

# ONE MEDWAY COUNCIL PLAN

## 2024/28

Proud to be Medway



## Performance Report

**Q3  
2025/26  
Business  
Support and  
Digital  
Overview and  
Scrutiny  
Committee**

## Summary of all performance indicators for this priority

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

Data is unavailable for this quarter.

- 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

Data is unavailable for this quarter

- 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**

Plot not shown as the data has not changed since the last report

**Aim to Minimise  
Data unavailable (no long trend)  
Annual PI. Due March 2026.**

Q3 2025/26

Calls delivered in Q3 totalled 65,298 across all phone lines. This equates to a 40% call reduction vs Q3 in the baseline year of 2019/20. Again, this is the lowest volume of calls for Q3 in four years.

Encouragingly, April to December 2025 demand is 8% (or 18,105 calls) lower when compared to the first three quarters of 2024/25.

Monthly call volumes fluctuate due to numerous influences. Q3 demand tends to be relatively low as calls reduce significantly in November and December due to the run up to Christmas.

**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**

Plot not shown as the data has not changed since the last report

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

Q3 2025/26

The accessibility score for the website was 75%. 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 3% since Q2 2025/26. The website platform, Jadu, is still due an upgrade, which should be completed by the end of Q4 2025/26 and will help us implement more accessibility improvements. We're also trying to tackle the large number of inaccessible documents we're asked to publish by refusing to publish them if they're not legally required.

Our Accessibility Specialist has finished drafting an accessibility strategy which is now ready for sign off. This includes a number of initiatives to increase accessibility compliance and accountability across the council including a champions network and community of practice.

**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**

Plot not shown as the data has not changed since the last report

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

Between 1 October and 31 December 2025, we received 350 survey responses on the ease of use of our digital services. Of these, 280 respondents (80%) rated the forms as either very easy or easy to use.

Monitoring covers 10 of our most frequently used online forms, across a broad range of service patterns. These include booking or cancelling visits to Household Waste and Recycling Centres, applying for or renewing Blue Badges and Resident Parking Permits, ordering Daily Visitor Vouchers, reporting nuisance vehicles, renewing older person's bus passes, requesting information, and ordering copy birth certificates.

This result indicates a strong level of user satisfaction with the ease of use of our digital services, supporting our commitment to providing straightforward online experiences.

**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%**

Plot not shown as the data has not changed since the last report

**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026.**

Between October and December 2025, residents contacted us 156,549 times through digital forms and telephone calls. Of these, 58.3% were digital, up from 56.7% in the previous quarter. Performance for the first nine months of the financial year is above target at 57.4%. The number of digital forms submitted has remained stable. The most-used forms were for booking household waste and recycling centre visits, parking related activities, blue badges, and business rates reviews. During the quarter, we focused on implementation of a new search and testing of an enhanced AI search function. The final legacy forms were undergoing development to switch them to a modern forms platform. The telephone calls, our main alternative contact method, has decreased by 7.5% in the first nine months of the financial year compared to the same period in the last financial year.