

Datatank
Information, insight and innovation

Single Person Discount Review

End of Project Report

*by Dean Morgan
Datatank Analyst*



SPD Review

2025/2026

Summary

Stats and Figures

Know your Residents

Smart Referrals

Total Potential Revenue

£282,796

Total Actioned Revenue

£282,796

£0 pending revenue

Total Removals

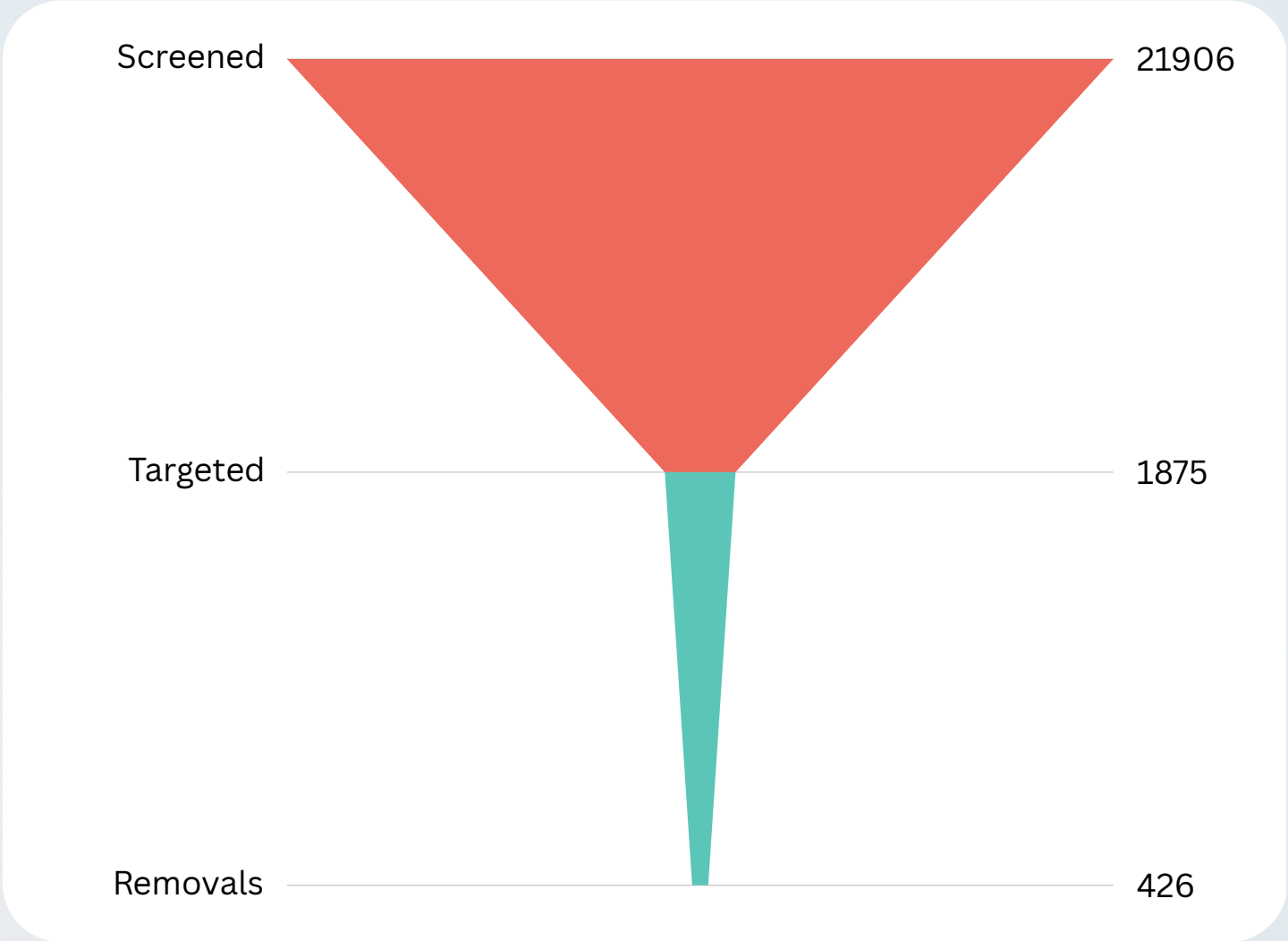
426

1.9% removal rate

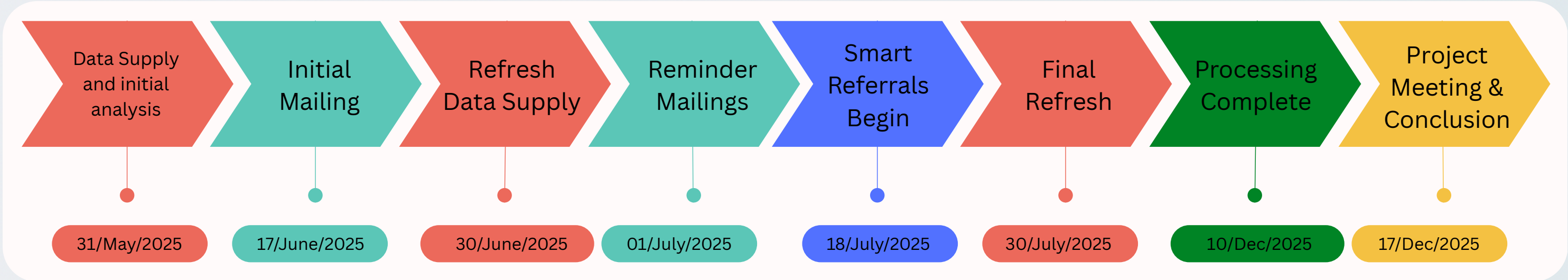
Total Completed Removals

426

0 pending removals



Project Timeline




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Total Screened

21,906

Targeted

1,875

8.6% of screened

Initial Contact Sent

1,875

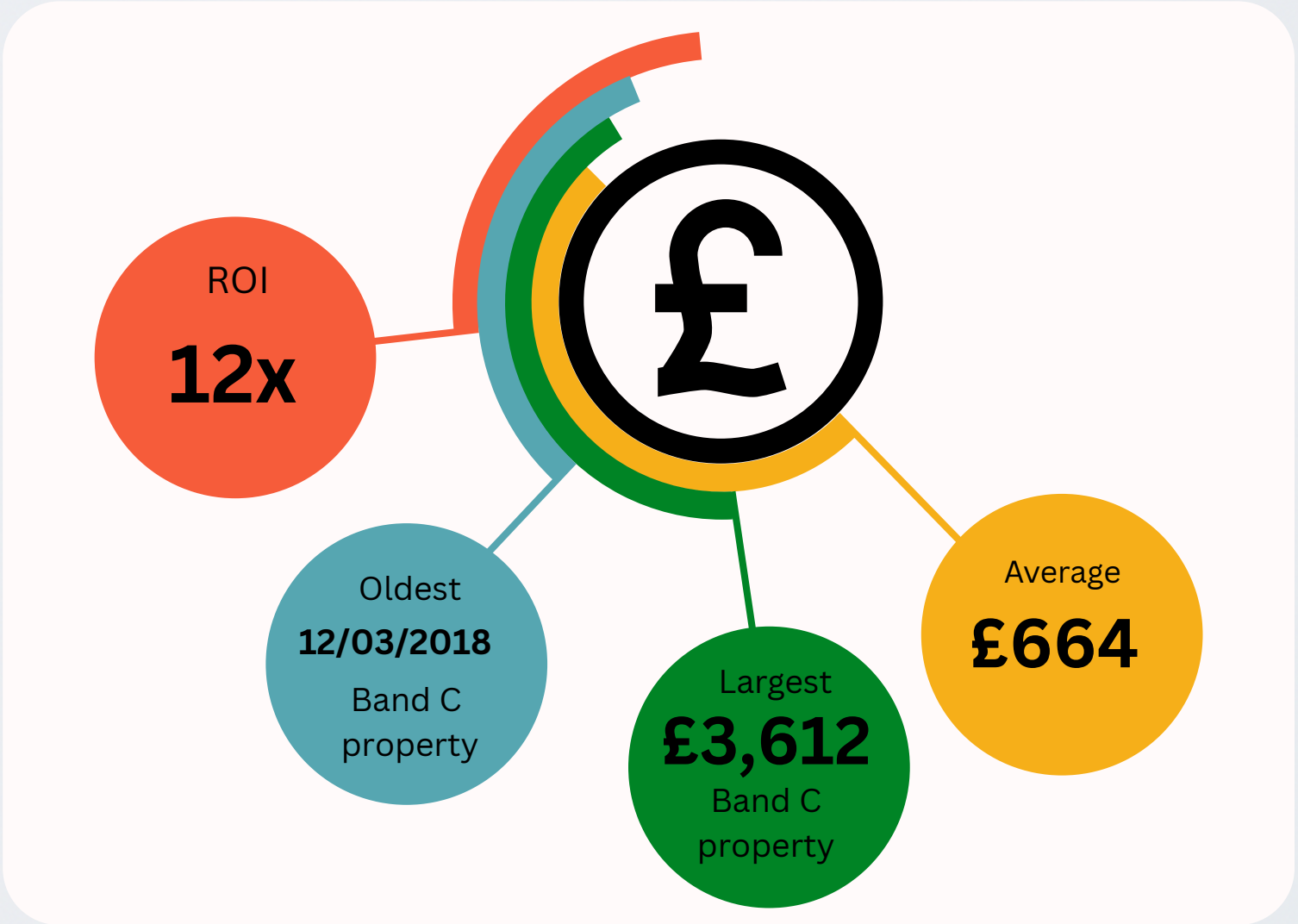
62% responded to initial contact

Reminder Contacts Sent

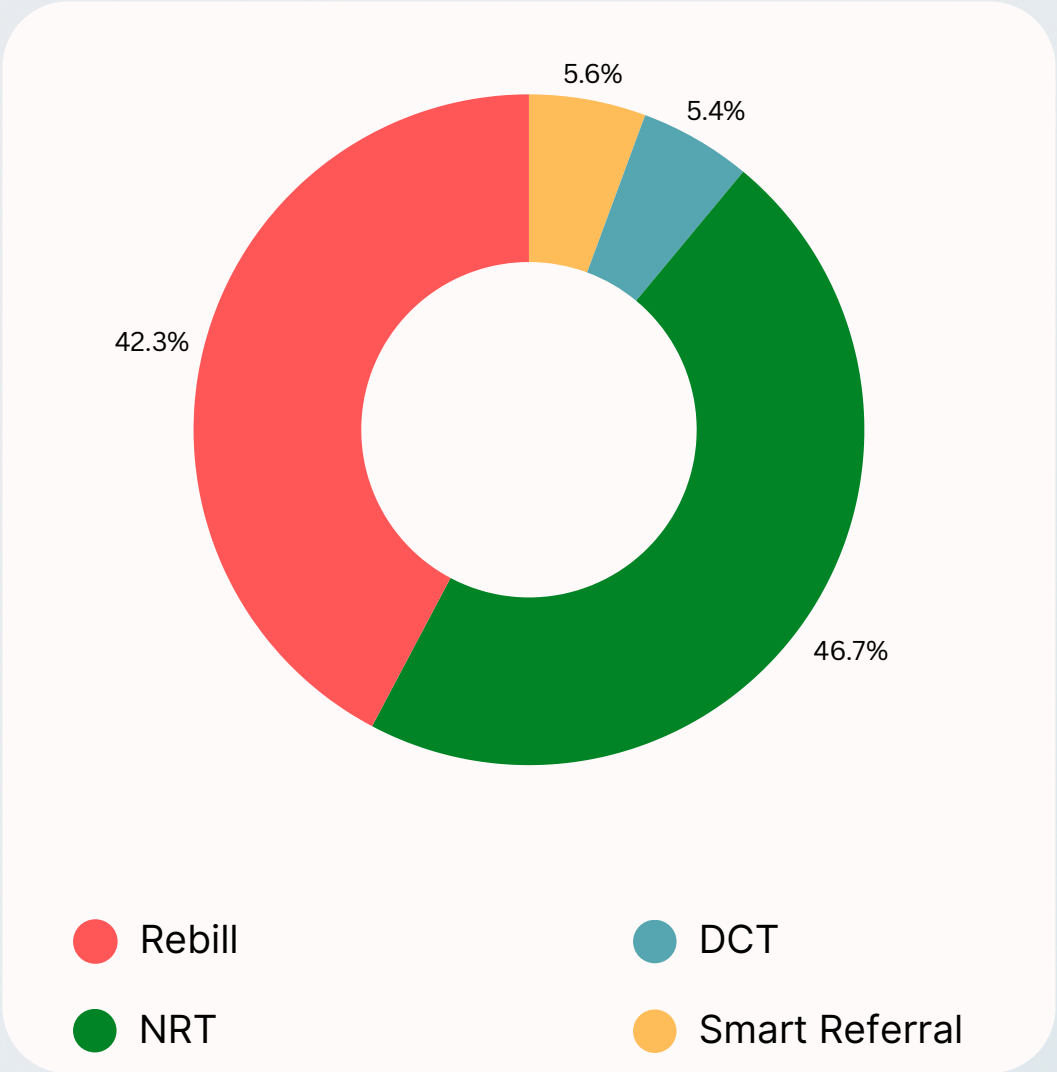
835

52% responded to this

Revenue Stats



Removals by Type



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Phone Numbers Captured

1,469

Datatank can make these numbers available for the council

Response Rate

83%

Your residents are above the average of 82% response rate

Total Phone Calls In

239

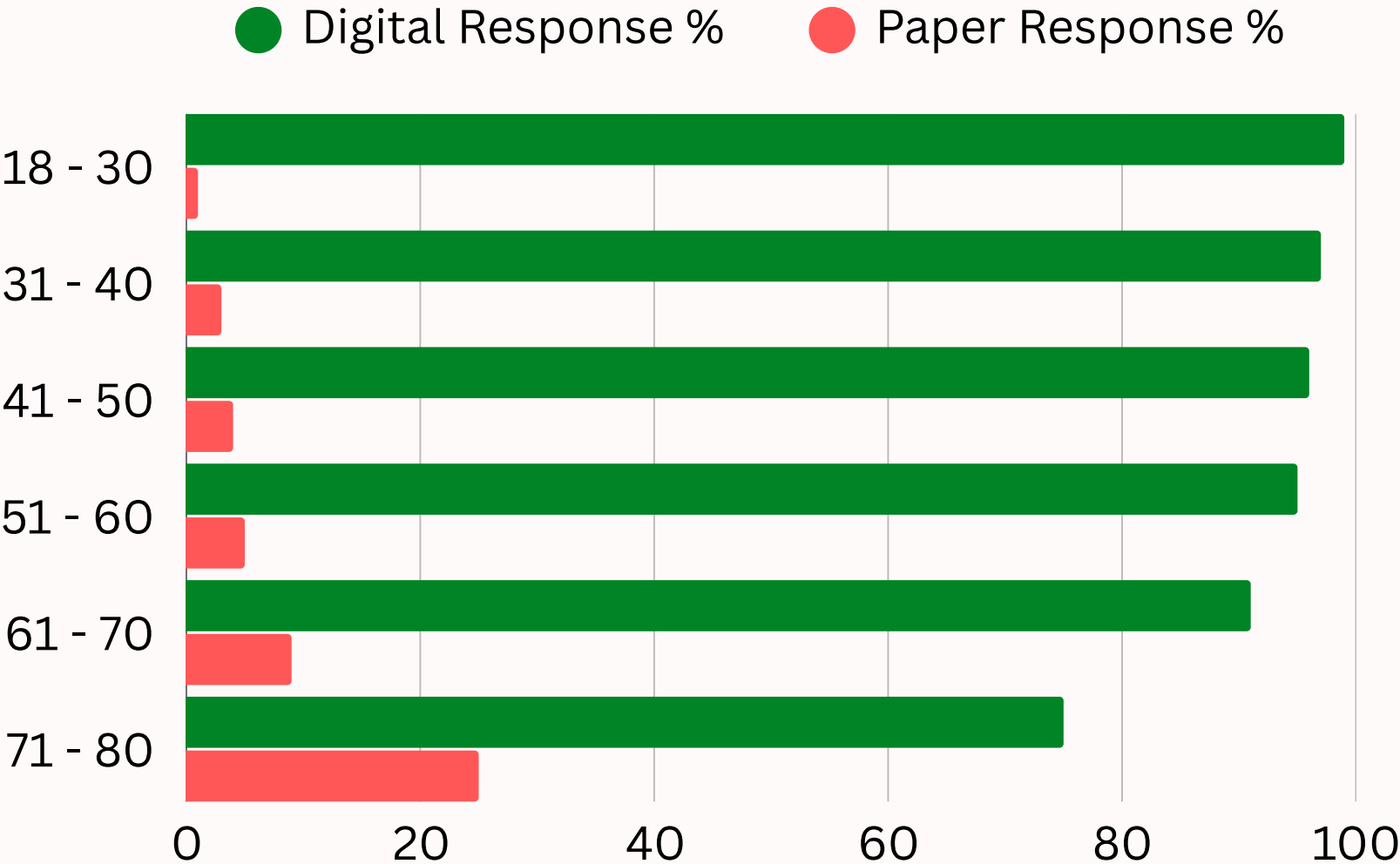
Your residents are inquisitive! They account for 6% of incoming phone calls

Email Use

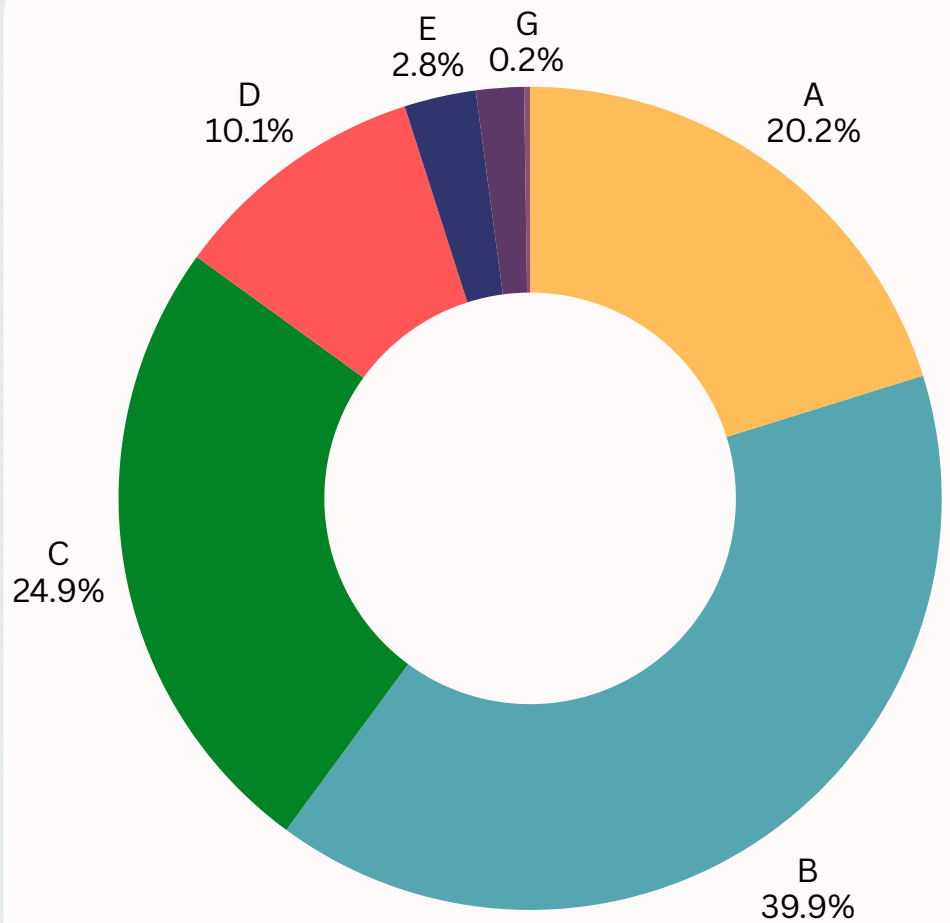
665

By providing email addresses for contact, you helped save 45kg of CO2 emissions

Response Breakdown



Removals by Tax Band



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Smart Challenges Sent

119

Smart Removals

24

20% of Smart Targets

Largest SMART Removal

£2,816

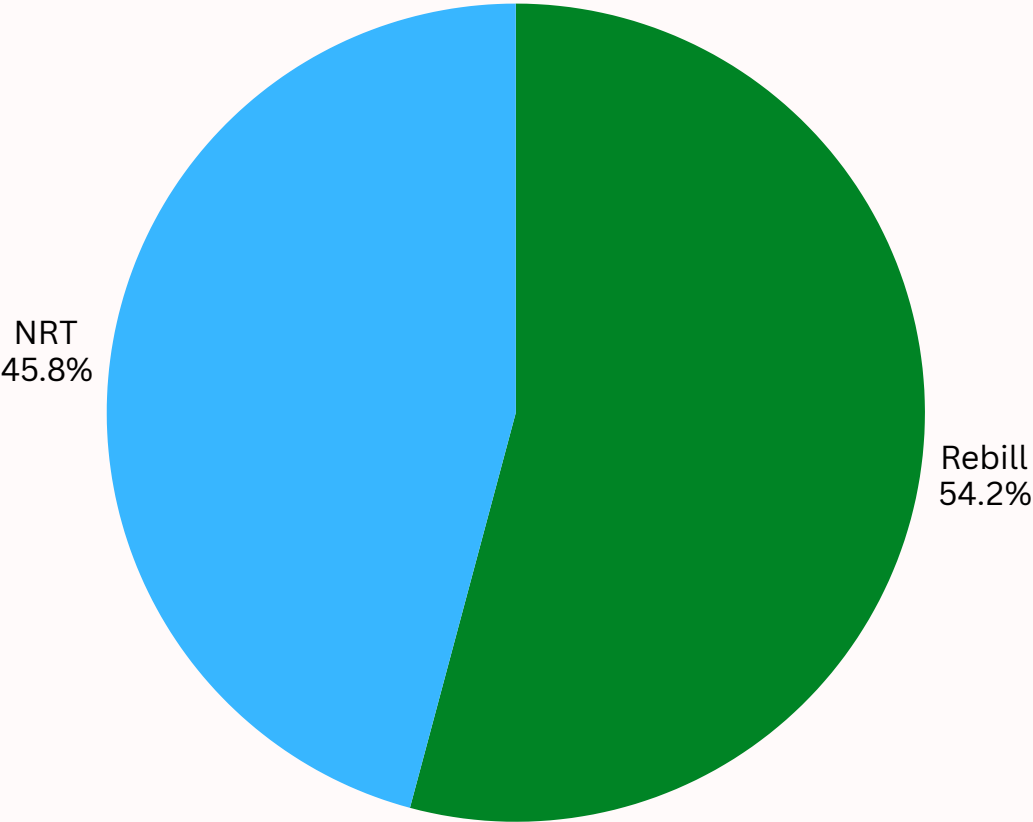
Removed from 21st March 2020

Total SMART Revenue

Completed + Awaiting Processing

£31,639

Smart Removals by Type



Interesting Facts

