Time (Working Days)	Q4-2016/17	17.6	Q1-2017/18	19.4	Q2-2017/18	15	Q3-2017/18	17.1	Q4-2017/18	19	<p>19</p>	<p><b>Observations:</b>                      In Q4 there has been an increase in the average number of days taken to respond to complaints at stage two when compared with Q3.                       When compared with the same quarter last year (2016/17) there has also been an increase. We use our Customer Relationship Management System to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>	<p>✔</p>	<p>Les Grant</p>
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Scottish Borders Council Executive Committee: Appendix 2 - Quarterly Public Performance Report, June 2018 (Q4 2017/18)

Short Name	Trend Chart	Value	Commentary	Status against Target	Managed By												
<p>Average times: the average time in working days to respond to complaints after escalation</p>	<p><b>SP50-04cP How long in working days does it take on average to respond to a complaint that has been escalated?</b></p>  <table border="1"> <caption>Average response times in working days</caption> <thead> <tr> <th>Quarter</th> <th>Average Time (Working Days)</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/17</td> <td>18.1</td> </tr> <tr> <td>Q1 2017/18</td> <td>14.6</td> </tr> <tr> <td>Q2 2017/18</td> <td>14.2</td> </tr> <tr> <td>Q3 2017/18</td> <td>27</td> </tr> <tr> <td>Q4 2017/18</td> <td>21.6</td> </tr> </tbody> </table>	Quarter	Average Time (Working Days)	Q4 2016/17	18.1	Q1 2017/18	14.6	Q2 2017/18	14.2	Q3 2017/18	27	Q4 2017/18	21.6	<p>21.6</p>	<p><b>Observations:</b> The average time taken to respond to the customer has decreased by an average of 7 days when compared with the previous quarter. There has been a slight increase when considering the same quarter last year (2016/17).</p> <p>The low number of complaints handled at this stage can result in significant fluctuations in performance if just one complaint is not handled within timescales. We use our Customer Relationship Management System to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>		<p>Les Grant</p>
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<p>Performance against timescales: the number of complaints closed at stage one within 5 working days as % of total number of stage one complaints</p>	<p><b>SP50-05aP How many complaints at stage one are closed within five working days (as a percentage of all stage one complaints)?</b></p>  <table border="1"> <caption>Percentage of stage one complaints closed within 5 working days</caption> <thead> <tr> <th>Quarter</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/17</td> <td>84.3%</td> </tr> <tr> <td>Q1 2017/18</td> <td>88.6%</td> </tr> <tr> <td>Q2 2017/18</td> <td>88.7%</td> </tr> <tr> <td>Q3 2017/18</td> <td>84.8%</td> </tr> <tr> <td>Q4 2017/18</td> <td>83%</td> </tr> </tbody> </table>	Quarter	Percentage	Q4 2016/17	84.3%	Q1 2017/18	88.6%	Q2 2017/18	88.7%	Q3 2017/18	84.8%	Q4 2017/18	83%	<p>83.0%</p>	<p><b>Observations:</b> There has been a decrease of 1.8% when compared with the last quarter. In comparison to the same period last year there has also been a decrease of 1.3%.</p> <p>We use our Customer Relationship Management System to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>		<p>Les Grant</p>
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Short Name	Trend Chart	Value	Commentary	Status against Target	Managed By												
<p>Performance against timescales: the number of complaints closed at stage two within 20 working days as % of total number of stage two complaints</p>	<p><b>SP50-05bP How many complaints at stage two are closed within 20 working days (as a percentage of all stage two complaints)?</b></p> <table border="1"> <caption>SP50-05bP Performance Data</caption> <thead> <tr> <th>Quarter</th> <th>Value (%)</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/17</td> <td>84%</td> </tr> <tr> <td>Q1 2017/18</td> <td>57.5%</td> </tr> <tr> <td>Q2 2017/18</td> <td>80.5%</td> </tr> <tr> <td>Q3 2017/18</td> <td>70%</td> </tr> <tr> <td>Q4 2017/18</td> <td>60.7%</td> </tr> </tbody> </table> <p>Legend: ■ Quarters ■ Target (Quarters) — Family Group (previous yr) - Av. — SBC (previous yr) - Av. — Scotland (previous yr) - Av.</p>	Quarter	Value (%)	Q4 2016/17	84%	Q1 2017/18	57.5%	Q2 2017/18	80.5%	Q3 2017/18	70%	Q4 2017/18	60.7%	<p>60.7%</p>	<p><b>Observations:</b> Performance against timescales has decreased over the previous quarter with 60.7% of Stage 2 complaints being closed within 20 working days compared to 70% last quarter. However, performance was better in Q4 last year with 84% being closed within timeframes.</p> <p>The low number of complaints handled at Stage 2 can result in significant fluctuations in the performance when just a few complaints are not handled within timescales.</p> <p>We use our Customer Relationship Management System to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>		<p>Les Grant</p>
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<p>Performance against timescales: the number of escalated complaints closed within 20 working days as a % of total number of escalated stage two complaints</p>	<p><b>SP50-05cP How many escalated complaints are closed within 20 working days (as a percentage of all escalated complaints)?</b></p> <table border="1"> <caption>SP50-05cP Performance Data</caption> <thead> <tr> <th>Quarter</th> <th>Value (%)</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/17</td> <td>69.2%</td> </tr> <tr> <td>Q1 2017/18</td> <td>62.5%</td> </tr> <tr> <td>Q2 2017/18</td> <td>75%</td> </tr> <tr> <td>Q3 2017/18</td> <td>0%</td> </tr> <tr> <td>Q4 2017/18</td> <td>42.9%</td> </tr> </tbody> </table> <p>Legend: ■ Quarters ■ Target (Quarters) — Family Group (previous yr) - Av. — SBC (previous yr) - Av. — Scotland (previous yr) - Av.</p>	Quarter	Value (%)	Q4 2016/17	69.2%	Q1 2017/18	62.5%	Q2 2017/18	75%	Q3 2017/18	0%	Q4 2017/18	42.9%	<p>42.9%</p>	<p><b>Observations:</b> Performance has improved this quarter over the previous quarter with 42.9% of escalated complaints being handled within 20 days compared with Q3. Compared to the same period last year 69.2% of escalated complaints were handled within the 20 day timeframe performance has fallen.</p> <p>It should be noted that the small number of complaints that are escalated means significant swings in performance can occur when just 1 or 2 complaints breach timescales.</p> <p>We use our Customer Relationship Management System to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>		<p>Les Grant</p>
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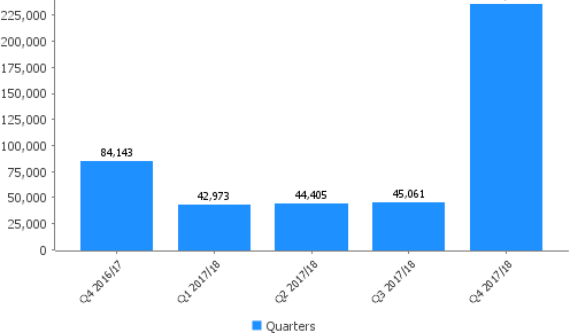

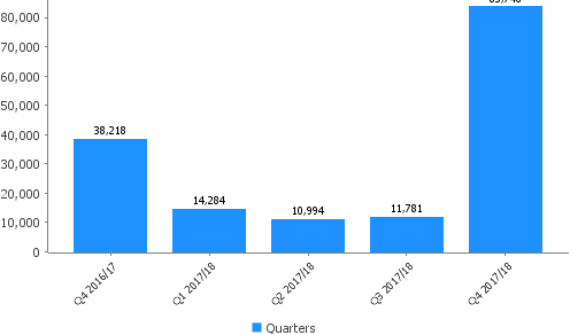

Short Name	Trend Chart	Value	Commentary	Status against Target	Managed By												
FOI Requests Received	<p>CP08-P053P How many requests for information, under the Freedom of Information Act, did we receive?</p> <table border="1"> <caption>FOI Requests Received Data</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/17</td> <td>372</td> </tr> <tr> <td>Q1 2017/18</td> <td>279</td> </tr> <tr> <td>Q2 2017/18</td> <td>288</td> </tr> <tr> <td>Q3 2017/18</td> <td>369</td> </tr> <tr> <td>Q4 2017/18</td> <td>343</td> </tr> </tbody> </table> <p>Legend: ■ Quarters ■ Target (Quarters) — Family Group (previous yr) - Av. — SBC (previous yr) - Av. — Scotland (previous yr) - Av.</p>	Quarter	Value	Q4 2016/17	372	Q1 2017/18	279	Q2 2017/18	288	Q3 2017/18	369	Q4 2017/18	343	343	<p><b>Observations:</b> SBC received 343 FOIs in Q4 2017/18, 26 fewer than in Q3 2017/18 (7% decrease), and 29 fewer than Q4 2016/17 (8% decrease).</p>		Nuala McKinlay
Quarter	Value																
Q4 2016/17	372																
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Scottish Borders Council Executive Committee: Appendix 2 - Quarterly Public Performance Report, June 2018 (Q4 2017/18)

Short Name	Trend Chart	Value	Commentary	Status against Target	Managed By												
<p>% of FOI Requests Completed on Time</p>	<p><b>CP08-P054P What percentage of requests for information received, under the Freedom of Information Act, did we complete on time?</b></p> <table border="1"> <caption>Data for CP08-P054P: % of FOI Requests Completed on Time</caption> <thead> <tr> <th>Quarter</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q4-2016/17</td> <td>92%</td> </tr> <tr> <td>Q1-2017/18</td> <td>94%</td> </tr> <tr> <td>Q2-2017/18</td> <td>94%</td> </tr> <tr> <td>Q3-2017/18</td> <td>93%</td> </tr> <tr> <td>Q4-2017/18</td> <td>94%</td> </tr> </tbody> </table> <p>Legend: ■ Quarters ■ Target (Quarters) — Family Group (previous yr) - Av. — SBC (previous yr) - Av. — Scotland (previous yr) - Av.</p>	Quarter	Percentage	Q4-2016/17	92%	Q1-2017/18	94%	Q2-2017/18	94%	Q3-2017/18	93%	Q4-2017/18	94%	<p>94%</p>	<p><b>How are we performing:</b>                      SBC has made good progress over the longer term in dealing with as many FOIs within the required timescales. Whilst we always strive to reach 100%, many of the requests are very complex, and require information held across a number of departments. In Q4 2017/18, 94% were completed on time, just slightly up on the 93% in Q3 2017/18. Some responses were delayed due to staffing resources within services and breakdown in process.</p> <p><b>Actions we are taking to improve/maintain performance:</b>                      This measure is reviewed by SBC's Corporate Management Team on a monthly basis, with response times from individual departments monitored so that any problems or delays can be addressed. All staff must undergo training on dealing with FOIs, and the streamlining of processes within departments, as well as the availability of information on SBC's new website, means that we can respond to the majority of FOI requests quickly and efficiently. All previous FOI requests are published on SBC's website along with the response provided:  <a href="https://www.scotborders.gov.uk/directory/59/freedom_of_information_requests">https://www.scotborders.gov.uk/directory/59/freedom_of_information_requests</a></p>		<p>Nuala McKinlay</p>
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Number of Facebook Engagements	<p><b>CP08-P159 Number of Facebook Engagements</b></p>  <table border="1"> <caption>Facebook Engagements Data</caption> <thead> <tr> <th>Quarter</th> <th>Engagements</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/17</td> <td>84,143</td> </tr> <tr> <td>Q1 2017/18</td> <td>42,973</td> </tr> <tr> <td>Q2 2017/18</td> <td>44,405</td> </tr> <tr> <td>Q3 2017/18</td> <td>45,061</td> </tr> <tr> <td>Q4 2017/18</td> <td>235,797</td> </tr> </tbody> </table>	Quarter	Engagements	Q4 2016/17	84,143	Q1 2017/18	42,973	Q2 2017/18	44,405	Q3 2017/18	45,061	Q4 2017/18	235,797	235,797	<p><b>Observations:</b>                      On <b>Facebook</b>, SBC posts reached an estimated 1,139,482 people (total of weekly unique reach), with <b>235,797 engaging</b> (liking, commenting, sharing) with posts. Over Q4 the number of Facebook followers rose to 19,642 (+4,640 on start of Q4).                       The social media statistics were significantly boosted due to periods of severe weather during the quarter and show the value of these channels in such situations</p>		Tracey Graham
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Number of Twitter Engagements	<p><b>CP08-P160 Number of Twitter Engagements</b></p>  <table border="1"> <caption>Twitter Engagements Data</caption> <thead> <tr> <th>Quarter</th> <th>Engagements</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/17</td> <td>38,218</td> </tr> <tr> <td>Q1 2017/18</td> <td>14,284</td> </tr> <tr> <td>Q2 2017/18</td> <td>10,994</td> </tr> <tr> <td>Q3 2017/18</td> <td>11,781</td> </tr> <tr> <td>Q4 2017/18</td> <td>83,746</td> </tr> </tbody> </table>	Quarter	Engagements	Q4 2016/17	38,218	Q1 2017/18	14,284	Q2 2017/18	10,994	Q3 2017/18	11,781	Q4 2017/18	83,746	83,746	<p><b>Observations:</b>                      During the quarter <b>Twitter</b> post <b>links were clicked 83,746 times</b>. The number of followers at Q4 end was 11,804 (+1,284 on start of Q4).                       The social media statistics were significantly boosted due to periods of severe weather during the quarter and show the value of these channels in such situations.</p>		Tracey Graham
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