

ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway



**Q1 2025/26
Business
Support and
Digital
Overview &
Scrutiny
Committee**

Summary of all performance indicators

There are four performance indicators for the One Medway Council Plan 2024/28 relevant to this committee. Data is unavailable for this quarter.

Performance

Data unavailable

Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 4 measures:

- 0.0% (0 out of 4 measures) met or exceeded target.
- 0.0% (0 out of 4 measures) were slightly below target (less than 5%).
- 0.0% (0 out of 4 measures) were significantly below target (more than 5%).

Direction of Travel

Data unavailable

Direction of Travel - key
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 4 measures:

- 0.0% (0 out of 4 measures) had an upward long trend.
- 0.0% (0 out of 4 measures) had a static long trend.
- 0.0% (0 out of 4 measures) had a downward long trend.

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

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

Performance

Data not available

Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 4 of the measures:

- 0.0% (0 out of 4 measures) met or exceeded target.
- 0.0% (0 out of 4 measures) were slightly below target (less than 5%).
- 0.0% (0 out of 4 measures) were significantly below target (more than 5%).

Direction of Travel

Data not available

Direction of Travel - key
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 45 measures:

- 0.0% (0 out of 4 measures) had an upward long trend.
- 0.0% (0 out of 4 measures) had a static long trend.
- 0.0% (0 out of 4 measures) had a downward long trend.

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 2026.

Q1 - Calls delivered in Q1 totalled 77,240 across all phone lines. This equates to a 45% call reduction vs Q1 in the baseline year of 2019/20. This is the lowest volume of calls for Q1 in 4 years with a promising 7% reduction compared to Q1 last year. As Medway 2.0 progresses we hope to see further reductions. Monthly call volumes fluctuate due to numerous influences on demand. As previously stated, significant demand reduction is dependent on the benefits of transformation being realised. During Q2, some 29 online forms, with 79 associated workflows continue to be improved and launched, helping customers to more easily self-serve. It is hoped that this initiative will gradually erode the need for some phone calls and the results will be monitored.

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 unavailable (no long trend)
Annual PI.**

Q1 2025/26 - The accessibility score for the website was 78%. 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 decreased by 2% since Q4 2024/25. This is only a very small percentage, and we continue to remove inaccessible content wherever possible. The website platform, Jadu, is due an upgrade in the coming weeks which will help us implement more accessibility improvements.

The Data and Design Service welcomed its new Accessibility Specialist on 7 April 2025. He has been getting to grips with Medway and dealing with day-to-day operations, as well as planning strategic initiatives to improve accessibility within the organisation.

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

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

The survey design has been successfully completed, following the finalisation of testing. We are on track to implement the survey during Q2 2025/26. This implementation schedule will allow us to develop a baseline during the rest of the year. Currently, the survey is with the Business Intelligence team to ensure data output and reporting mechanisms are in place. These will mean that data will be accessible and provide actionable insights to support Medway 2.0.

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 unavailable (no long trend)
Annual PI. Due March 2026.

Between April and June 2025, there were 181,368 resident interactions through our digital forms and telephone calls, 57.4% of which were digital. Digital forms relating to bookings for Medway's household waste and recycling centres, parking, blue badges, and older person's bus passes were the most popular forms used during this time. Performance is influenced by telephony demand, the main alternative access method for residents, which saw a 7% reduction in the volume of calls compared to the same period last year.

From April to June 2025, Medway 2.0 has focused on updating outdated forms and making our web content and forms easier to find, clear, user-friendly, consistent, inclusive, and adaptable. Allowing residents to complete tasks efficiently. In this time, nine improved forms went live on the council website. As well as two new Special Education Needs service forms that have replaced manual processes.