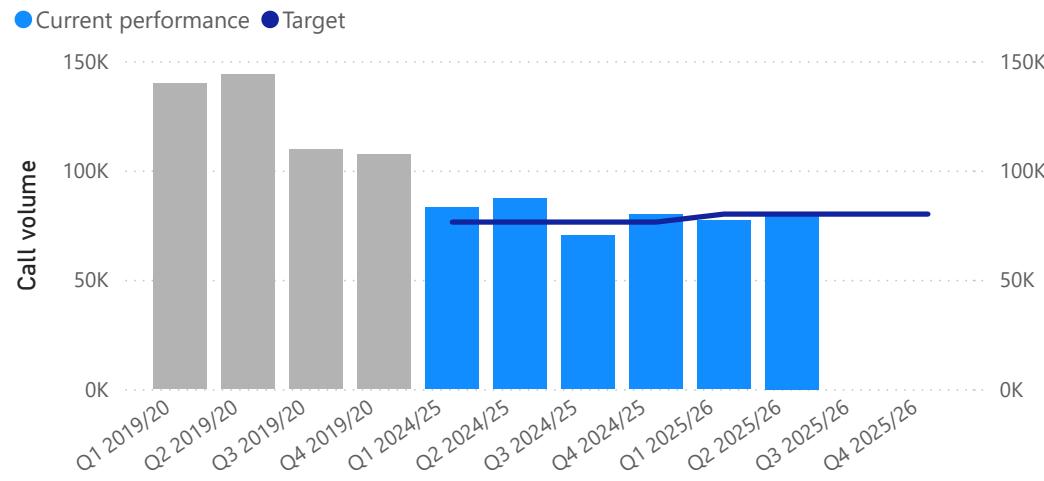
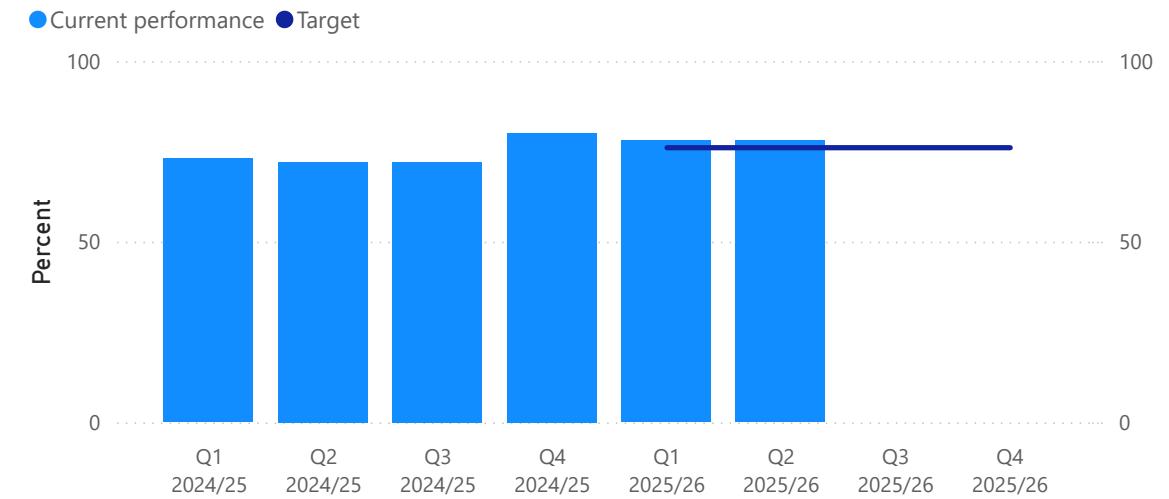


Example of a possible future reporting style - BSD Overview and Scrutiny Committee Q2 2025/26

OMCP 3.15 - Reduction in incoming telephone calls (Lower is better)



OMCP 3.16 - Improvement in website accessibility score (Higher is better)

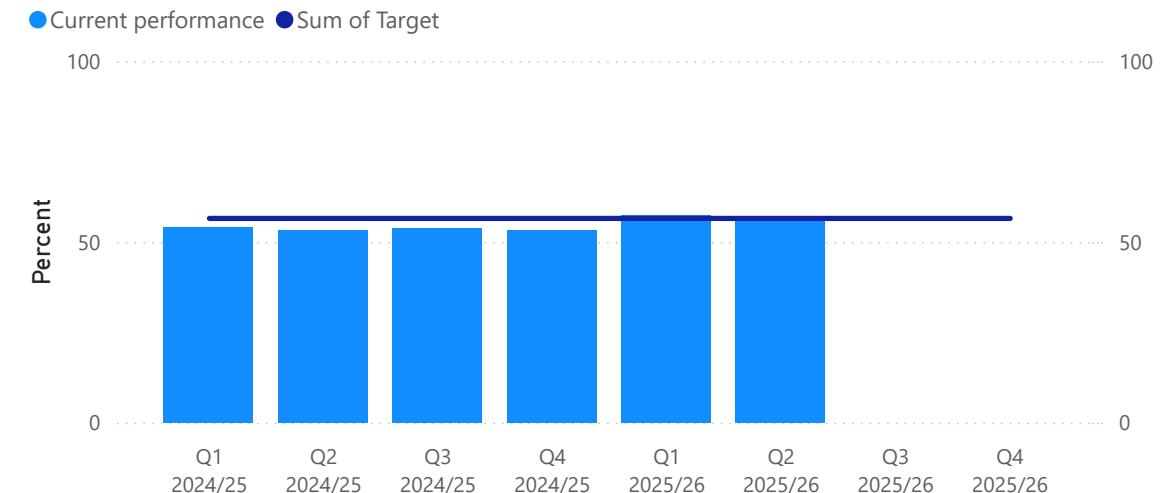


OMCP 3.17 - Customer digital satisfaction (Higher is better)

Data collection started October 2025, the next six months will set the baseline and target for 2026/27

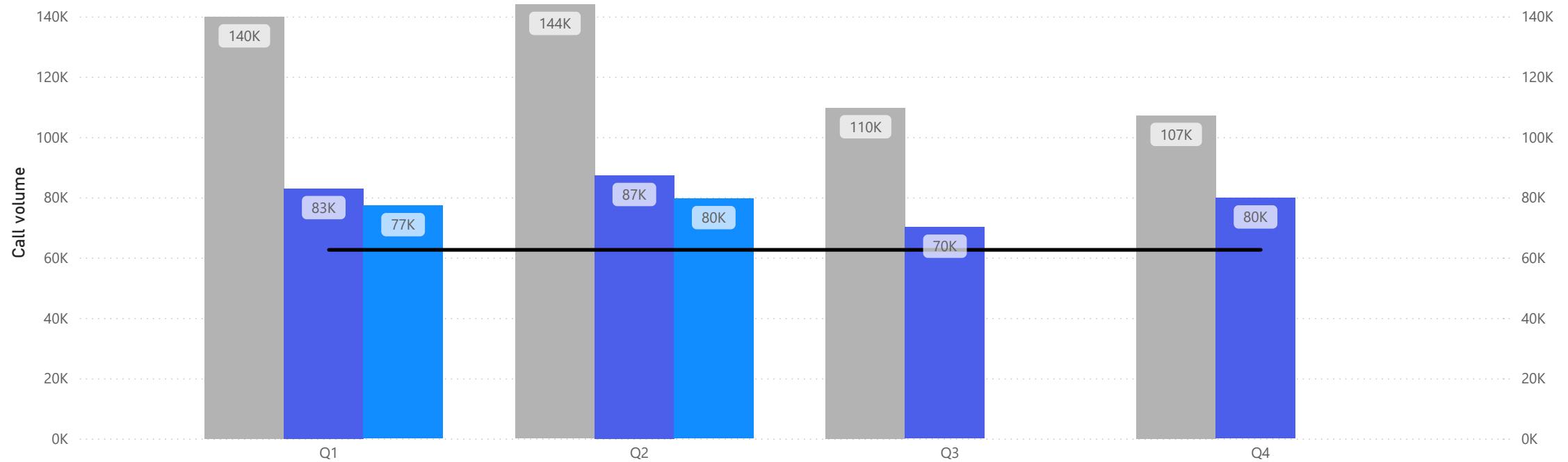
The targets on this page show goals agreed for each year. These goals may change when they are reviewed annually.

OMCP 3.18 - Increase digital transactions (Higher is better)



OMCP 3.15 - Reduction in incoming telephone calls (Lower is better)

Financial year ● 2019/20 ● 2024/25 ● 2025/26 ● Average of 2027/28 target

Quarter 2

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.

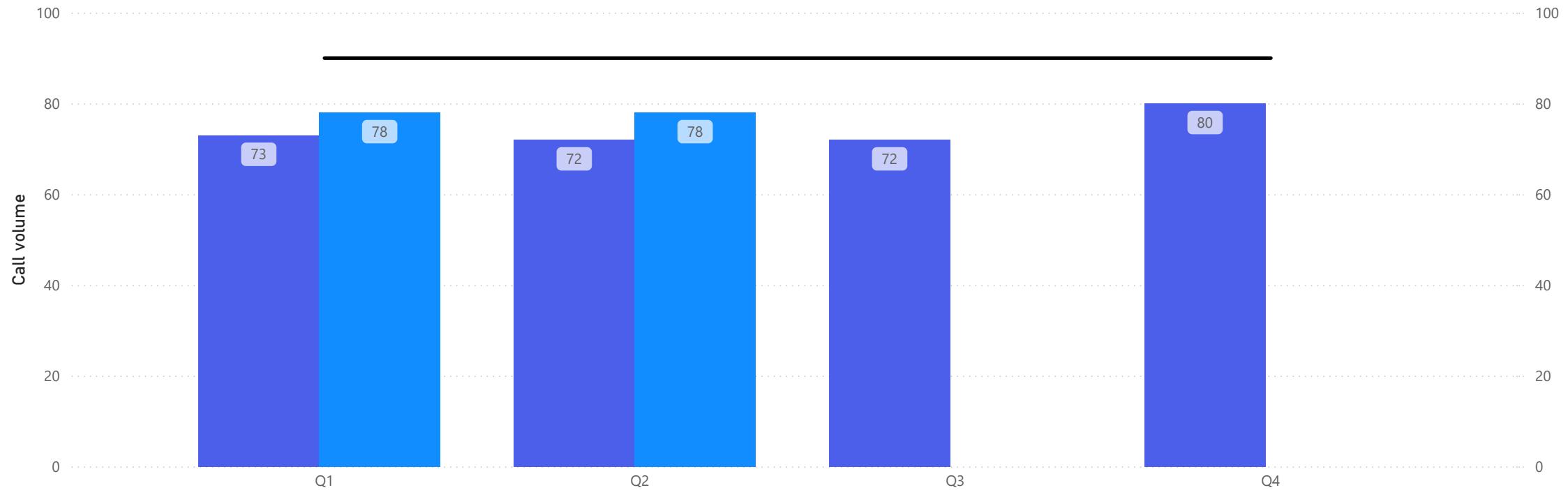
Encouragingly, for the first six months of 2025-26 demand is 8% lower or 13,314 calls compared the first six months of 2024-25.

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

The targets on this page show goals agreed for the end of the One Medway Council Plan. These goals may change when they are reviewed annually. The yearly targets are shared out across the four quarters.

OMCP 3.16 - Improvement in website accessibility score (Higher is better)

Financial year ● 2024/25 ● 2025/26 ● 2027/28 target



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.

The targets on this page show goals agreed for the end of the One Medway Council Plan. These goals may change when they are reviewed annually. The yearly targets are shared out across the four quarters.

OMCP 3.17 - Customer digital satisfaction (Higher is better)

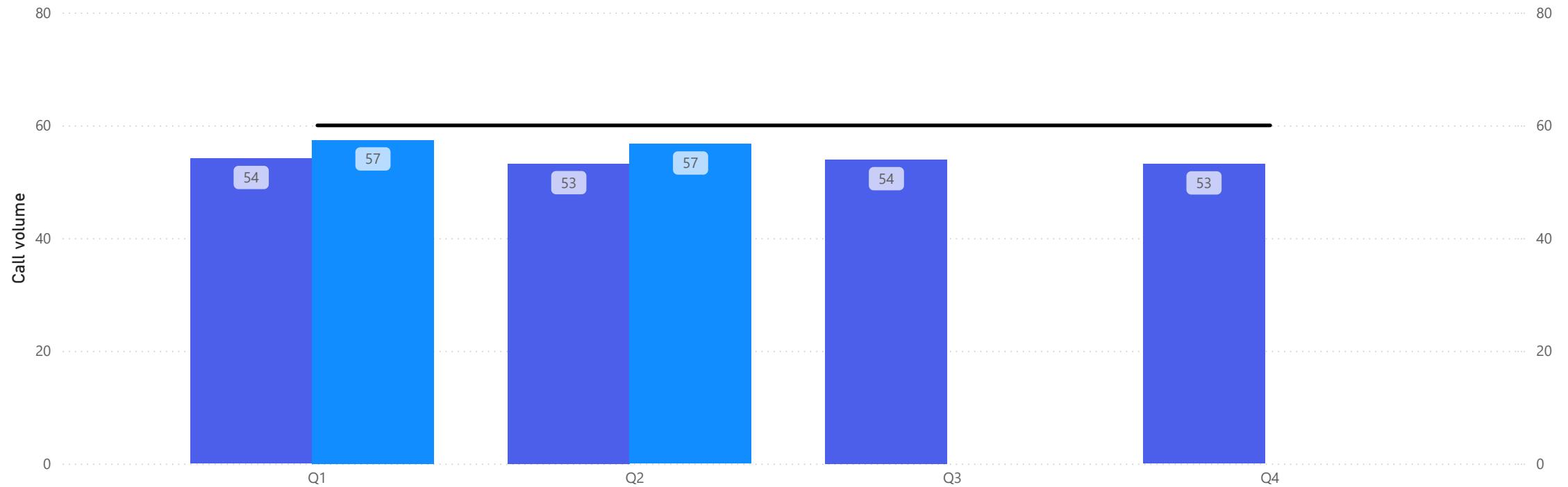
Data collection started October 2025, the next six months will set the baseline and target for 2026/27

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.

OMCP 3.18 - Increase digital transactions (Higher is better)

Financial year ● 2024/25 ● 2025/26 ● Average of 2027/28 target



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.

The targets on this page show goals agreed for the end of the One Medway Council Plan. These goals may change when they are reviewed annually. The yearly targets are shared out across the four quarters.