

ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway



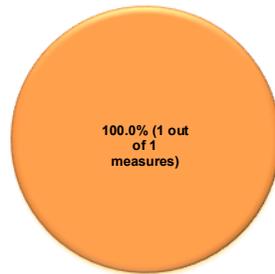
Enjoying clean, green, safe and connected communities

- 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.

Summary of all performance indicators for this priority

There are 4 performance indicators for the One Medway Council Plan 2024/28 relevant to this committee.

Performance



Performance - key

Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 1 measures as 3 are unavailable:

- 0.0% (0 out of 1 measures) met or exceeded target.
- 100.0% (1 out of 1 measures) were slightly below target (less than 5%).
- 0.0% (0 out of 1 measures) were significantly below target (more than 5%).

Direction of Travel

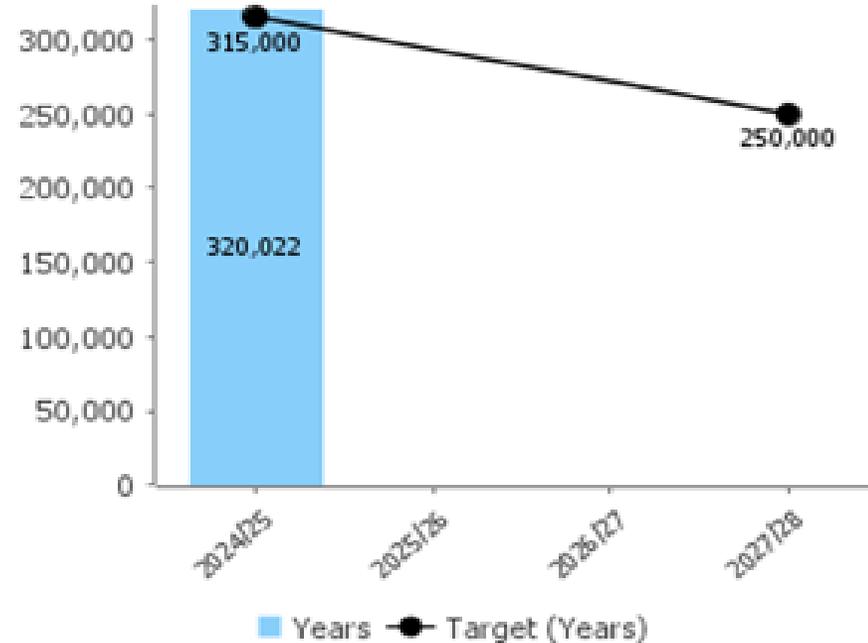
Not Available

Direction of Travel - key

Green means positive travel
Blue means static
Red means negative travel

N/A

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
Amber (no long trend)
Annual PI.**

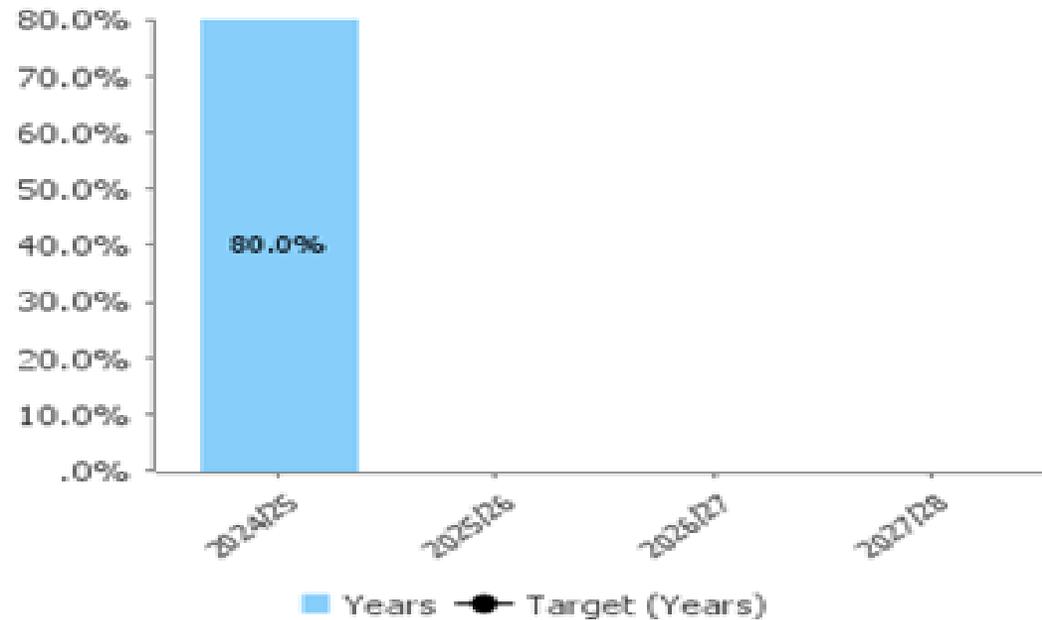
Calls delivered in Q4 totalled 79,797 across all phone lines. This equates to a 26% call reduction vs Q4 in the baseline year of 2019/20.

Demand traditionally increases in January across all queues following a December lull, and additional demand during the quarter would have been driven from several functional areas, including annual allotment billing activity, council tax annual billing and secondary school offers.

Year End - Calls delivered in 2024/25 totalled 320,022 across all phone lines. Monthly and quarterly call volumes fluctuate but, overall, this equates to a 36% reduction vs the baseline year of 2019/20. The total calls for 2024/25 were 1.6% higher than the intended target for the year.

-It is still too early to record significant further call reduction due to transformation activities, but benefits would have been derived from changes to the disabled bays application process, nuisance vehicle and illegal encampment reporting, including the use of an interactive map to illustrate cases already reported. The number of residents signed up to the My Council Tax Online (MCTO) portal has reached around 20% of households, which will have helped reduce call volumes.

**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**



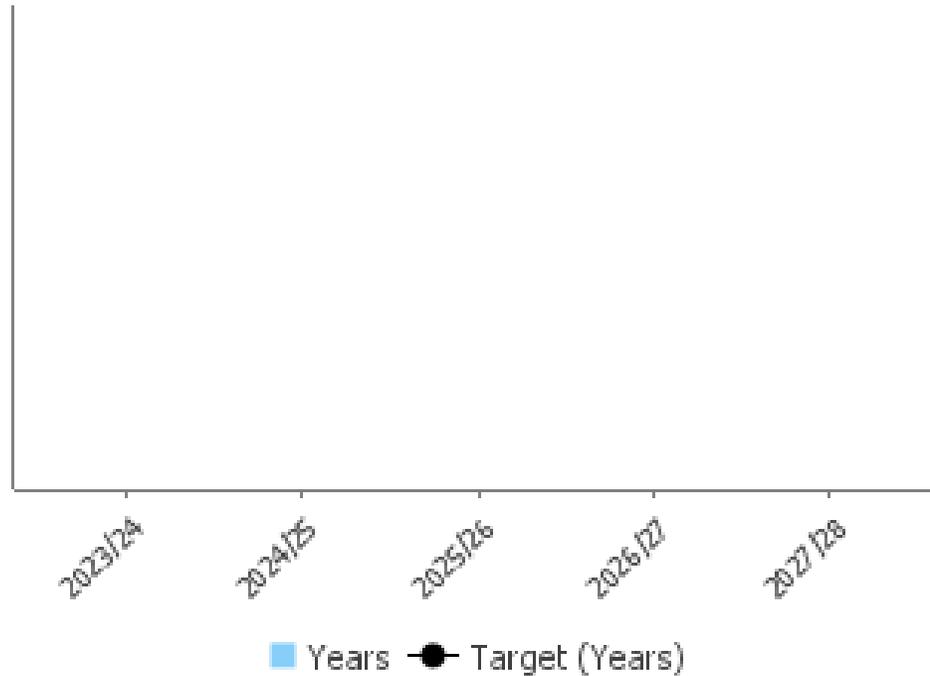
**Aim to Maximise
Data Only (no long trend)
Annual PI.**

Q4 2024/25 - The accessibility score for the website was 80%. **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 increased by 8% since Q3 2024/25. This is partly because we're working to remove unnecessary categories and outdated pages and documents.

The Data and Design Service will welcome its new Accessibility Specialist on 7 April 2025 following successful recruitment second time round. This role will take on a mix of reactive and proactive work to improve accessibility within the organisation, including on the medway.gov.uk 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

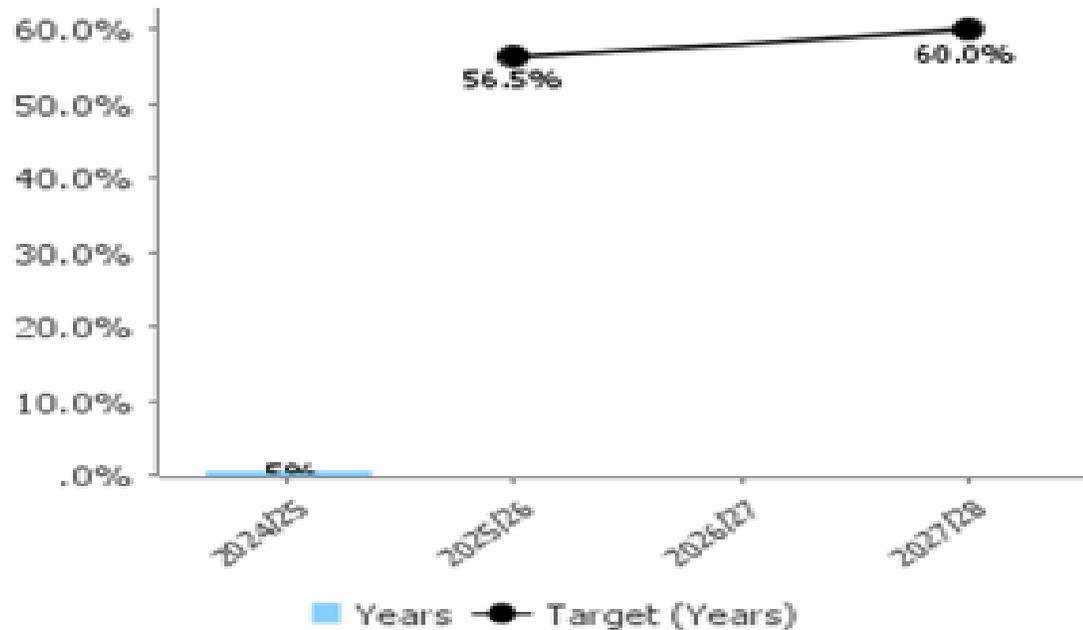
OMCP 3.17 By 2027/28, 80% of customers will rate our digital services as 'very easy' or 'easy' to use



Aim to Maximise
Data unavailable (no long trend)
Annual PI.

An initial draft survey has been designed and is now in testing. The survey will likely be implemented during Q1 2025/2026. 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%



**Aim to Maximise
Data only (no long trend)
Annual PI.**

In 2024/25, 53.5% of resident interactions were digital.

Performance is influenced by telephony demand, the main alternative access method for residents, which had a 1.6% higher volume of calls than its target this year. This difference was due to increased demand across specialist phonelines.

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, efforts over the course of 2024/25 have been concentrated on the revision of some outdated forms. This work aims improve the overall design, efficiency, and user experience for both residents and council staff. The updated forms will be launched in early 2025/26.

Forms relating to bookings for Medway's household waste and recycling centre, parking, blue badges, and older person's bus passes were the most popular forms used during the year.