

# ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway



**Q2  
2025/26  
Business  
Support and  
Digital  
Overview and  
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.

**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**

<b>Aim to Minimise</b> <b>Data unavailable (no long trend)</b> <b>Annual PI. Due March 2026.</b>
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**Q2 update:**

Calls delivered in Q2 totalled 79,582 across all phone lines. This equates to a 45% call reduction vs Q2 in the baseline year of 2019/20. Again, this is the lowest volume of calls for Q2 in four years.

Encouragingly, for the first six months of 2025-26 demand is 8% lower or 13,314 calls compared the first six months of 2024-25.

Monthly call volumes fluctuate due to numerous influences. As previously stated, significant demand reduction is dependent on the benefits of transformation being realised.

**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**

<b>Aim to Maximise Data unavailable (no long trend) Annual PI.</b>
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Q2 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 stayed the same since Q1 2025/26. The website platform, Jadu, is still due an upgrade, which has experienced delays. The upgrade should be completed by the end of Q4 2025/26 and this will help us implement more accessibility improvements.

Our Accessibility Specialist has continued to communicate the importance of accessibility to different groups to help increase accessibility compliance and accountability. He is also preparing to launch an accessibility champions network. This is good progress, but we know it will take time to embed culture change across 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 content management system was migrated to a new hosting system during Q2. Development freezes were in place whilst this process was completed. The survey went live on 1 October 2025. Data will be reported from Q3 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 unavailable (no long trend)**  
**Annual PI. Due March 2026.**

Between July and September 2025, residents contacted us 183,751 times through digital forms and telephone calls. Of these, 56.7% were digital, slightly down from 57.4% in the previous quarter. However, performance for the first half of the financial year remains above target at 57.2%.

The number of digital forms submitted has remained stable. The most-used forms were for booking household waste and recycling centre visits, parking, blue badges, and older person's bus passes. During the quarter, we focused on migrating our content management system to a new hosting platform. This will make it easier to upgrade and add new features that support digital access.

Telephone calls, our main alternative contact method, has decreased by 7.8% in the first half of the financial year compared to the same period in the last financial year. This demonstrates the effectiveness of our online services, which is allowing our customer contact staff to support residents that chose to call us.