

Digital Services & Information Services end of the year report 2025 to 2026

Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2024 to 2025	Owner and co-owners	Outcome or output 2025 to 2026
Monitor customer feedback and service performance and provide quarterly service reports to Service Leads and Management Team and monthly reports to East Cambs Street Scene (ECSS)	Sound financial management	100%, annually	<p>Target Achieved</p> <p>100% Service performance reports issued to Service Leads and CMT</p>	Digital Services & Information Manager Digital Services Officers	<p>Completed - Target Achieved</p> <p>Quarterly 1, 2 & 3 service reports issued to Service Leads and CMT. Monthly reports Apr 2025 – Jan 2026 provided to ECSS. Q4 and Feb & Mar 2026 ECSS reports will be provided when available.</p> <p>Reports include contact volumes, contact type, method of contact, performance against service targets and % of contact resolved at first point of contact.</p> <p>The Digital Services team share all feedback with the relevant service and ensure that any changes that are required are implemented, or any improvement suggestions are reviewed and actioned as appropriate.</p>
Measure the Council’s website accessibility compliance monthly and achieve or exceed a great rating and 90% compliance with WCAG 2.1 accessibility standard	Sustainable Communities	Monthly - 90%, annually	<p>Target Achieved</p> <p>Compliance 92%</p>	Digital Services & Information Manager Digital Services Officers	<p>Completed - Target Not Met</p> <p>Compliance 89% Compliance Score rated ‘great’ (85%-94% = Great)</p> <p>April - 83% May - 89% June - 92% July - 93% Aug - 93% September - 90% October - 90% November - 79%</p>


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					<p>December - 90% January – 92%</p> <p>February and March figures are not available at the time of writing the report.</p> <p>The slight underachievement is due to the inclusion of PDFs within the accessibility guidelines as of September 2025. The website contains a substantial volume of historic PDF documents, which are currently under review. We are working closely with service teams to convert these into accessible web content where appropriate. In addition, we are taking active steps to significantly reduce the publication of new PDF content moving forward.</p>
<p>Ensure the website has up to date accurate information</p>	<p>Sustainable Communities</p>	<p>Twice Annual Service Meeting</p>	<p>New Performance Measure</p>	<p>Digital Services & Information Manager Digital Services Officers</p>	<p>Completed - Target Achieved</p> <p>Implementation of one-on-one meeting with service representatives scheduled twice annually. First round of meetings have been completed.</p> <p>Working with services to ensure up to date webpage content and that all required online forms are in place. Services are also advised they can request to amend / update / create content at any point.</p>
<p>Monitor avoidable contact and work in partnership with service representatives across the Council to identify ways to reduce failure demand across the authority</p>	<p>Sound financial management</p>	<p>As required, annually</p>	<p>Target Achieved</p> <p>Partnership working – 100% annually</p>	<p>Digital Services & Information Manager Digital Services Officers</p>	<p>Completed - Target Achieved</p> <p>Partnership work with services to reduce failure demand has included:</p> <ul style="list-style-type: none"> - Assisting Press and PR with numerous press releases - Updating fees on all online forms - Supporting planning policy with web page additions and changes - Rot analysis of website content (redundant, obsolete and trivial) prior to transfer to new website.

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<p>Continue to provide a frontline service for ECSS, support the development of their service throughout 2025 to 2026</p>	<p>Sound financial management</p>	<p>As required, annually</p>	<p>Development and Support Bartech Project Assisted with Bartech, black bag distribution, brown bin renewals.</p>	<p>Digital Services & Information Manager Digital Services Officers</p>	<p>Completed -Target Achieved</p> <p>Reporting</p> <ul style="list-style-type: none"> - Produce monthly CRM reports - Produce monthly service performance reports <p>Bartec System</p> <ul style="list-style-type: none"> - Add and remove assisted collections - Create and update collection schedules - Implement service and schedule changes - Add and remove additional bins - Maintain alternative service arrangements - Developer requests, ensuring new properties are correctly configured for service delivery - Update and maintain holiday collection schedules - Provide support to Customer Services and Waste by responding to queries and assisting with Bartec-related issues <p>New Rounds</p> <ul style="list-style-type: none"> - Data cleansing and preparation - Deliver in house training and ongoing operational support to ECSS and depot staff - Liaison with Bartec to support system configuration and changes - Supporting the migration of all collection rounds into the test environment - Rebuild and maintain the waste collection calendar <p>System Development and Integration</p> <ul style="list-style-type: none"> - Maintain and support integration between the Bartec system and the CRM system. - Develop and maintain ECSS waste CRM forms
<p>Achieve 99% website availability each month</p>	<p>Sound financial Management</p>	<p>Monthly – 99.9%, annually</p>	<p>Compliance 99.9%</p>	<p>Digital Services & Information Manager Digital Services Officers</p>	<p>Completed - Target Not Met</p> <p>Compliant 99.8%</p> <p>April - 98.1% May - 100% June - 100% July - 100%</p>

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					<p>August - 99.7% September - 99.9% October - 100% November - 100% December - 100% January - 100%</p> <p>February and March figures are not available at the time of writing the report.</p> <p>Slight underachievement April and August 2025.</p> <ul style="list-style-type: none"> April's incident resulted in 6hr 50 min outage and August's incident resulted in a nine-minute outage. Both incidents were due to high bot traffic (incident reports available).
<p>Achieve website engagement rate of 63%</p>	<p>Sound financial Management</p>	<p>Monthly 63%, annually</p>	<p>The 2024/25 average engagement was reported at 65.8%. However, please note that the data used to assess this was inaccurate, the confirmed average for 24/25 was 62.3% and therefore below target.</p>		<p>Completed - Target Not Met</p> <p>Average monthly engagement 58.6%</p> <p>April - 62.9% May - 63.0% June - 64.1% July - 62.3% August - 61.9% Sept - 61.7% October - 60.0% November - 54.3% December - 48.8% January - 46.7%</p> <p>February and March figures are not available at the time of writing the report.</p> <p>Visitors must spend more than 10 seconds on a webpage for their engagement to be recorded in Google Analytics. The underachievement can be attributed to the following factors:</p> <ul style="list-style-type: none"> Improved navigation has enabled users to find the information they need more quickly, reducing the time spent on individual pages.

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					<ul style="list-style-type: none"> Several high-traffic pages during this period were signposting pages. These pages primarily direct users to external websites, meaning visitors typically spend only a short amount of time on them before navigating away.
Complete delivery of the final phase of the new East Cambs Website and Intranet by 1 st December 2025	Sound Financial Management	By 1 st December 2025	The new Phase 1 Intranet went live on 26 November 2024. The new Phase 1 Website went live on 28 November 2024.		<p>Not Completed - Target Not Met</p> <p>The Phase 2 website went live on 26 February 2026.</p> <p>The new intranet is scheduled to go live week commencing the 2nd of March 2026.</p> <p>The website launch was deferred to allow time to confirm the website's accessibility, functionality, and overall appearance.</p>
Ensure all members of the Digital Services & Information team receive adequate training to fulfil their role	Sound financial management	100%, annually	Complete in accordance with corporate training and individual training plans	Digital Services & Information Manager Digital Services Officers	<p>Completed – Target Achieved</p> <p>Training this year has included:</p> <ul style="list-style-type: none"> Manual Handling Prevent Duty Awareness Cyber Data Protection Display Screen Equipment Fire Safety Fraud Awareness Basic Local Gov Drupal training Bartec training Local Government Drupal workshops
Team meetings	Sound financial management	Minimum monthly	Completed 11 team meetings	Digital Services & Information Manager Digital Services Officers	<p>Completed - Target Exceeded</p> <p>Weekly team meetings held since Digital Services & Information Manager in post.</p>

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One to one meetings	Sound financial management	Minimum 4 a year, annually		Digital Services & Information Manager Digital Services Officers	Completed - Target Achieved One on one meetings held since Digital Services & Information Manager in post.
Complete appraisals annually and within the time frame set by HR	Sound financial management	100%, annually		Digital Services & Information Manager Digital Services Officers	Target on Track Accountabilities added to Skillgate and dates in diaries at the time of the writing report.
Regularly review corporate risks including: <ul style="list-style-type: none"> disaster recovery to provide continuous front facing services to the public in the event of a minor or major system outage. GDPR (General Data Protection Regulation) compliance to protect personal data, Council reputation and avoid financial penalties. information security to protect personal data, prevent council reputation and provide confidence in online services. health and safety of members of the public visiting the Council offices 	Sound financial management	100%, annually	Digital Services Business Continuity Plan reviewed annually. No data or security breaches recorded. Data archived in line with corporate retention policy. Risk assessment last reviewed Nov 2024.	Digital Services & Information Manager Digital Services Officers	Completed - Target Achieved Disaster recovery All Digital Services Officer are able to work remotely without issue. GDPR & Information Security No data or Security breaches reported in 25/26. All officers have completed their Data Protection refresher training. Data archived in line with corporate retention policy. Health & Safety Risk Assessment last reviewed February 2025 and discussed at team meeting. Working from Home set ups reviewed and authorised by both ICT and HR. The Digital Services Manager is a member of the Council's Health and Safety Working Party.
Achieve council's website carbon digital carbon emissions below 0.3 MTCO ₂ e per year (MTCO ₂ e means metric tonnes of carbon dioxide equivalent, not million tonnes)	Cleaner, greener East Cambridgeshire	100%, annually	New Performance Measure	Digital Services & Information Manager Digital Services Officers	Completed - Target Exceeded April - not recorded May - not recorded June - 0.234 MTCO ₂ e July - 0.238 MTCO ₂ e

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					August - 0.021 MTCO ₂ e Sept - 0.022 MTCO ₂ e October - 0.017 MTCO ₂ e November - 0.037 MTCO ₂ e December - 0.044 MTCO ₂ e January - 0.056 MTCO ₂ e February and March figures are not available at the time of writing the report.