

ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway



Performance Report Q4 2025/26 Business Support and Digital Overview and Scrutiny Committee

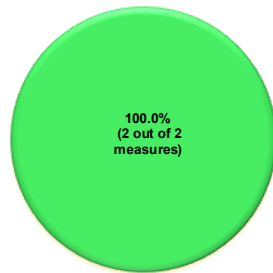
Enjoying clean, green, safe and connected communities

- 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 four performance indicators for the One Medway Council Plan 2024/28 relevant to this committee. We are reporting on two performance indicators this quarter. There are two indicators that are data only.

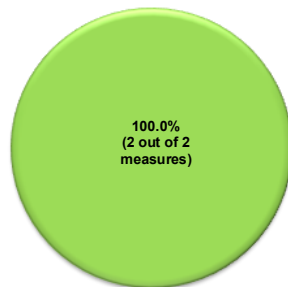
Performance



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

This chart shows the performance for 2 measures:
• 100.0% (2 out of 2 measures) met or exceeded target.

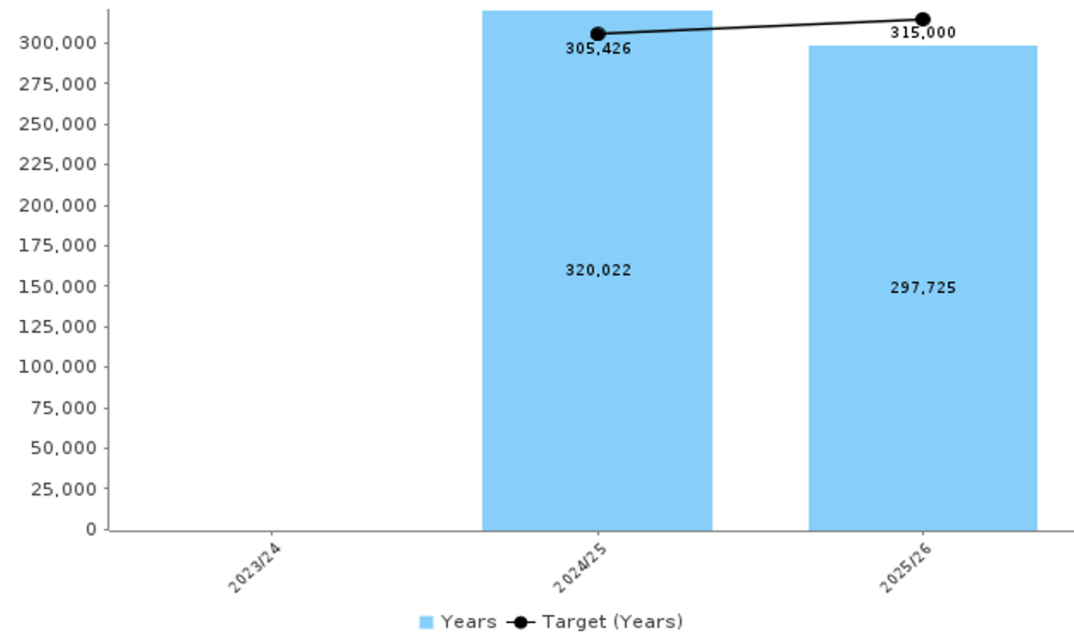
Direction of Travel



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

This chart shows the direction of travel for 2 measures:
• 100.0% (2 out of 2 measures) had an upward 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
Green (upward long trend)
Annual PI.**

Q4

Calls delivered in Q4 totalled 75,604 across all phone lines. This equates to a 29% call reduction vs Q4 in the baseline year of 2019-20. Again, this is the lowest volume of calls for Q4 in four years.

Encouragingly, the full year of 2025-2026 demand is 7% (or 22,298 calls) lower when compared to the same period of 2024-25.

Monthly call volumes fluctuate due to numerous influences. Q4 demand tends to increase after the Christmas period due to allotment invoicing, secondary school offers and Council Tax annual billing.

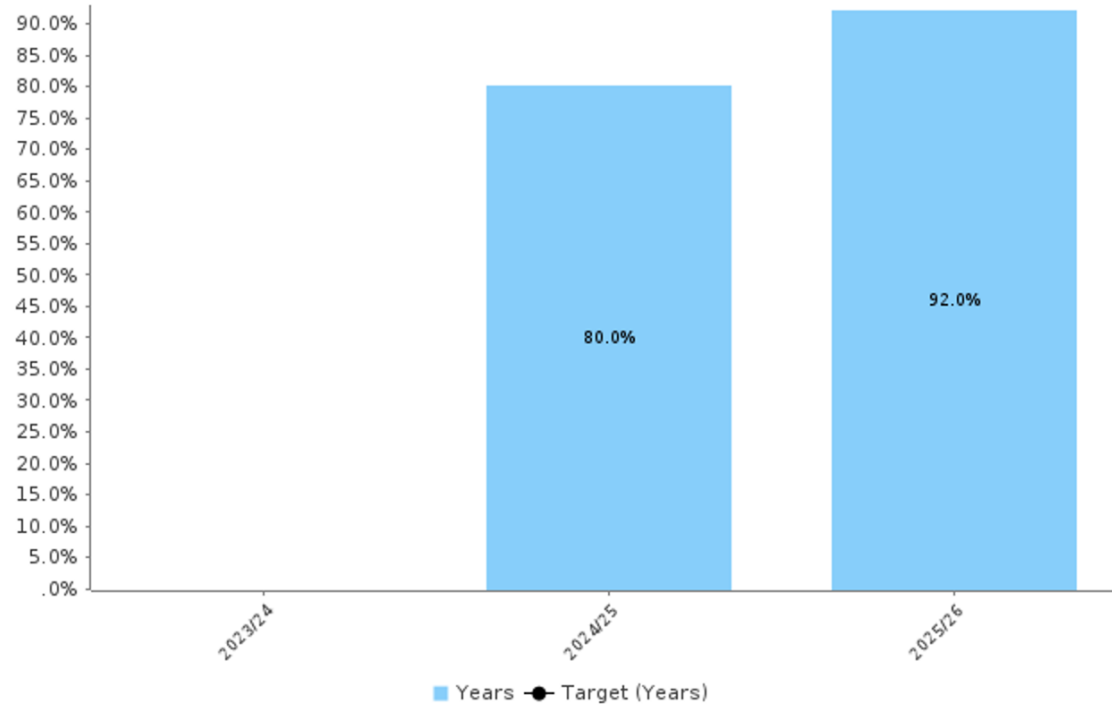
End of Year

During 2025/26, a total of 297,725 calls were handled across all phone lines. While monthly and quarterly call volumes continued to fluctuate, overall performance reflects a 41% reduction compared with the 2019/20 baseline year.

Total call volumes for 2025/26 were also 5% lower than the annual target, representing a significant and positive achievement.

Although it is difficult to accurately quantify further call reductions arising from the completion of transformation activities, there is already notable evidence of reduced demand across some lines and this includes Schools, Housing and Revenue & Benefits services, indicating an encouraging impact.

**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**

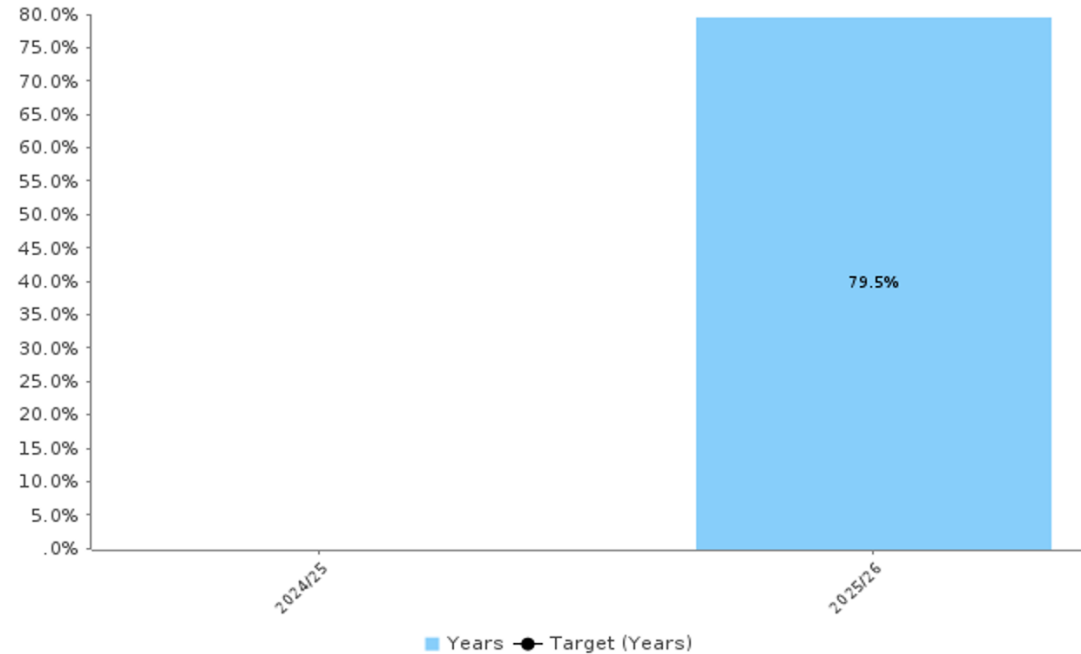


**Aim to Maximise
Data only (upward long trend)
Annual PI.**

Q4 2025/26

The accessibility score for the website was 92%. 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 17 percentage points since Q3 2025/26. This is because we have been removing a number of inaccessible documents as well as ensuring any new documents are accessible before they're published. We've also completed the upgrade (version 2.0) of our website platform, Jadu, which has implemented some accessibility improvements. We are due further upgrades in the near future.

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



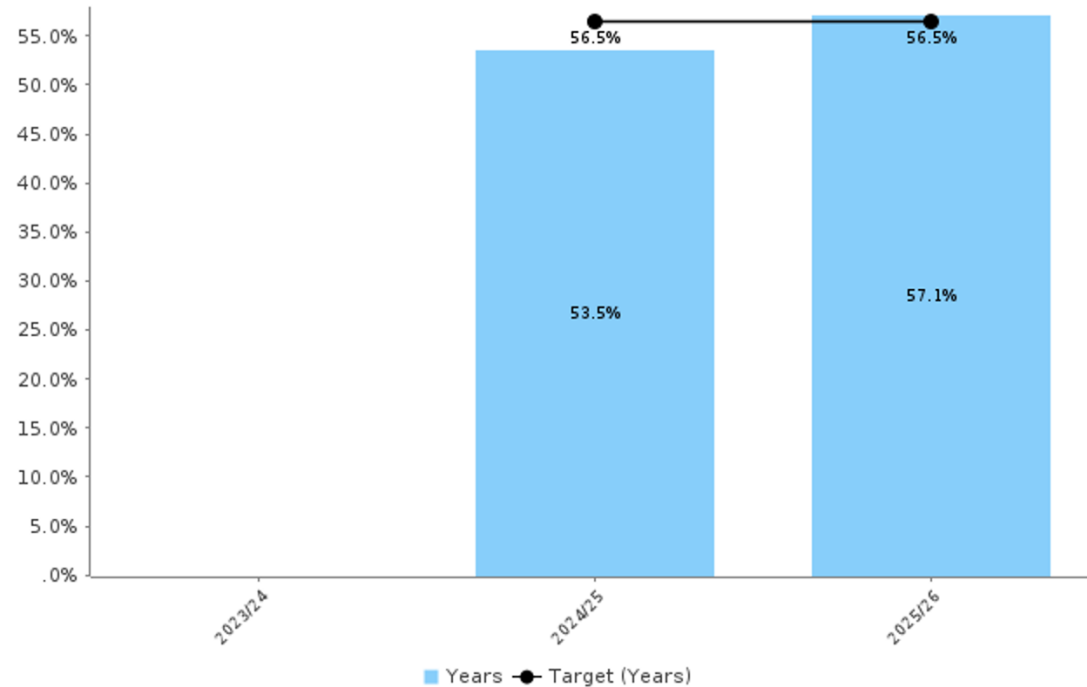
**Aim to Maximise
Data only (no long trend)
Annual PI.**

Between 01/01/2026 and 31/03/2026 we received 1442 survey responses relating to the ease of use of 10 of our most frequently used online forms. Of these, 1144 rated the online services as 'easy' or 'very easy' to use, equating to 79.33% for the period.

Overall, most of the 10 online services are performing well, particularly those that are simple to use and provide clear, immediate outcomes for customers.

Data has been collected since October 2025, giving half a year's worth of data. The 2025/26 outturn was 79.5% with 1424 out of 1792 respondents stating our services were very easy or easy to use.

**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
Green (upward long trend)
Annual PI.**

Between January and March 2026, residents contacted us 172,239 times through digital forms and telephone calls. Of these, 56.1% were digital, down from 58.3% in the previous quarter.

The number of digital forms submitted increased slightly from the previous quarter. The most-used forms were for booking household waste and recycling centre visits, parking related activities, and blue badges. During the quarter, final testing of an enhanced AI search function was completed ahead of a go-live in April 2026. The final legacy eforms have been undergoing development to switch them to a modern forms platform.

Performance for the 2025/26 financial year was 57.1%, 0.6 percentage points above target, and 3.6 percentage points above 2024/25. There were just over 396,000 digital interactions up by 7.8%, around 28,500 from the previous year. At the same time the number of calls reduced by 7%, around 22,300. The overall number of interactions was similar in both years suggesting the improvement in performance is due to digital shift.