Q3 2024/25 Business Support and Digital Overview & Scrutiny Committee
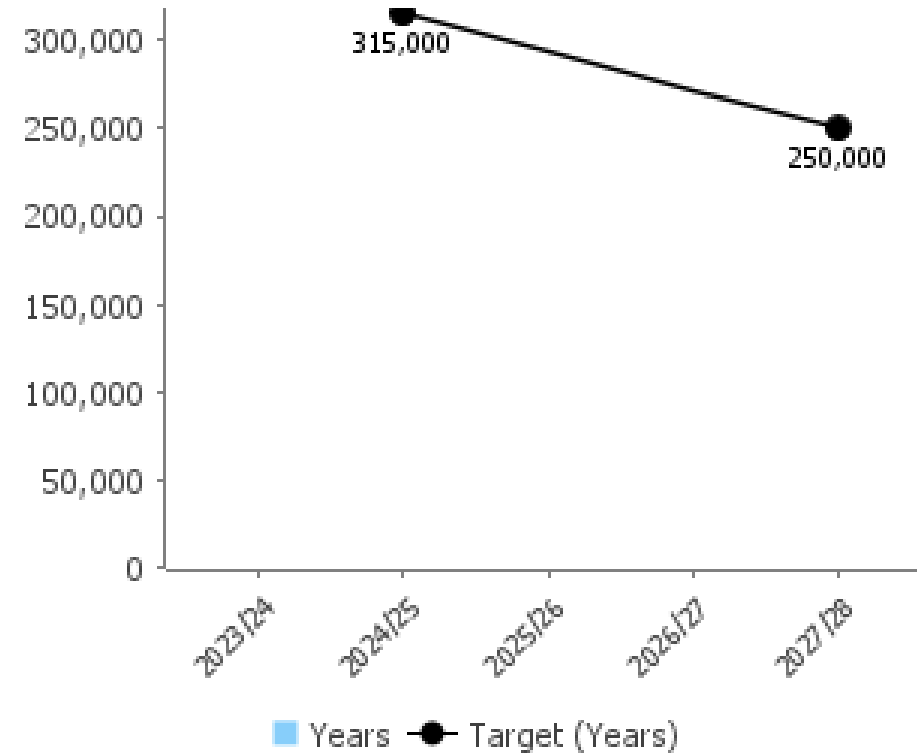
Enjoying clean, green, safe and connected communities

- 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

315,000

250,000

300,000

250,000

200,000

150,000

100,000

50,000

0

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

■ Years ◆ Target (Years)

Aim to Minimise
Data unavailable (no long trend)
Annual PI. Due March 2025

Calls delivered in Q3 totalled 70,089 across all phone lines. This equates to a 36% call reduction vs Q3 in the Baseline year of 2019/20.
The reduction in calls for this quarter was to be expected for this time of year (calls decline in the run up to Christmas).
Including the Covid year of 2020/2021 where calls were significantly lower, Q3 of this year is the lowest volume of calls compared to any other since April 2019.
The percentage reduction across all three quarters of 2024/25 compared to the same period in the baseline year remains around 40%.

**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)
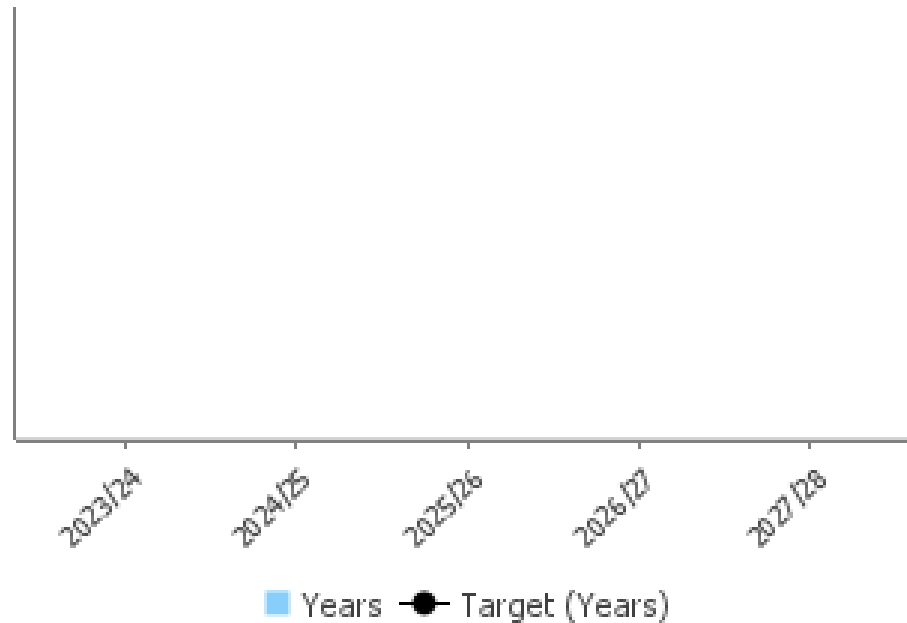
Aim to Maximise
Data Only
Data unavailable (no long trend)
Annual PI. Due March 2025

Q3 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, for example the inclusion of an inaccessible pdf will negatively impact the score. The accessibility score has remained consistent with Q2 2024/25.
The Data and Design Service is in the process of recruiting to an Accessibility Specialist role during January and February 2025; this follows on from an earlier unsuccessful attempt during Q2 2024/25. 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)
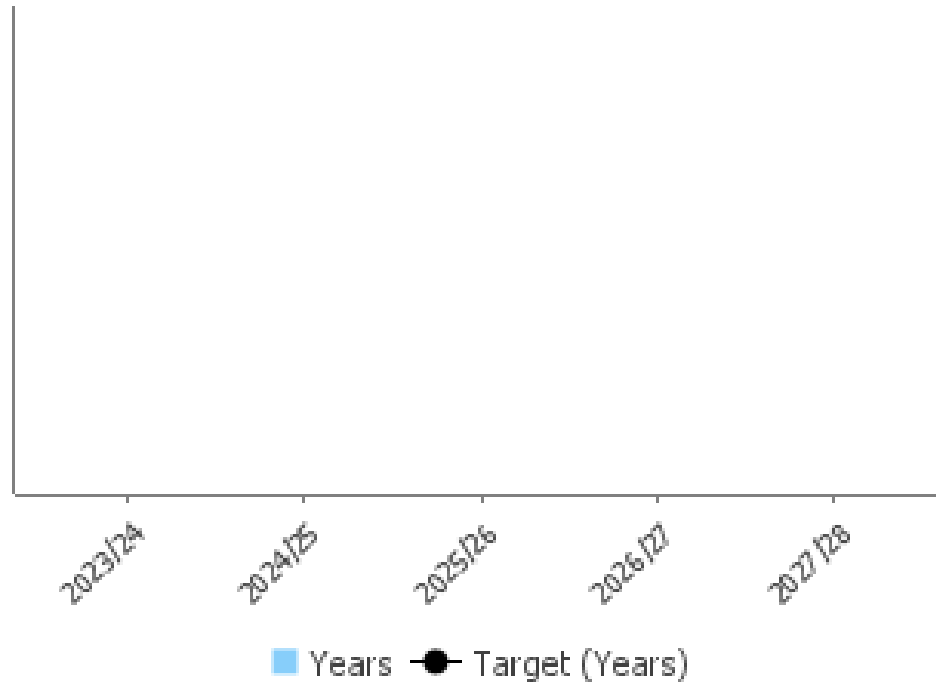
Aim to Maximise
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An initial draft survey has been designed, work is ongoing to refine and develop this further. It is planned to test and implement the survey during Q4 2024/25. This timescale should allow a baseline to be developed during 2025/26.

**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%
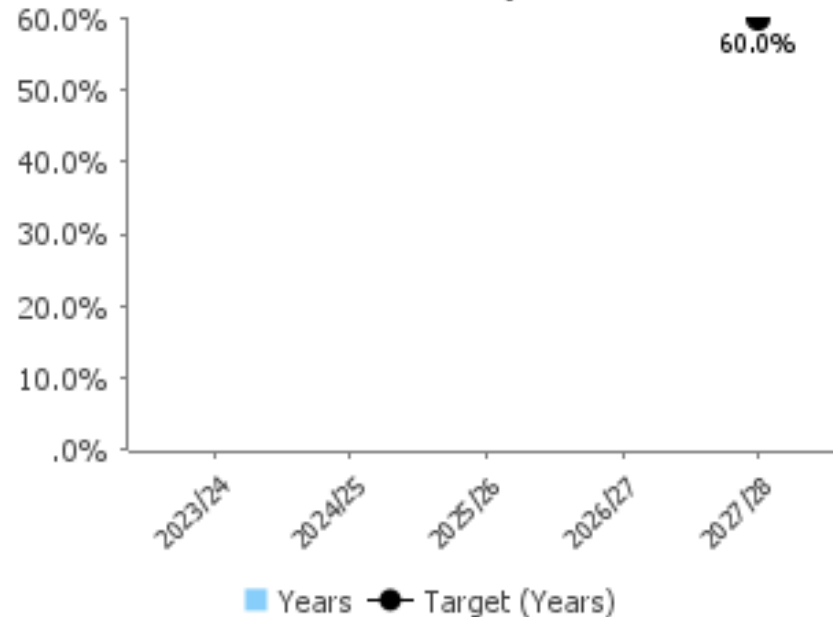
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In Q3, 53.9% of resident interactions were digital, up slightly from 53.2% in Q2. In the period from April to December 2024 digital has accounted for 53.7% of interactions. Performance is influenced by telephony demand, the main alternative access method for residents. During Q3 both online form submissions and telephone call decreased reflecting seasonal variations primarily associated with the festive period.

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 Q2, efforts have been concentrated on the revision of some outdated forms.

Work has continued 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 Q4 of 2024/25.

The nuisance vehicles process launched in Q3 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. This process creates a service pattern that can be applied to other services where residents need to report an issue.