

SCOTTISH BORDERS COUNCIL CORPORATE PRIORITIES

SUMMARY OF PERFORMANCE 2016/17

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 2016/17, 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

76.2%
of people **aged between 16-64**
are now in employment

Scotland	73.1%
SB last year	78.3%

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**.

103,761

phone interactions were logged by our **Contact Centres** in 2016/17



(up from 102,342 in 15/16)

green - improved performance

amber - a minor change in performance

red - area for improvement

OUR CORPORATE PRIORITIES



ENSURE EXCELLENT, ADAPTABLE, COLLABORATIVE AND ACCESSIBLE PUBLIC SERVICES

HOW ARE WE DOING?

April 2016 - March 2017:

CUSTOMER INTERACTIONS	FREEDOM OF INFORMATION REQUESTS (FOI)	COMPLAINTS	SOCIAL WORK SERVICE COMPLAINTS
172,078 interactions with the public were handled by our Customer Service staff via email, face to face contact, phonecalls and mail in 2016/17	1246 requests for information under the Freedom of Information Act were received in 2016/17	563 customer complaints were handled by SBC in 2016/17	89 complaints received regarding the Social Work service in 2016/17
SBC 2015/16 175,333	SBC 2015/16 1147	SBC 2015/16 564	SBC 2015/16 71

Compliments during 2016/17

SBC receives many unsolicited compliments covering a range of services:

*"Thank you for the speedy response to the broken drain cover."
"Many thanks for your welcome initiative; your actions have restored my faith in SBC. Looking after an elderly parent is not easy and I greatly appreciate your willingness to quickly investigate and resolve this straightforward issue."
".... was very professional, and drafted a letter explaining everything succinctly and to the*

*point. He listened intently to [the customer]".
"The service at the Eshiels Site has improved radically over the last few months."
"Please accept and pass on my thanks for the thorough and very professional job which was completed a few days after my request. Great Service!"
"I'm very happy with the new Food waste collection service- it means my kitchen bin is odour free and can be put out less often as the decaying food is kept separate".*

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

Our performance during 2016/17

CUSTOMER INTERACTIONS 62,470 face to face interactions were logged by our Contact Centres during 2016/17 (down from 67,949 in 2015/16)	FREEDOM OF INFORMATION 92.5% of FOI requests were completed on time in 2016/17 (up from 88% in 2015/16)	COMPLAINTS Our average response times for complaints for 2016/17 were as follows: Stage 1 complaints 3.9 days (down from 4 in 2015/16) Stage 2 complaints 17.5 days (up from 17.2 in 2015/16) Escalated complaints 17.0 days (up from 16.7 in 2015/16)	In 2016/17 we closed: 84.3% of complaints at stage 1 within 5 working days (down from 85.2% in 2015/16) 84% of complaints at stage 2 within 20 working days (up from 77.5% in 2015/16) 69.2% of escalated complaints within 20 working days (down from 83.3% in 2015/16)
CUSTOMER INTERACTIONS 103,761 phone interactions were logged by our Contact Centres in 2016/17 (up from 102,342 in 2015/16)	SOCIAL MEDIA The number of engagements during 2016/17. 186,846 87,704		



Corporate Priority 8: Excellent Public Services

Short Name	Trend Chart	Value	Commentary	Status	Managed By												
Total number of interactions (taken through our Customer Relationship Management (CRM) system) by Customer Services	<p>CP08-P066P How many transactions were logged as handled by Customer Services staff?</p> <table border="1"> <caption>Quarterly Transactions Data</caption> <thead> <tr> <th>Quarter</th> <th>Transactions</th> </tr> </thead> <tbody> <tr> <td>Q4 2015/16</td> <td>46,672</td> </tr> <tr> <td>Q1 2016/17</td> <td>46,042</td> </tr> <tr> <td>Q2 2016/17</td> <td>44,665</td> </tr> <tr> <td>Q3 2016/17</td> <td>36,848</td> </tr> <tr> <td>Q4 2016/17</td> <td>44,523</td> </tr> </tbody> </table> <p>Legend: ■ Quarters, ■ Target (Quarters), — Family Group (previous yr) - Av., — SBC (previous yr) - Av., — Scotland (previous yr) - Av.</p>	Quarter	Transactions	Q4 2015/16	46,672	Q1 2016/17	46,042	Q2 2016/17	44,665	Q3 2016/17	36,848	Q4 2016/17	44,523	44,523	<p>How we are performing:</p> <p>There has been an increase in the number of interactions for Quarter 4 by 7675 compared to Quarter 3 and a decrease of 2149 compared to the same period last year.</p> <p>Actions we are taking to improve/maintain performance:</p> <p>We actively promote the website and the Customer Services 0300 100 1800 line and are continually working to increase the number of services delivered digitally and to encourage self service.</p>		Les Grant
Quarter	Transactions																
Q4 2015/16	46,672																
Q1 2016/17	46,042																
Q2 2016/17	44,665																
Q3 2016/17	36,848																
Q4 2016/17	44,523																

Appendix 2 Scottish Borders Council Executive Committee – Quarterly Public Performance Report, June 2017 (Q4 2016/17)

Short Name	Trend Chart	Value	Commentary	Status	Managed By																		
Face-to-Face interactions (taken through CRM) by Customer Services (CP08-P63)	<p>Exec - Customer Services Interactions logged on CRM</p> <table border="1"> <thead> <tr> <th>Quarter</th> <th>CP08-P063P</th> <th>CP08-P065P</th> </tr> </thead> <tbody> <tr> <td>Q4 2015/16</td> <td>16,709</td> <td>28,266</td> </tr> <tr> <td>Q1 2016/17</td> <td>16,051</td> <td>28,603</td> </tr> <tr> <td>Q2 2016/17</td> <td>16,575</td> <td>26,625</td> </tr> <tr> <td>Q3 2016/17</td> <td>13,659</td> <td>21,657</td> </tr> <tr> <td>Q4 2016/17</td> <td>16,185</td> <td>26,876</td> </tr> </tbody> </table>	Quarter	CP08-P063P	CP08-P065P	Q4 2015/16	16,709	28,266	Q1 2016/17	16,051	28,603	Q2 2016/17	16,575	26,625	Q3 2016/17	13,659	21,657	Q4 2016/17	16,185	26,876	16,185	<p>How are we performing: There has been an increase of 2,526 in the number of Face-to-Face interactions taken through CRM than the previous quarter.</p> <p>In comparison to quarter 4 of 2015/16 there has been a reduction of 524 Face-to-Face interactions.</p> <p>Actions we are taking to improve/maintain performance: Work is ongoing to move our services on-line</p>		Les Grant
Quarter	CP08-P063P	CP08-P065P																					
Q4 2015/16	16,709	28,266																					
Q1 2016/17	16,051	28,603																					
Q2 2016/17	16,575	26,625																					
Q3 2016/17	13,659	21,657																					
Q4 2016/17	16,185	26,876																					
Voice interactions (taken through CRM) by Customer Services (CP08-P65)		26,876	<p>How are we performing: The number of voice interactions in Quarter 4 has decreased by 1390 over the number taken in Quarter 4 2015/16.</p> <p>Actions we are taking to improve/maintain performance: We actively use media campaigns to promote our services and the Customer Services 0300 100 1800 line. We continue to promote the Customer Relationship Management (CRM) system corporately. Work on training new starts and existing staff is on-going. We are also working to channel shift customers to on-line self-service options.</p>		Les Grant																		

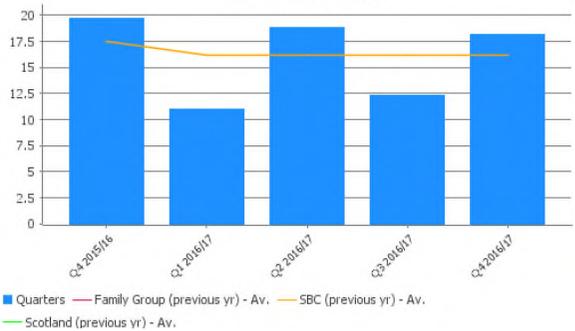
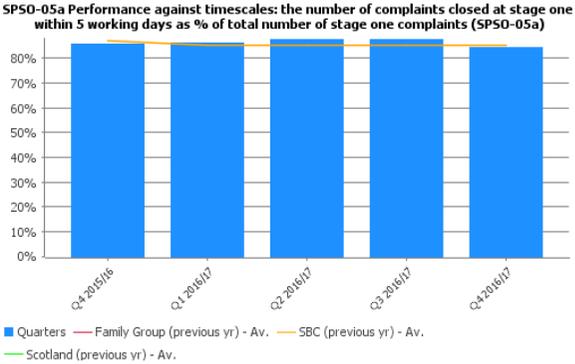
Appendix 2 Scottish Borders Council Executive Committee – Quarterly Public Performance Report, June 2017 (Q4 2016/17)

Short Name	Trend Chart	Value	Commentary	Status	Managed By												
Number of Social Work Statutory Complaints Received	<p>CP08-P030P How many complaints were received by our Social Work service?</p> <table border="1"> <caption>CP08-P030P Data</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/17</td> <td>20</td> </tr> <tr> <td>Q1 2016/17</td> <td>29</td> </tr> <tr> <td>Q2 2016/17</td> <td>10</td> </tr> <tr> <td>Q3 2016/17</td> <td>30</td> </tr> <tr> <td>Q4 2016/17</td> <td>20</td> </tr> </tbody> </table>	Quarter	Value	Q4 2016/17	20	Q1 2016/17	29	Q2 2016/17	10	Q3 2016/17	30	Q4 2016/17	20	20	<p>Observations: At present we are only reporting information up until the end February 2017. Due to an issue with the reporting mechanism we are unable to provide a definitive update to the number of complaints during March. This issue will be resolved shortly.</p>		Sylvia Mendham
Quarter	Value																
Q4 2016/17	20																
Q1 2016/17	29																
Q2 2016/17	10																
Q3 2016/17	30																
Q4 2016/17	20																
Number of Complaints Closed - All (excl. invalid & statutory Social Work)	<p>CP08-P010P How many complaints did we investigate to completion?</p> <table border="1"> <caption>CP08-P010P Data</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/17</td> <td>145</td> </tr> <tr> <td>Q1 2016/17</td> <td>175</td> </tr> <tr> <td>Q2 2016/17</td> <td>146</td> </tr> <tr> <td>Q3 2016/17</td> <td>130</td> </tr> <tr> <td>Q4 2016/17</td> <td>138</td> </tr> </tbody> </table>	Quarter	Value	Q4 2016/17	145	Q1 2016/17	175	Q2 2016/17	146	Q3 2016/17	130	Q4 2016/17	138	138	<p>Observations: In Q4 the majority of complaints were classified as 'Unjustified' (36.4%) followed by 29.3% which were 'Invalid' and 'Justified' at 21.2%. In Q4 the majority of complaints were classified as 'Failure to deliver service' at 38%, followed by 'Policy' at 25% and 'Other' at 18%.</p>		Les Grant;
Quarter	Value																
Q4 2016/17	145																
Q1 2016/17	175																
Q2 2016/17	146																
Q3 2016/17	130																
Q4 2016/17	138																

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Short Name	Trend Chart	Value	Commentary	Status	Managed By												
Average times: the average time in working days to respond to complaints at stage one (SPSO-04a)	<p>SPSO-04a Average times: the average time in working days to respond to complaints at stage one (SPSO-04a)</p> <table border="1"> <caption>SPSO-04a Average times: the average time in working days to respond to complaints at stage one (SPSO-04a)</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4 2015/16</td> <td>4.0</td> </tr> <tr> <td>Q1 2016/17</td> <td>3.5</td> </tr> <tr> <td>Q2 2016/17</td> <td>3.5</td> </tr> <tr> <td>Q3 2016/17</td> <td>3.5</td> </tr> <tr> <td>Q4 2016/17</td> <td>4.5</td> </tr> </tbody> </table> <p>■ Quarters — Family Group (previous yr) - Av. — SBC (previous yr) - Av. — Scotland (previous yr) - Av.</p>	Quarter	Value	Q4 2015/16	4.0	Q1 2016/17	3.5	Q2 2016/17	3.5	Q3 2016/17	3.5	Q4 2016/17	4.5	4.5	<p>How are we performing: There has been a slight increase in the average number of days taken to respond to complaints at stage one, compared with the same quarter last year. A few unexpected staff absences during the quarter has resulted a small number of complex complaints running over time and not being closed within the required time scale.</p> <p>Actions we are taking to improve/maintain performance: We use the Customer Relationship Management (CRM) System to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>		Les Grant
Quarter	Value																
Q4 2015/16	4.0																
Q1 2016/17	3.5																
Q2 2016/17	3.5																
Q3 2016/17	3.5																
Q4 2016/17	4.5																
Average times: the average time in working days to respond to complaints at stage two (SPSO-04b)	<p>SPSO-04b Average times: the average time in working days to respond to complaints at stage two (SPSO-04b)</p> <table border="1"> <caption>SPSO-04b Average times: the average time in working days to respond to complaints at stage two (SPSO-04b)</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4 2015/16</td> <td>16.5</td> </tr> <tr> <td>Q1 2016/17</td> <td>15.5</td> </tr> <tr> <td>Q2 2016/17</td> <td>15.0</td> </tr> <tr> <td>Q3 2016/17</td> <td>15.0</td> </tr> <tr> <td>Q4 2016/17</td> <td>17.6</td> </tr> </tbody> </table> <p>■ Quarters — Family Group (previous yr) - Av. — SBC (previous yr) - Av. — Scotland (previous yr) - Av.</p>	Quarter	Value	Q4 2015/16	16.5	Q1 2016/17	15.5	Q2 2016/17	15.0	Q3 2016/17	15.0	Q4 2016/17	17.6	17.6	<p>How are we performing: There has been an increase in the average number of days taken to respond to complaints at stage two, when compared to the same quarter last year. (Should be responded to within 20 days)</p> <p>Actions we are taking to improve/maintain performance: We use the Customer Relationship Management System to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>		Les Grant
Quarter	Value																
Q4 2015/16	16.5																
Q1 2016/17	15.5																
Q2 2016/17	15.0																
Q3 2016/17	15.0																
Q4 2016/17	17.6																

Appendix 2 Scottish Borders Council Executive Committee – Quarterly Public Performance Report, June 2017 (Q4 2016/17)

Short Name	Trend Chart	Value	Commentary	Status	Managed By												
Average times: the average time in working days to respond to complaints after escalation (SPSO-04c)	<p>SPSO-04c Average times: the average time in working days to respond to complaints after escalation (SPSO-04c)</p>  <table border="1"> <caption>SPSO-04c Average times (Working days)</caption> <thead> <tr> <th>Quarter</th> <th>Average Time (Working Days)</th> </tr> </thead> <tbody> <tr> <td>Q4 2015/16</td> <td>18.5</td> </tr> <tr> <td>Q1 2016/17</td> <td>11.5</td> </tr> <tr> <td>Q2 2016/17</td> <td>18.5</td> </tr> <tr> <td>Q3 2016/17</td> <td>12.5</td> </tr> <tr> <td>Q4 2016/17</td> <td>16.5</td> </tr> </tbody> </table>	Quarter	Average Time (Working Days)	Q4 2015/16	18.5	Q1 2016/17	11.5	Q2 2016/17	18.5	Q3 2016/17	12.5	Q4 2016/17	16.5	18.1	<p>How are we performing: There were 13 stage two complaints that were escalated. The average time taken to respond to the customer has increased compared to the previous quarter but slightly decreased compared to the same quarter last year.</p> <p>Actions we are taking to improve/maintain performance: We use the Customer Relationship Management System to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>		Les Grant
Quarter	Average Time (Working Days)																
Q4 2015/16	18.5																
Q1 2016/17	11.5																
Q2 2016/17	18.5																
Q3 2016/17	12.5																
Q4 2016/17	16.5																
Performance against timescales: the number of complaints closed at stage one within 5 working days as % of total number of stage one complaints (SPSO-05a)	<p>SPSO-05a Performance against timescales: the number of complaints closed at stage one within 5 working days as % of total number of stage one complaints (SPSO-05a)</p>  <table border="1"> <caption>SPSO-05a Performance against timescales (%)</caption> <thead> <tr> <th>Quarter</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>Q4 2015/16</td> <td>85.5</td> </tr> <tr> <td>Q1 2016/17</td> <td>85.5</td> </tr> <tr> <td>Q2 2016/17</td> <td>85.5</td> </tr> <tr> <td>Q3 2016/17</td> <td>85.5</td> </tr> <tr> <td>Q4 2016/17</td> <td>84.3</td> </tr> </tbody> </table>	Quarter	Performance (%)	Q4 2015/16	85.5	Q1 2016/17	85.5	Q2 2016/17	85.5	Q3 2016/17	85.5	Q4 2016/17	84.3	84.3%	<p>How are we performing: There has been a slight decrease of 1.2% in comparison to the same quarter last year, however overall the figure continues to remain fairly consistent.</p> <p>Actions we are taking to improve/maintain performance: We use the Customer Relationship Management System to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>		Les Grant
Quarter	Performance (%)																
Q4 2015/16	85.5																
Q1 2016/17	85.5																
Q2 2016/17	85.5																
Q3 2016/17	85.5																
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Short Name	Trend Chart	Value	Commentary	Status	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 (SPSO-05b)</p>	<p>SPSO-05b Performance against timescales: the number of complaints closed at stage two within 20 working days as % of total number of stage two complaints (SPSO-05b)</p> <table border="1"> <caption>SPSO-05b Performance Data</caption> <thead> <tr> <th>Quarter</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/16</td> <td>~78%</td> </tr> <tr> <td>Q1 2016/17</td> <td>~82%</td> </tr> <tr> <td>Q2 2016/17</td> <td>~85%</td> </tr> <tr> <td>Q3 2016/17</td> <td>~88%</td> </tr> <tr> <td>Q4 2016/17</td> <td>84%</td> </tr> </tbody> </table> <p>■ Quarters — Family Group (previous yr) - Av. — SBC (previous yr) - Av. — Scotland (previous yr) - Av.</p>	Quarter	Performance (%)	Q4 2016/16	~78%	Q1 2016/17	~82%	Q2 2016/17	~85%	Q3 2016/17	~88%	Q4 2016/17	84%	84%	<p>How are we performing: There has been an increase of 5.4% in comparison to the same period last year.</p> <p>Actions we are taking to improve/maintain performance: We use the Customer Relationship Management System to SPSO manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>		Les Grant
Quarter	Performance (%)																
Q4 2016/16	~78%																
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Q2 2016/17	~85%																
Q3 2016/17	~88%																
Q4 2016/17	84%																
<p>Performance against timescales: the number of escalated complaints closed within 20 working days as a % of total number of escalated stage two complaints (SPSO-05c)</p>	<p>SPSO-05c Performance against timescales: the number of escalated complaints closed within 20 working days as a % of total number of escalated stage two complaints (SPSO-05c)</p> <table border="1"> <caption>SPSO-05c Performance Data</caption> <thead> <tr> <th>Quarter</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/16</td> <td>~82%</td> </tr> <tr> <td>Q1 2016/17</td> <td>~50%</td> </tr> <tr> <td>Q2 2016/17</td> <td>~82%</td> </tr> <tr> <td>Q3 2016/17</td> <td>~68%</td> </tr> <tr> <td>Q4 2016/17</td> <td>69.2%</td> </tr> </tbody> </table> <p>■ Quarters — Family Group (previous yr) - Av. — SBC (previous yr) - Av. — Scotland (previous yr) - Av.</p>	Quarter	Performance (%)	Q4 2016/16	~82%	Q1 2016/17	~50%	Q2 2016/17	~82%	Q3 2016/17	~68%	Q4 2016/17	69.2%	69.2%	<p>How are we performing: There were 13 complaints within stage two that were escalated,</p> <p>Actions we are taking to improve/maintain performance: We use the Customer Relationship Management System to manage complaints within the allocated timescales. We also provide refresher training where necessary.</p>		Les Grant
Quarter	Performance (%)																
Q4 2016/16	~82%																
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Short Name	Trend Chart	Value	Commentary	Status	Managed By												
Freedom of Information (FOI) Requests Received	<p>CP08-P053 FOI Requests Received</p> <table border="1"> <caption>CP08-P053 FOI Requests Received</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4 2015/16</td> <td>325</td> </tr> <tr> <td>Q1 2016/17</td> <td>250</td> </tr> <tr> <td>Q2 2016/17</td> <td>320</td> </tr> <tr> <td>Q3 2016/17</td> <td>300</td> </tr> <tr> <td>Q4 2016/17</td> <td>372</td> </tr> </tbody> </table> <p>Legend: ■ Quarters, — Family Group (previous yr) - Av., — SBC (previous yr) - Av., — Scotland (previous yr) - Av.</p>	Quarter	Value	Q4 2015/16	325	Q1 2016/17	250	Q2 2016/17	320	Q3 2016/17	300	Q4 2016/17	372	372	<p>Observations: The number of FOI requests received each quarter continues to rise, in line with national trends. Each FOI requires officer time to collate responses and depending on the request, can take significant amounts of time.</p>		Nuala McKinlay
Quarter	Value																
Q4 2015/16	325																
Q1 2016/17	250																
Q2 2016/17	320																
Q3 2016/17	300																
Q4 2016/17	372																
% of FOI Requests Completed on Time	<p>CP08-P054P What percentage of requests for information received, under the Freedom of Information Act, did we complete on time?</p> <table border="1"> <caption>CP08-P054P % of FOI Requests Completed on Time</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4 2015/16</td> <td>84%</td> </tr> <tr> <td>Q1 2016/17</td> <td>91%</td> </tr> <tr> <td>Q2 2016/17</td> <td>92%</td> </tr> <tr> <td>Q3 2016/17</td> <td>93%</td> </tr> <tr> <td>Q4 2016/17</td> <td>92%</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 2015/16	84%	Q1 2016/17	91%	Q2 2016/17	92%	Q3 2016/17	93%	Q4 2016/17	92%	92%	<p>How are we performing: SBC has made good progress over the year, and steady progress over the longer term. Whilst we strive to reach 100%, many of the requests are very complex, and require information held across a number of departments.</p> <p>Actions we are taking to improve/maintain performance: 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</p>		Nuala McKinlay
Quarter	Value																
Q4 2015/16	84%																
Q1 2016/17	91%																
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Q3 2016/17	93%																
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Number of Facebook Engagements	<p>CP08-P159 Number of Facebook Engagements</p> <table border="1"> <caption>CP08-P159 Number of Facebook Engagements</caption> <thead> <tr> <th>Quarter</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Q4 2015/16</td> <td>0</td> </tr> <tr> <td>Q1 2016/17</td> <td>45,000</td> </tr> <tr> <td>Q2 2016/17</td> <td>25,000</td> </tr> <tr> <td>Q3 2016/17</td> <td>32,000</td> </tr> <tr> <td>Q4 2016/17</td> <td>84,143</td> </tr> </tbody> </table> <p>Legend: ■ Quarters, — Family Group (previous yr) - Av., — SBC (previous yr) - Av., — Scotland (previous yr) - Av.</p>	Quarter	Value	Q4 2015/16	0	Q1 2016/17	45,000	Q2 2016/17	25,000	Q3 2016/17	32,000	Q4 2016/17	84,143	84,143	<p>Observations: On Facebook, SBC posts reached an estimated 509,483 people, with 84,143 engaging (liking, commenting, sharing) with posts. Over Q4 the number of Facebook followers rose by over a thousand to 14,174.</p> <p>The most popular Facebook posts in Q4 were posts connected to Storm Doris and the "teaser" video ahead of the opening of Wilton Lodge Park playpark.</p>		Tracey Graham
Quarter	Value																
Q4 2015/16	0																
Q1 2016/17	45,000																
Q2 2016/17	25,000																
Q3 2016/17	32,000																
Q4 2016/17	84,143																

Appendix 2 Scottish Borders Council Executive Committee – Quarterly Public Performance Report, June 2017 (Q4 2016/17)

<p>Number of Twitter Engagements</p>	<p style="text-align: center;">CP08-P160 Number of Twitter Engagements</p> <table border="1"> <caption>Data for CP08-P160 Number of Twitter Engagements</caption> <thead> <tr> <th>Quarter</th> <th>Number of Engagements</th> </tr> </thead> <tbody> <tr> <td>Q4 2016/16</td> <td>~17,500</td> </tr> <tr> <td>Q1 2016/17</td> <td>~25,000</td> </tr> <tr> <td>Q2 2016/17</td> <td>~17,500</td> </tr> <tr> <td>Q3 2016/17</td> <td>~17,500</td> </tr> <tr> <td>Q4 2016/17</td> <td>25,018</td> </tr> </tbody> </table> <p style="text-align: center;">25,018</p>	Quarter	Number of Engagements	Q4 2016/16	~17,500	Q1 2016/17	~25,000	Q2 2016/17	~17,500	Q3 2016/17	~17,500	Q4 2016/17	25,018		<p>Observations: During the quarter Twitter post links were clicked 25,018 times. The number of followers at Q4 end was 9,892.</p> <p>The most popular Twitter posts during this Quarter were regarding School transport cancellation in advance of storm Doris and other weather warnings.</p>		<p>Tracey Graham</p>
Quarter	Number of Engagements																
Q4 2016/16	~17,500																
Q1 2016/17	~25,000																
Q2 2016/17	~17,500																
Q3 2016/17	~17,500																
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