

# **Under Performing Indicator Recovery Plan**

## **2023/24 Quarter One**

### **Indicator Name**

Percentage of car park payments made by Ringo

### **Current Performance**

Target: 63%

Performance: 60%

### **Historic Performance**

This is a new indicator and target to achieve.

### **Reasons for Current Under Performance**

This is an ambitious target which relies upon parking customers changing their behaviours. Whilst efforts can be made to encourage people to pay by RingGo we cannot make them change. It may take some time. It is important for the Council that we aim for behaviour change as transactions for RingGo are free to the council and the customer, whereas card payments are chargeable (although still considerably cheaper than cash).

### **Actions to Improve Under Performance**

There is additional marketing signage being installed in the car parks and RingGo will support a campaign to raise awareness of their service. Communications will be written for the weekly residents' email and for the internet.