

Under Performing Indicator Recovery Plan

2023/24 Quarter One

Indicator Name

Percentage of direct debits as a proportion of total transactions for garden waste service

Current Performance

Target: 25%

Performance: 24.10%

Historic Performance

This is a new indicator and target to achieve.

Reasons for Current Under Performance

This is anticipated to be a timing difference. Conversions from card payment to Direct Debit can only take place in the service annual renewal month. Residents signed up to the Garden Waste service throughout the year, so the proportion of payments made by Direct Debit should climb as the year progresses.

Actions to Improve Under Performance

Renewal reminder letters have been written to encourage sign up to Direct Debit, which is the cheapest method of payment for the Council to accept.