ONE MEDWAY COUNCIL PLAN 2024/28

Proud to be Medway

Medway COUNCIL
Serving You

Q1 &Q2 2024/25 Business Support and Digital Overview & Scrutiny Committee

Enjoying clean, green, safe and connected communities

- Create child-friendly communities which ensure all people in Medway will feel safe and live free from harm and abuse.

- Celebrating the individuality of all parts of the Medway community, ensuring services, events and activities reflect and support the diverse communities of Medway.

- Provide improved opportunities to walk, cycle, use public transport and electric vehicles, reducing carbon emissions and improving air quality.

- Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change.

- Develop and facilitate easy-to-use and simple digital solutions for residents to access services and engage with the public sector.

**Develop and facilitate easy-to-use and simple digital solutions for residents to access services and engage with the public sector
- 3.15 By 2027/28, achieve a 50% reduction in incoming telephone calls to Medway Council**
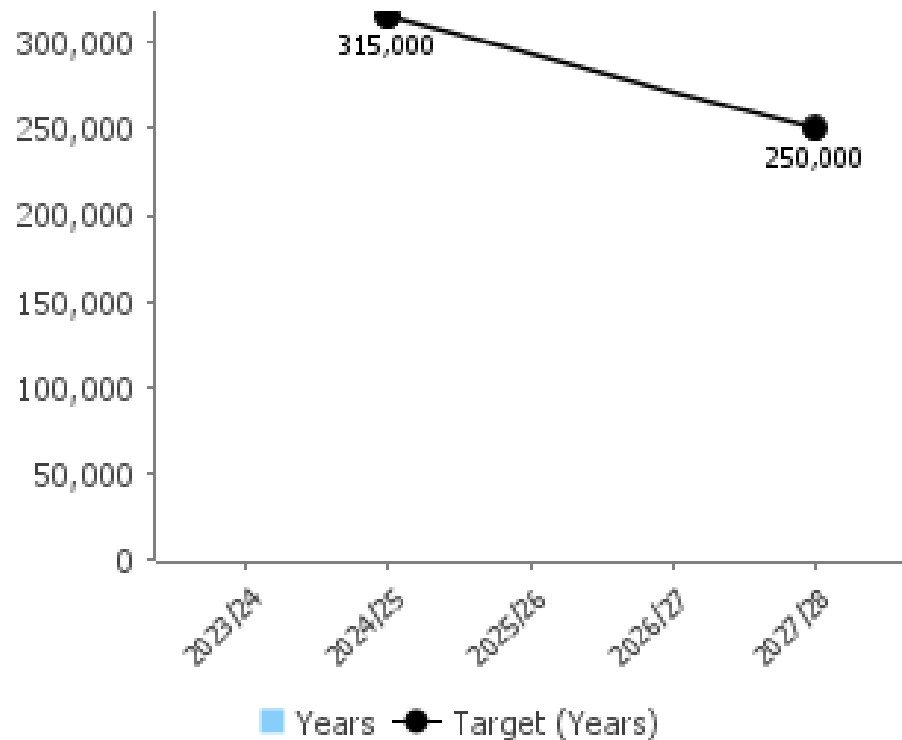
**Aim to Minimise
Data unavailable (no long trend)
Annual PI. Due March 2025**

•Calls delivered in Q2 totalled 87,243 across all phone lines. This equates to a 39% call reduction vs the baseline year of 2019/20. Although this reflects a slightly lower rate of reduction against the baseline, compared to Q1 (82,893), it continues to consistently stay around 40%.
•It should also be noted that certain events influence phone call demand. For example, when comparing Q2 24/25 to Q2 23/24, there was an increase in phone calls, mainly attributable to contacts relating to the General Election and the opening of the new Cozenton Park Leisure Centre.
•As stated previously, significant reduction in demand is mainly dependent on the benefits of transformation being realised, and it is anticipated that these will not be manifested until later in 2024/25 and into 2025/26.

Develop and facilitate easy-to-use and simple digital solutions for residents to access services and engage with the public sector
- 3.16 By 2027/28, Medway Council's corporate website will have an accessibility score of 90% compliance

OMCP 3.16 By 2027/28, Medway Council's corporate website will have an accessibility score of 90% compliance

2023/24   2024/25   2025/26   2026/27   2027/28

■ Years ●— Target (Years)
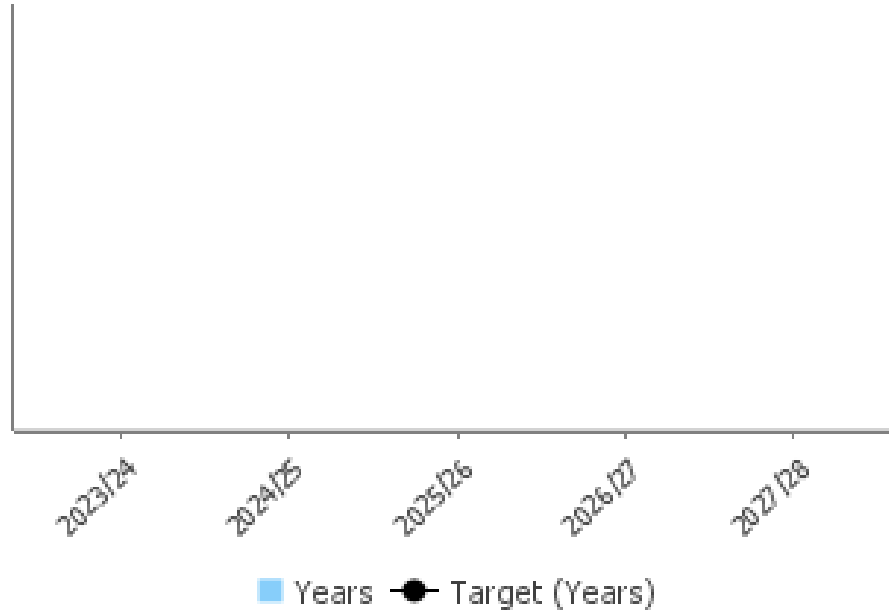
Aim to Maximise
Data Only
Data unavailable (no long trend)
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In Q2 2024/25 the accessibility score for the website was 72%. This score is a snapshot in time only, no inference can be made as to future accessibility scores. The score will be influenced by all parts of the council and their requests to publish information through the website i.e. the inclusion of an inaccessible pdf will negatively impact the score. The accessibility score has reduced slightly since Q1 2024/25 as new web content standards came into force during October 2024. These have increased the compliance requirements for medway.gov.uk.
The Data and Design Service has created a job profile and gone out to advert for an Accessibility Specialist. Once in post the role will provide increased capacity and support to improve the accessibility of the council website.

Develop and facilitate easy-to-use and simple digital solutions for residents to access services and engage with the public sector
- 3.17 By 2027/28, 80% of customers will rate our digital services as 'very easy' or 'easy' to use

OMCP 3.17 By 2027/28, 80% of customers will rate our digital services as 'very easy' or 'easy' to use

2023/24   2024/25   2025/26   2026/27   2027/28

■ Years ◆ Target (Years)
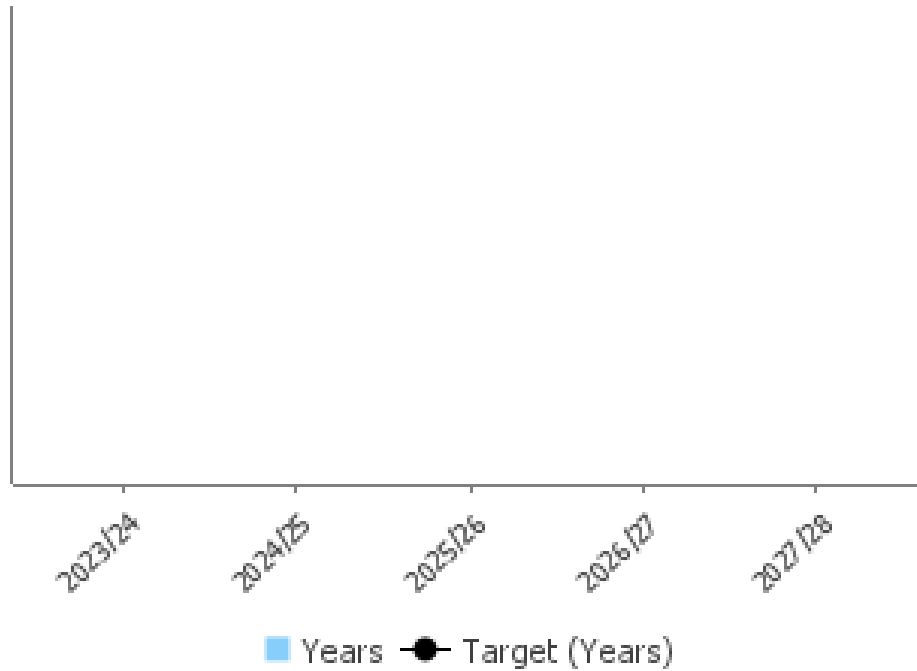
Aim to Maximise
Data Only
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We are intending to design a survey by end of December 2024, with a view to testing and implementing during Q4 2024/25.

**Develop and facilitate easy-to-use and simple digital solutions for residents to access services and engage with the public sector
- 3.18 By 2027/28, increase digital interactions with residents by 60%**

OMCP 3.18 By 2027/28, increase digital interactions with residents by 60%

60.0%

■ Years ─●─ Target (Years)
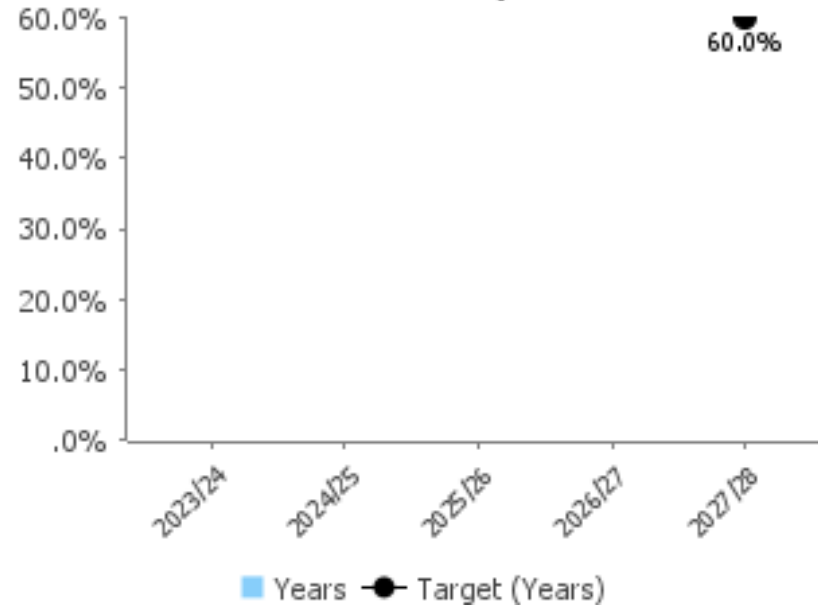
**Aim to Maximise
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In quarter 2, 53.2% of resident interactions were digital, down slightly from 54.1% in quarter 1.

Performance is influenced by telephony demand, the main alternative access method for residents. During quarter 2 online form submissions increased, but telephone call numbers increased at a faster rate.

A key step to increasing digital interactions with residents is to ensure that our web content and forms are easy to find, clear in purpose, user-friendly, consistent, inclusive, and responsive to change, ensuring users can achieve their goals efficiently and effectively. Consequently, in the second quarter, efforts have been concentrated on two main areas: the process for handling nuisance vehicle reports and the revision of some outdated forms.

The nuisance vehicles process has consolidated four processes into one online form for reporting. This new process includes checks, location capture, boundary verification, photo uploads, vehicle checks, DVLA reports, and resident notifications. It simplifies reporting for residents and enhances how we handle received reports. It will go live early in Quarter 3 and creates a service pattern that can be applied to other services where residents need to report an issue.

Work started to update and enhance some of our older forms. This minor refresh aims to improve the overall design, efficiency, and user experience for both residents and council staff. The updated forms are scheduled to be launched in phases throughout Quarters 3 and 4 of 2024/25.