

Ref	Objective/Measure Definition	Quarter 3 31/12/2014	Quarter 4 31/03/2015	Q on Q Direction of Travel	End of Year Position 31/03/2015	Comments on Performance
Work to effectively communicate with local residents and businesses to better understand and respond to their needs						
CBP4 2.1	Increase our use of social media to communicate with residents and local businesses	G	G	⇒	G	Engagement through social media is an integral part of our marketing and communications activity with Facebook likes now standing at 7264 and Twitter followers at 5304 respectively. All Facebook is showing an overall increase, there was a sharp drop in the number of likes in Quarter 4 when Facebook removed all inactive accounts from their system. Scheduling of posts for both Twitter and Facebook is in place to ensure that messages are posted at weekends.
CBP4 2.1a	Social media ratings : Facebook 'likes'	A Actual 6363 Target 5800	G* Actual 7264 Target: 6500	↑	G* Actual 7264 Target 6500	Facebook continues to grow steadily in terms of "likes" breaking through the 7,000 barrier and with engagement during Quarter 4 peaking at c170,000 audience reach in a single week.
CBP4 2.1b	Social media ratings : Twitter followers	G Actual 4790 Target 4750	G Actual 5304 Target 5000	↑	G Actual 5304 Target 5000	The Twitter presence continues to grow although at a slower pace than Facebook.
CBP4 2.2	Support the increased use of the CDC website as a communications and transactional tool	G	G	⇒	G	Maintenance of the existing website continues with a review of content, specifically around Elections pages undertaken in Quarter 4. A project group has also been identified to lead on the creation of a new website.
CBP4 2.3	Deliver a new approach to communications for the Bicester Master plan	G	G	⇒	G	There continues to be a great deal of activity around Bicester which is being supported through Communications. During Quarter 4 NW Bicester hosted a visit from housing minister Brandon Lewis MP, the Graven Hill soft launch took place with c. 700 attendees and this was backed with marketing collateral, promotional banners, an interim website.
CBP4 2.4	Continue to develop our business focused communications	G	G	⇒	G	Communications continue to support the work of the Economic Team, most notably in Quarter 4 the team supported the Banbury and Bicester Job Fairs with social media marketing. This led to a high level of take up from employers offering jobs, but also the greatest footfall from jobseekers.
CBP4 2.5	Maintain/improve customer satisfaction ratings with Communications	G	G	⇒	G	Satisfaction with communications is monitored through the annual customer satisfaction survey. Cherwell Link also continues to provide a good source of information to residents and engagement via social media continues to grow rapidly.
Improve customer service through the use of technology and responding to customer feedback						
CBP4 3.3	Implement the Individual Electoral Registration system in accordance with legislative timetable	G	G	⇒	G	Fully achieved with the new individual electoral register published on 1 December 2014 as legally required