

# ONE MEDWAY COUNCIL PLAN

## 2024/28

Proud to be Medway

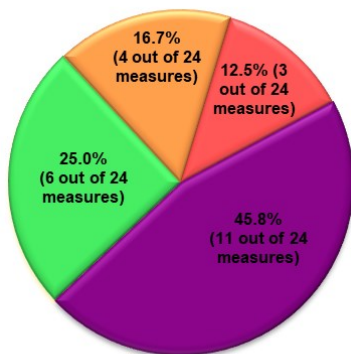


## Q1 & Q2 2024/25 Children & Young People Overview & Scrutiny Committee

# Summary of all performance indicators

There are 24 performance indicators for the One Medway Council Plan 2024/28 relevant to this committee.

## Performance

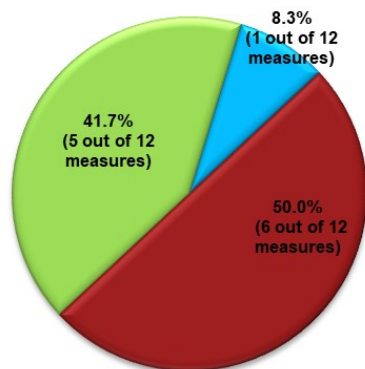


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target  
**Data** means data only. No target set  
**NA** means not available this quarter or annual PI

This chart shows the performance for all the measures:

- 25.0% (6 out of 24 measures) met or exceeded target.
- 16.7% (4 out of 24 measures) were slightly below target (less than 5%).
- 12.5% (3 out of 24 measures) were significantly below target (more than 5%).
- 0.0% (0 out of 24 measures) were data only or status unavailable.
- 45.8% (11 out of 24 measures) were not available or annual PIs.

## 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 12 measures:

- 41.7% (5 out of 12 measures) had an upward long trend.
- 8.3% (1 out of 12 measures) had a static long trend.
- 50.0% (6 out of 12 measures) had a downward long trend.

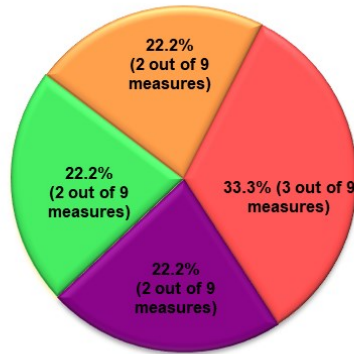
# **Delivering quality social care and community services**

- Provide effective, targeted support for our most vulnerable residents to enable them to fulfil their potential and improve their quality of life.
- Support people of all ages to live the most happy, healthy, independent life possible, utilising assistive technologies.
- Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities.
- Provide creative, cultural and community services and facilities across Medway that everyone can access and benefit from.
- Support our children and young people to ensure they are safe, secure and stable.
- Support all adults, including those living with disability or physical or mental illness to live independently and stay safe.
- People in Medway live independent and fulfilled lives into an active older age.

# Summary of all performance indicators for this priority

There are 9 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority.

## Performance

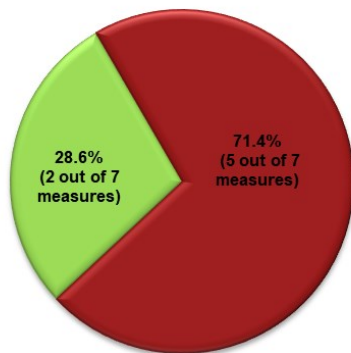


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target  
**Data** means data only. No target set  
**NA** means not available this quarter or annual PI

This chart shows the performance for all the measures:

- 22.2% (2 out of 9 measures) met or exceeded target.
- 22.2% (2 out of 9 measures) were slightly below target (less than 5%).
- 33.3% (3 out of 9 measures) were significantly below target (more than 5%).
- 0.0% (0 out of 9 measures) were data only or status unavailable.
- 22.2% (2 out of 9 measures) were not available or annual PIs.

## Direction of Travel

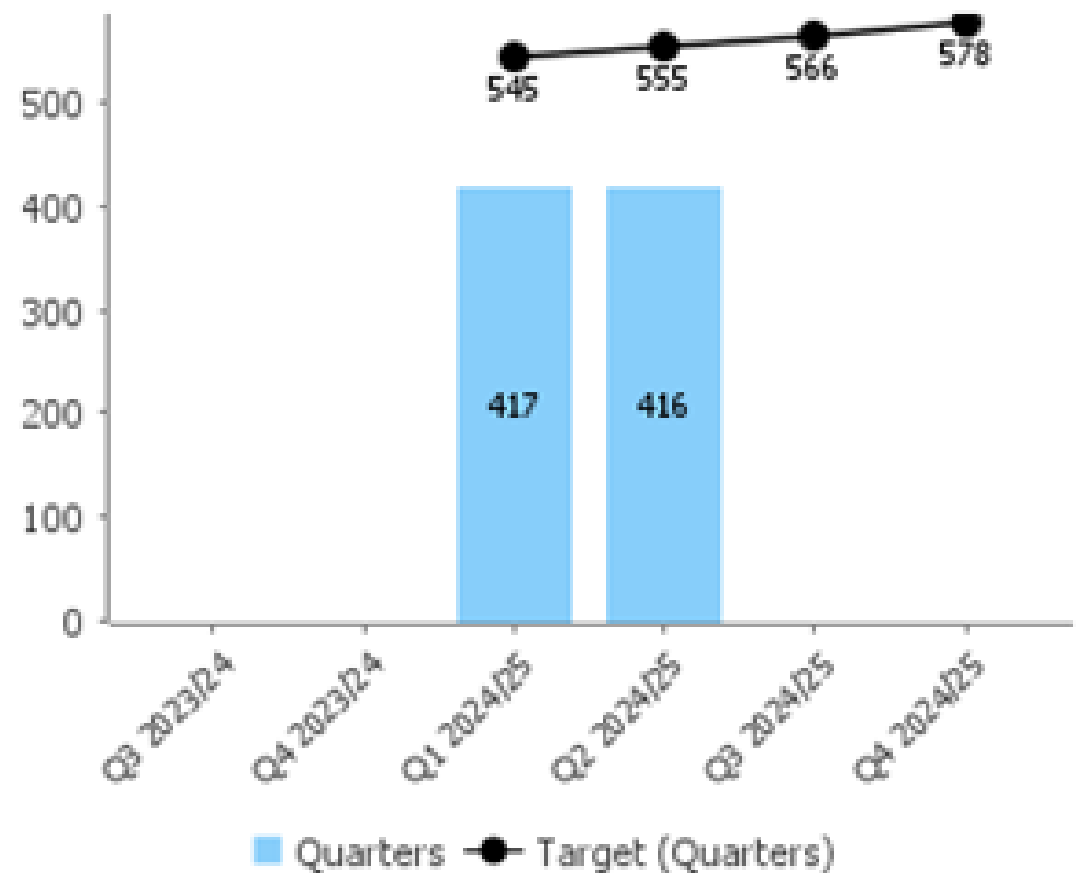


**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 7 measures:

- 28.6% (2 out of 7 measures) had an upward long trend.
- 0.0% (0 out of 7 measures) had a static long trend.
- 71.4% (5 out of 7 measures) had a downward long trend.

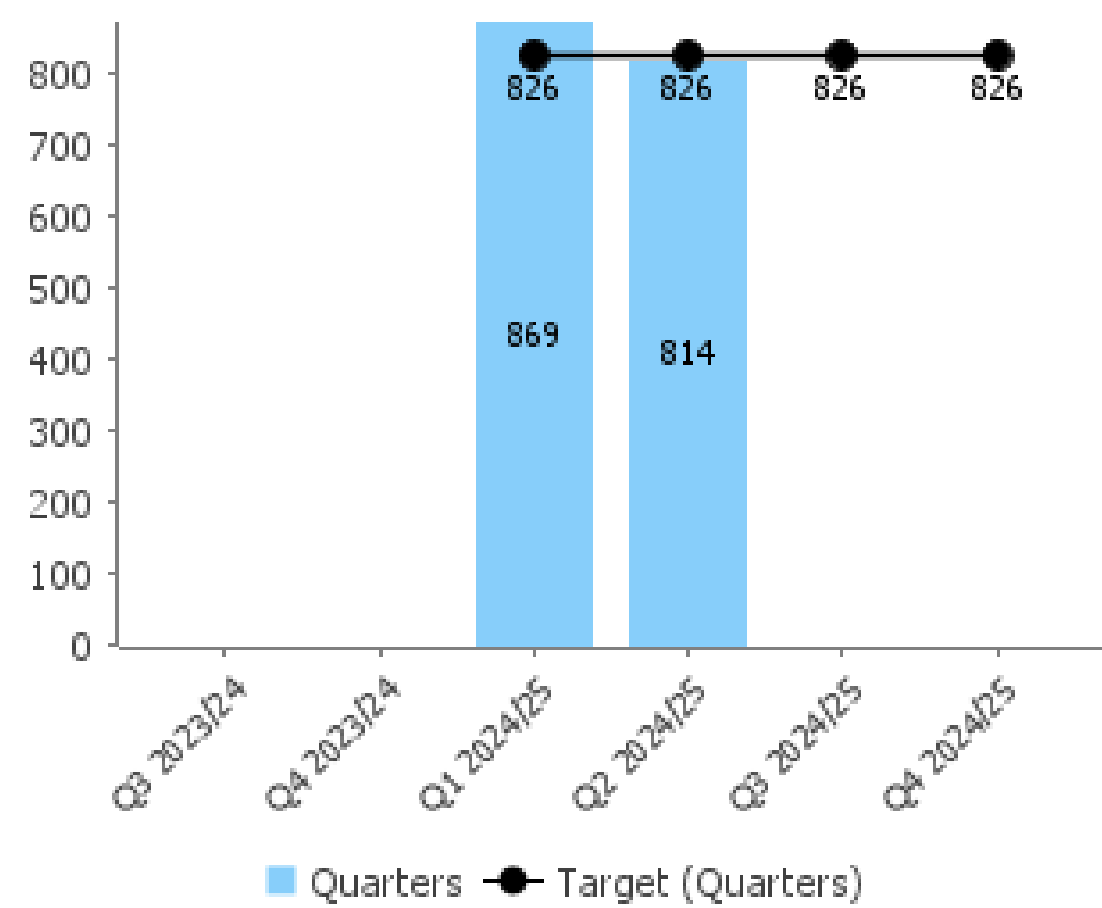
**Provide effective, targeted support for our most vulnerable residents to enable them to fulfil their potential and improve their quality of life**  
**- 1.01a By 2027/28 more families are accessing targeted early help provision than at 31/3/24**



**Aim to Maximise**  
**Red (downward long trend)**

Currently there are 416 families with open targeted early help held by the local authority. Whilst this is 25% below target it remains consistent with the number of families open at the end of Q1. The number of families accessing targeted early help is in line with the current volume of contacts requesting this level of intervention. There are actions in place across children's services to ensure more families are supported at this level ensuring early intervention and prevention in levels of need.

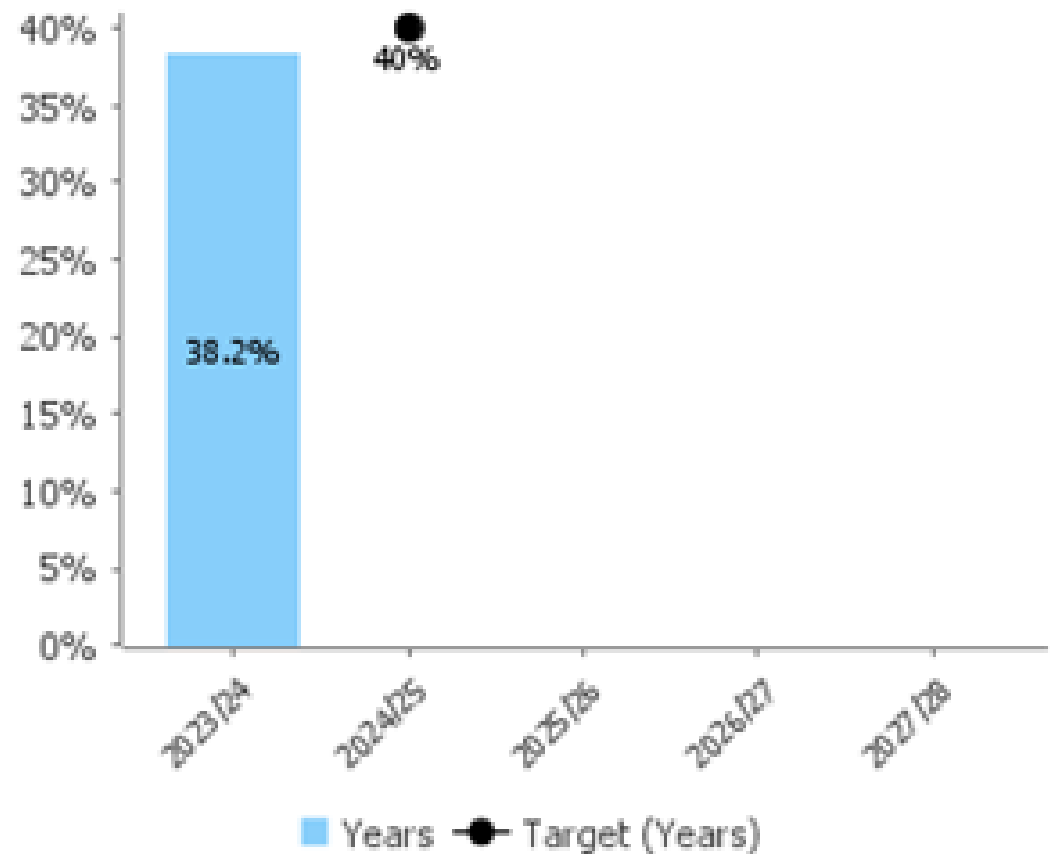
**Provide effective, targeted support for our most vulnerable residents to enable them to fulfil their potential and improve their quality of life  
- 1.01b By 2027/28 fewer than 975 Children require statutory intervention under a CIN (welfare) or CP plan**



**Aim to Minimise  
Green (upward long trend)**

At the end of the quarter there were 517 Child in Need (CiN) (welfare) plans open and 297 Child Protection (CP) plans open. Over the course of the quarter there has been a 3% rise in the number of CiN plans, however compared to September 2023 the number of open plans is down by 14%. There has been a steady decrease in the number of CP plans over the quarter. In June there were 310. The September outturn is 4% lower. The rate of CP is 47 per 10,000, which is higher than the 43.2 per 10,000 national rate and the 41.3 statistical neighbour rate. Vacancies within Family Solutions directly impact on the number of families that are open across the service receiving targeted early help. Seamless recruitment processes are in place, and the service works closely with colleagues in Recruitment Services to ensure timely onboarding.

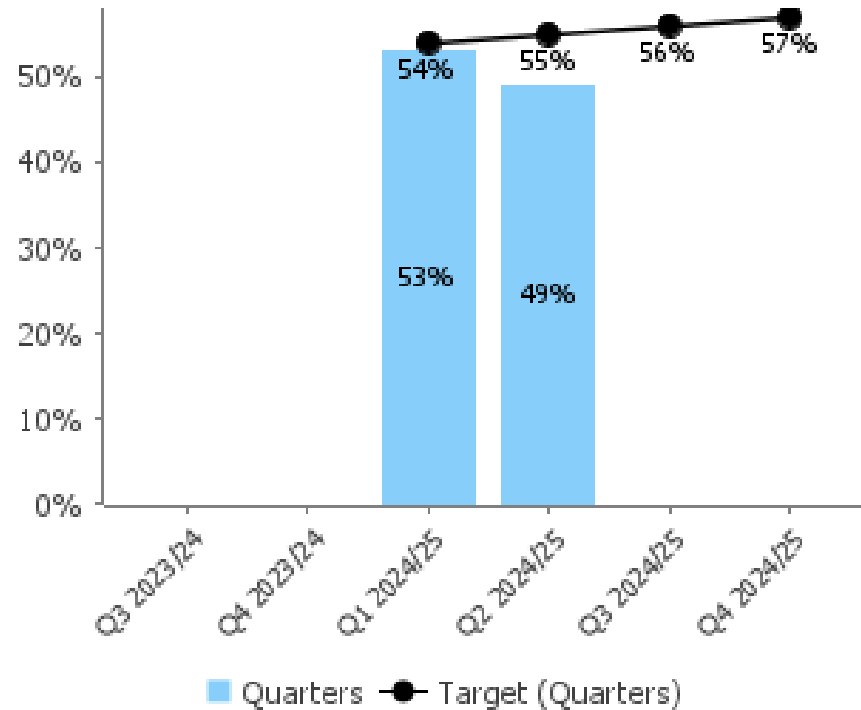
**Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities**  
**- 1.05 Children kept close to home and community**



**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2025**

By 2027/28, increase the number of children we keep close to their homes and community in Medway.  
The value for 2024/25 will be available in March.  
The business and finance team have been diligently working to audit data and ensure that the system reflects the most recent addresses for children and young people (CYP). As a result, the percentage of placements in the Medway area has increased to 38.8%. Children's Services are continuing to conduct regular reviews of the care and placement packages for CYP to ensure that they are suitable, and where suitable and safe for their return to the Medway area. The Children's Commissioning team has been successful to opening a children's home in Medway, which has increased the local capacity for children to return to their communities in the coming months.

**Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities**  
**- 1.06 By 2027/28, the percentage of children in care with long-term fostering as a plan where the child, the carer and the service have agreed for the placement to last until the child is ready to leave care is 65% or higher**



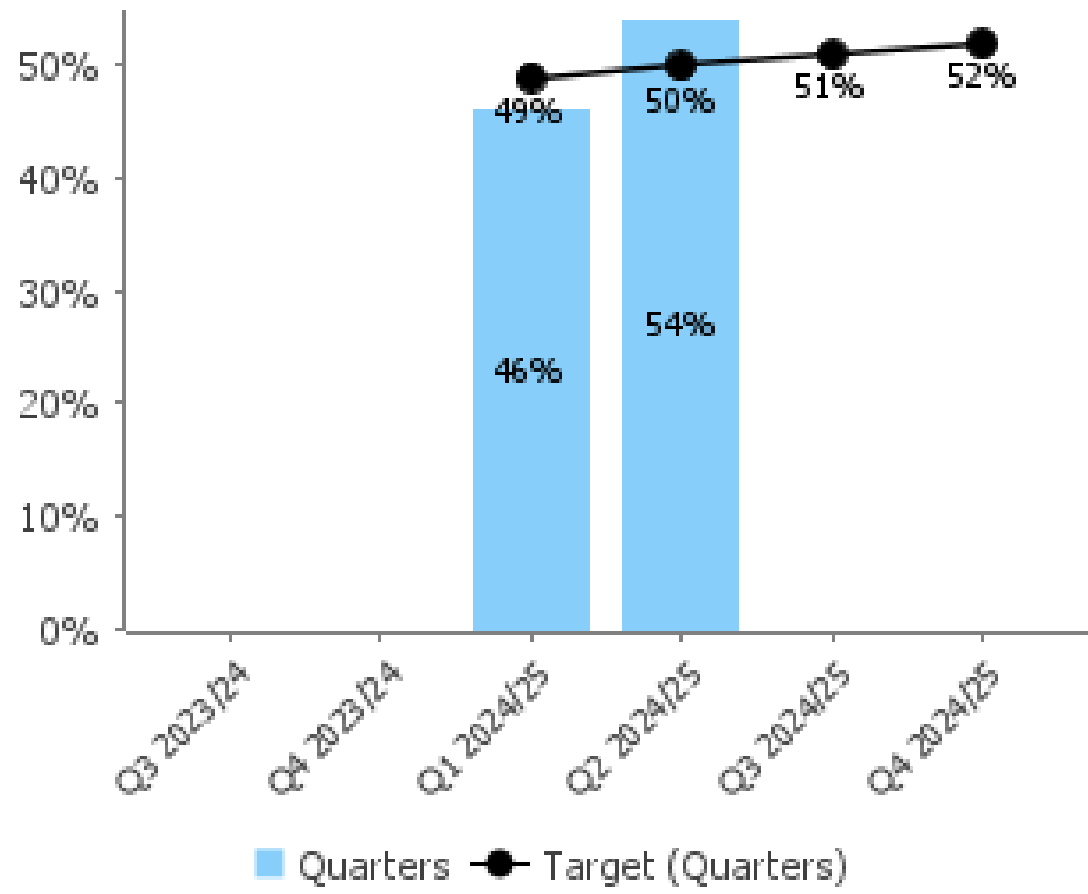
**Aim to Maximise  
Red (downward long trend)**

There has been a 4pp (7.5%) drop since June 2024 with the outturn now below 50%. Throughout the quarter, we have tried to implement actions to respond to the decreasing number of children with long-term fostering as a plan where that plan has been agreed at a fostering matching panel. We continue to see a downward trend for performance which is affected by several factors, including social work practice in recording, timeliness of attendance at fostering panel alongside the needs of children and young people becoming more complex and placements thus failing. The permanency lead, in post since September 2024, will start to have an impact on performance soon.

In 2023 the service changed its process from permanency panel making recommendations to progress children and carers for long term matching, to one that now enables these children to be heard directly at fostering panel. This may have led to drift in plans progressing to fostering panel. The Head of Service (HOS) will now amend this so children are once again presented to permanency panel once they have been in placement for 12 months. In addition to this an action planning meeting will take place with Head of Provider and Head of Commissioning to review additional actions that will seek to improve this performance. This meeting will take place within the week and will consider what if any additional resources may be required.



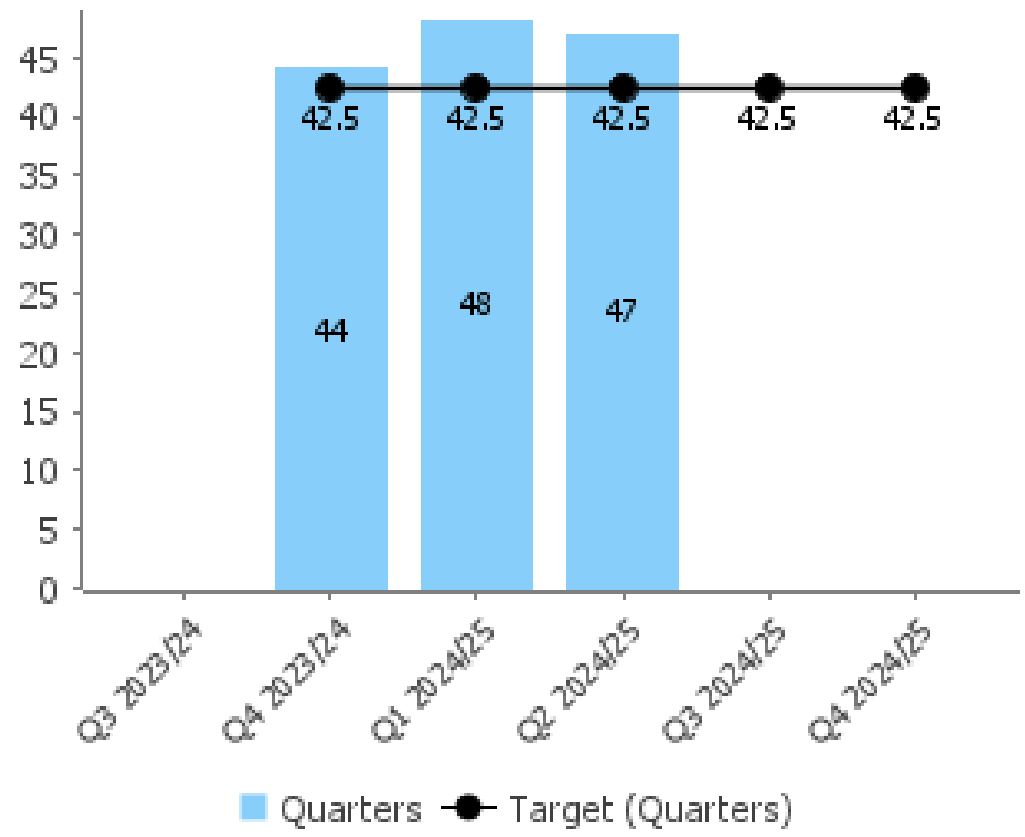
**Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities**  
**- 1.07 By 2027/28, the percentage of young people leaving care who are in education, employment or training is higher than 60%**



**Aim to Maximise Green (upward long trend)**

Data is produced a month in arrears so relates to August 2024. Currently 54% of the cohort are in employment, education or training (EET). The most recent national outturn is 66% which is 2 percentage points (pp) higher than our statistical neighbours at 64%. The service continues to work towards achieving the 2027/28 target of 60% and some improvements have been made evidenced in the 54% over the last two months. The service manager will continue to provide robust monitoring and scrutiny of this cohort of young people through the EET/Not in employment, education or training (NEET) Panel.

**Support our children and young people to ensure they are safe, secure and stable**  
**- 1.10 By 2027/28, the rate of children (0-17 years) subject to a child protection plan is between 40 and 45 per 10,000**

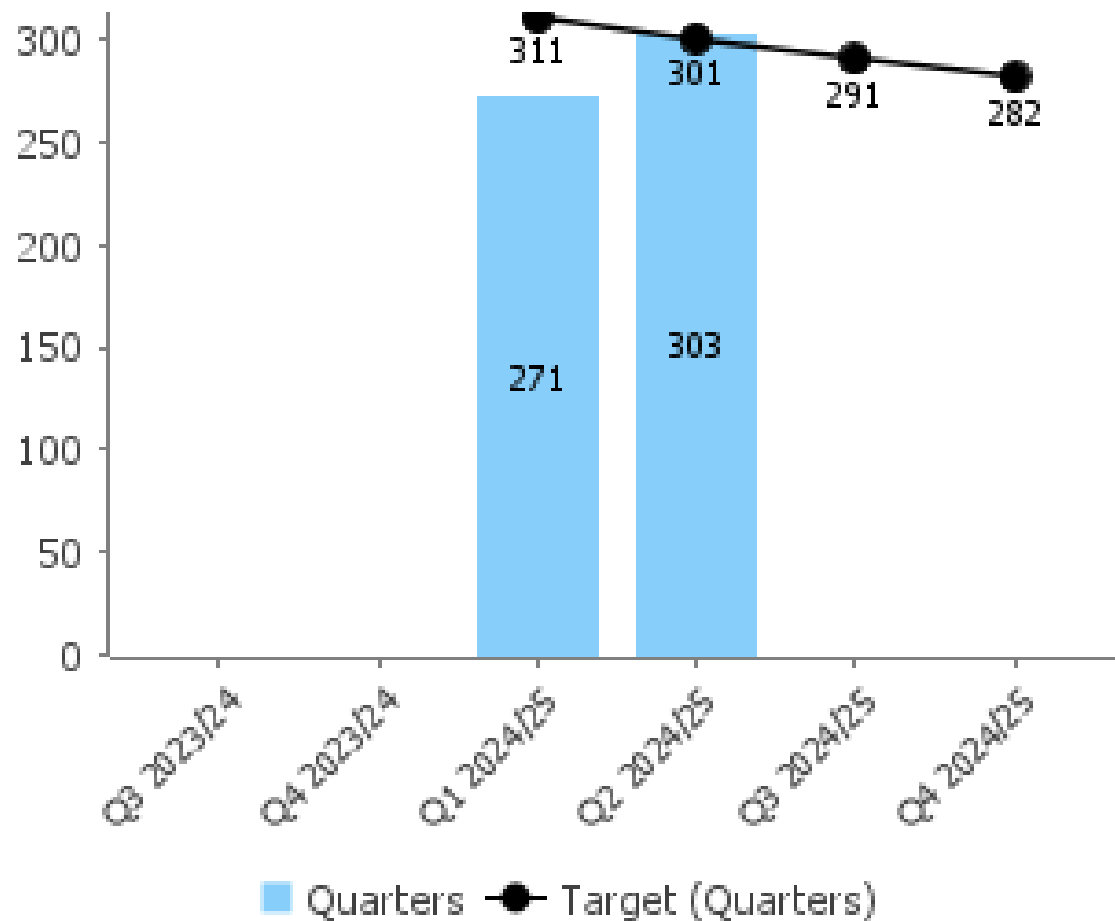


**Goldilocks**  
**Amber (downward long trend)**

Child Protection (CP) numbers and subsequently rates have dropped over the quarter and are now slightly below the Q1 result. There are 297 children on a CP plan. The rate in Medway is higher than the 43.2 per 10,000 national rate and the 41.3 per 10,000 statistical neighbour rate. The measure is a goldilocks measure, where a green status is if our rate is between 40 and 45. The "target" of 42.5 is the midpoint of the range rather than an "actual" target.

This figure and percentage is affected by the number of extended court proceedings and pre-court proceedings across the services. At the current time there are 44 children from 22 families who have been subject to a plan for 12+ months, a reduction of 13 from last quarter. The majority are involved in Public Law Outline or court proceedings. There will be some positive movements over the next two months as these cases step down and/or close as proceedings conclude, and Public Law Outline (PLO) is stepped down. All CP plans post 12 months are reviewed regularly, and in addition Review Child Protection Conferences are being brought forward if there are indications that risk has reduced, and progress has been made to enable step down. Currently there are 291 children subject to a CP plan, a reduction of 9 from last quarter. The trajectory is going in the right direction and grip and pace is being applied in respect of scrutiny and review of longer-term CP plans.

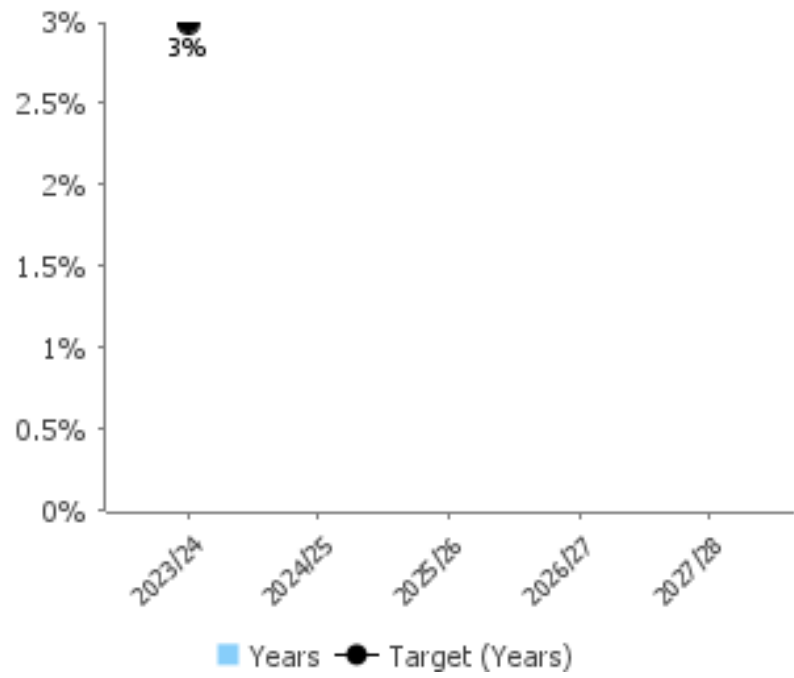
**Support our children and young people to ensure they are safe, secure and stable**  
**- 1.11 By 2027/28, the rate of S47 investigations per 10,000 is statistically similar to the national average**



**Aim to Minimise  
Amber (downward long trend)**

The end of quarter snapshot, although similar to the target, shows a negative movement since last quarter with rates increasing and moving further from the national level. Medway is 58% higher than national. It should be noted that the rate has been volatile over the last six months, peaking at 470 per 10k and falling to as low as 203 per 10k. The average over the last six months is 300 per 10k. The most recent national outturn is 192, 5 points lower than statistical neighbours at 197. As with Q1 this remains an area of focus across the service. Additional quantitative analysis has now been undertaken including an independent review of s47s in October. The service is likely to have a clear understanding at Q3.

**Support our children and young people to ensure they are safe, secure and stable**  
**- 1.12 By 2027/28, the rate of children and young people who are identified at risk of exploitation is statistically similar to the national average**



**Aim to Maximise  
 Data unavailable (no long trend)  
 Annual PI. Due March 2025**

Data for this measure will be published later in the year.

In 2022-23 Medway was 4 percentage points (pp) below the national and statistical neighbours outturn of 6%.

The Medway Contextual Safeguarding Panel continues to meet monthly with good representation from the partnership. Information is shared by the Youth Service around ongoing school and location assessment, Kent Police Child Centred Policing Team, Violence Reduction Unit (PPP document) and Kent Police Missing Child Exploitation Team (MCET). Information is also shared from the monthly North Kent Serious Organised Crime Panel (SOCP) led by Kent Police.

Following a restructure in Kent Police the new Detective Chief Inspector (DCI) with overarching responsibility for exploitation is working with the chair of the panel to look at how information from the Gangs and County Lines Team can be made more readily available to the panel.

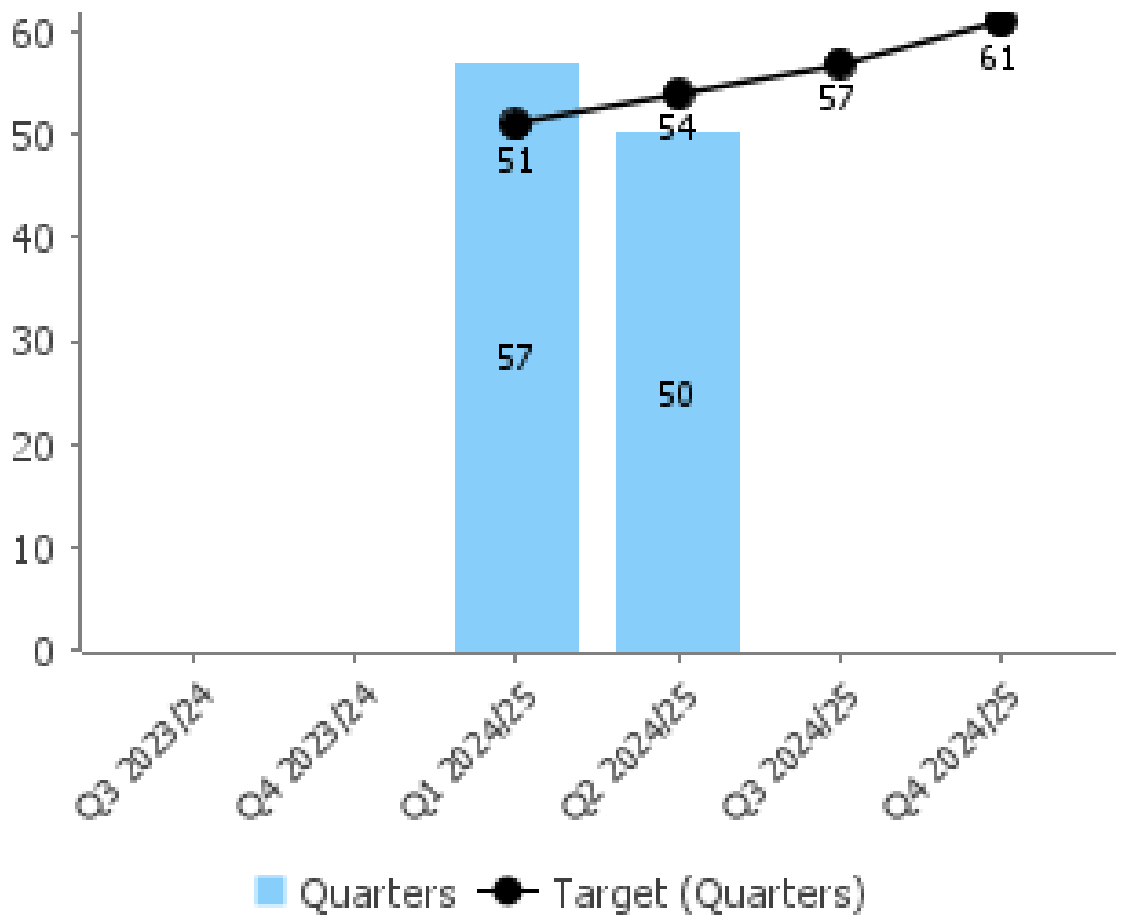
Kent Police are leading on a Missing and Exploitation Tactical Delivery Group which meets every other month.

Missing and exploitation discussion (MED) continue to be held across Children Services chaired by service managers. Adolescent needs which include MEDs is on the agenda at every monthly service manager forum to ensure that MEDs are consistent across the service and practice is improved.

There has been a revised practitioners exploitation risk assessment/tool agreed. This has been created to capture better information and analysis regarding each child/young person at risk. Whole service mandatory training will be rolled out in November/December.

Several short training videos have also been created by the Missing and Exploitation Lead and have been made available across the services. Where relevant these have been shared with partners. The videos cover Return Home Interview (RHI), the exploitation portal (Kent Police) and MEDs.

**Support our children and young people to ensure they are safe, secure and stable**  
**- 1.13 By 2027/28, increase our multi agency early help offer by 100%**



**Aim to Maximise**  
**Red (downward long trend)**

Currently there are 50 families which is a decrease from Q1. This may be related to the school summer holidays. The Q2 outturn is 7.4% below target. Cases are open to 37 partner organisations, one more than at the end of Q1. Medway's Early Help Partnership Board (EHPB) continues to meet bimonthly ensuring that there is a strategic oversight of the early help offer across Medway. The partnership continues to work together to develop an early help dataset that enables agencies to develop their own key performance indicators (KPIs), which can then be reviewed and scrutinised by the EHPB. The data currently only provides the data from those partners (education) who record their intervention on to MOSAIC. The work identified above is continuing.

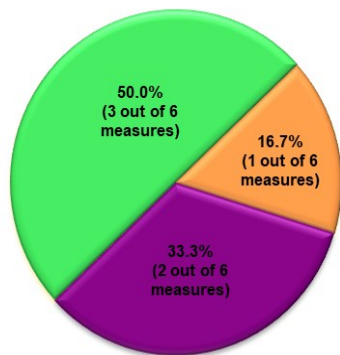
# **Benefitting from good education, quality jobs and a growing economy**

- Ensure all children and young people access a high-quality, inclusive education.
- Work with business partners to ensure education and skills development supports children, young people and adults to lead successful lives, and secure employment opportunities, with targeted support for the unemployed and vulnerable groups.
- Develop a strong mixed economy which provides training and work opportunities that support career development, increasing high value businesses and expanding high quality employment.
- Develop Medway's reputation as a home for creative, cultural, and green industries to support a growing economy, maximising our national recognition as a Priority Place for culture and heritage.
- Support the growth and diversification of business in our town centres, reflecting the importance of placemaking and regeneration.

# Summary of all performance indicators for this priority

There are 6 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority.

## Performance

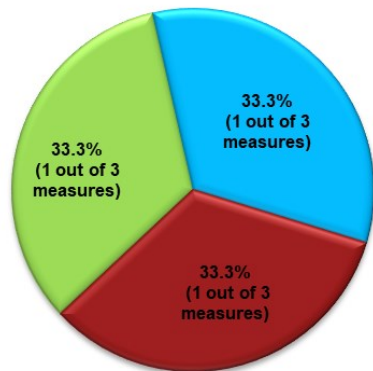


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**Amber** means slightly below target  
**Red** means significantly below target  
**Data** means data only. No target set  
**NA** means not available this quarter or annual PI

This chart shows the performance for all the measures:

- 50% (3 out of 6 measures) met or exceeded target.
- 16.7% (1 out of 6 measures) were slightly below target (less than 5%).
- 0.0% (0 out of 6 measures) were significantly below target (more than 5%).
- 0.0% (0 out of 6 measures) were data only or status unavailable .
- 33.3% (2 out of 6 measures) were not available or annual PIs.

## Direction of Travel

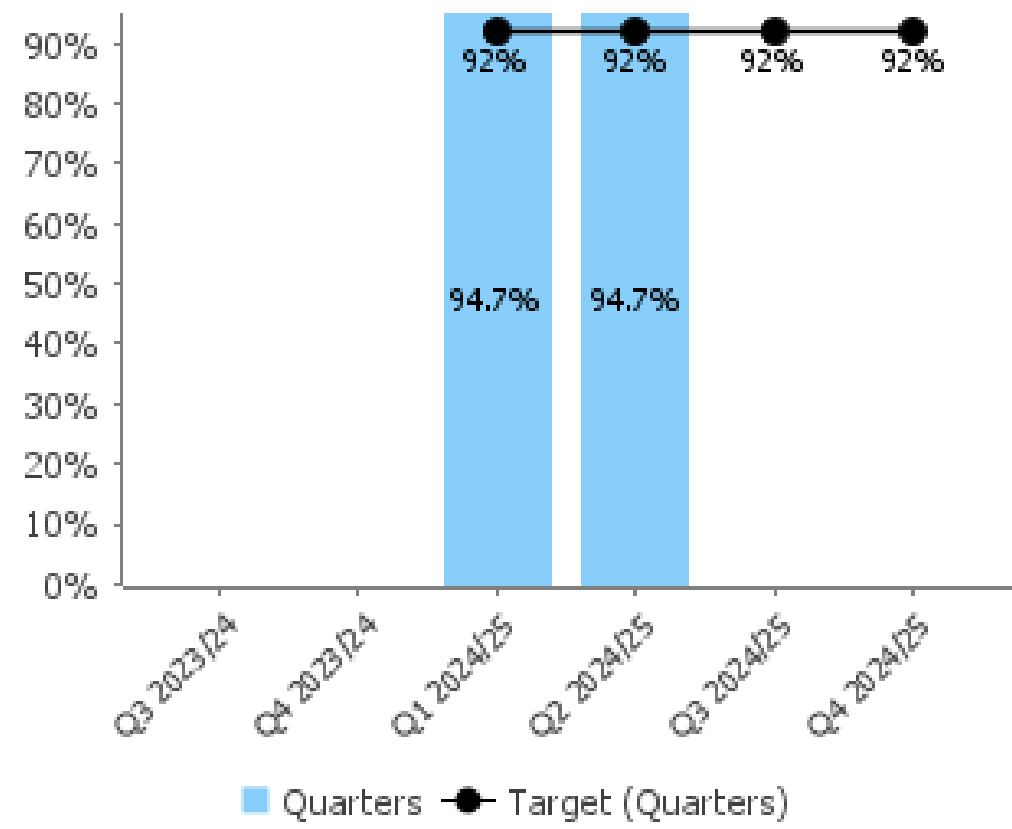


**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 3 measures:

- 33.3% (1 out of 3 measures) had an upward long trend.
- 33.3% (1 out of 3 measures) had a static long trend.
- 33.3% (1 out of 3 measures) had a downward long trend.

**Ensure all children and young people access a high-quality, inclusive education**  
**- 2.01 By 2027/28, 92% of early years, primary and secondary schools in Medway are good or better in the last Ofsted inspection**



**Aim to Maximise Green (static long trend)**

There have been no changes since the end of Q1. The counting cohort is 94 schools. The two schools which have converted to academies and do not yet have an inspection grading are not included in the denominator. Of these, 8 (6 primary including those with nursery provision and 2 secondary schools) are outstanding and 81 (67 primary including those with nursery provision and 14 secondary schools) are good. This means 89 (94.7%) are good or better. 3 schools require improvement and 2 are inadequate.

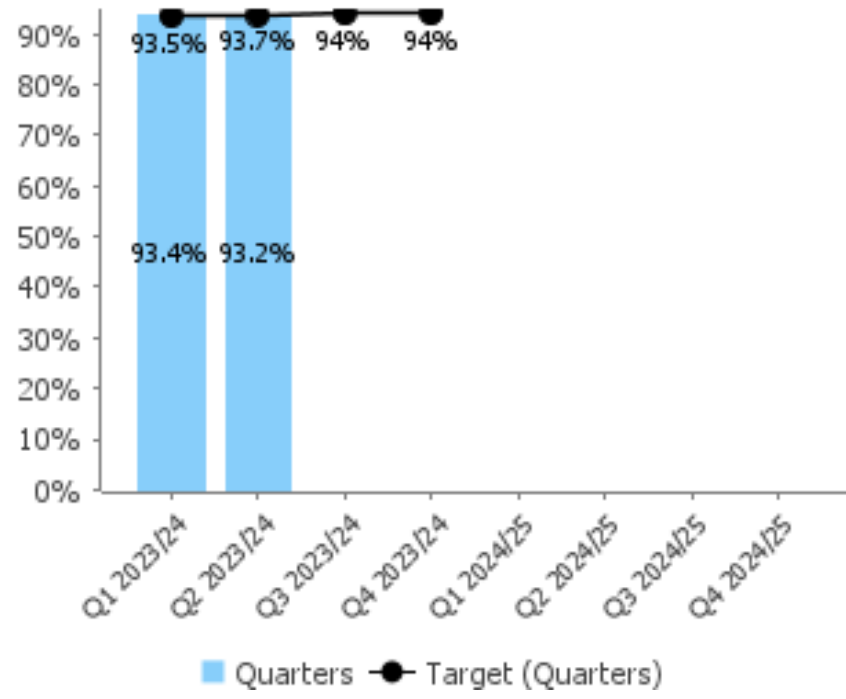
Medway is currently the second placed local authority (LA) in the South East, 3.4 percentage points (pp) higher than the South East total and 4.3pp higher than the national total.

In addition to maintaining oversight of performance of schools as judged by the Ofsted inspection process, the school categorisation / risk rating for all schools provides oversight against 12 areas. It is reviewed at three points across the academic year and essentially RAG rates based on information in the following areas: School Effectiveness, Ofsted grade, Attendance, Behaviour (exclusions & suspensions), Safeguarding, special educational needs and disabilities (SEND) / Inclusion, Admissions, Finance, Governance, Health and Safety, Human Resources and Property.



# Ensure all children and young people access a high-quality, inclusive education

## - 2.02 By 2027/28, the rate of attendance at primary and secondary schools is above 96%



**Aim to Maximise**  
**Amber (downward long trend)**

The target for the end of the year is 94%, split to rise incrementally over each quarter: Q1 93.5%, Q2 93.7%, Q3 94% and Q4 94%. Data will be taken from the triannual school census, using the full year published data, which is available in Q3 for the 2023/24 academic year.

Attendance is reported a year in arrears. The most recent (full data set) is for the autumn and spring terms 2023/24. Medway's attendance has reduced by 0.2 percentage points (pp) to 93.2%. This is 0.1pp better than the national rate.

The drop in attendance means that Medway is ranked 54th out of all local authorities (LAs), having been 52nd in at the end of Q1. At the same point in 2022/23 Medway was ranked 59th with an attendance rate of 92.5%.

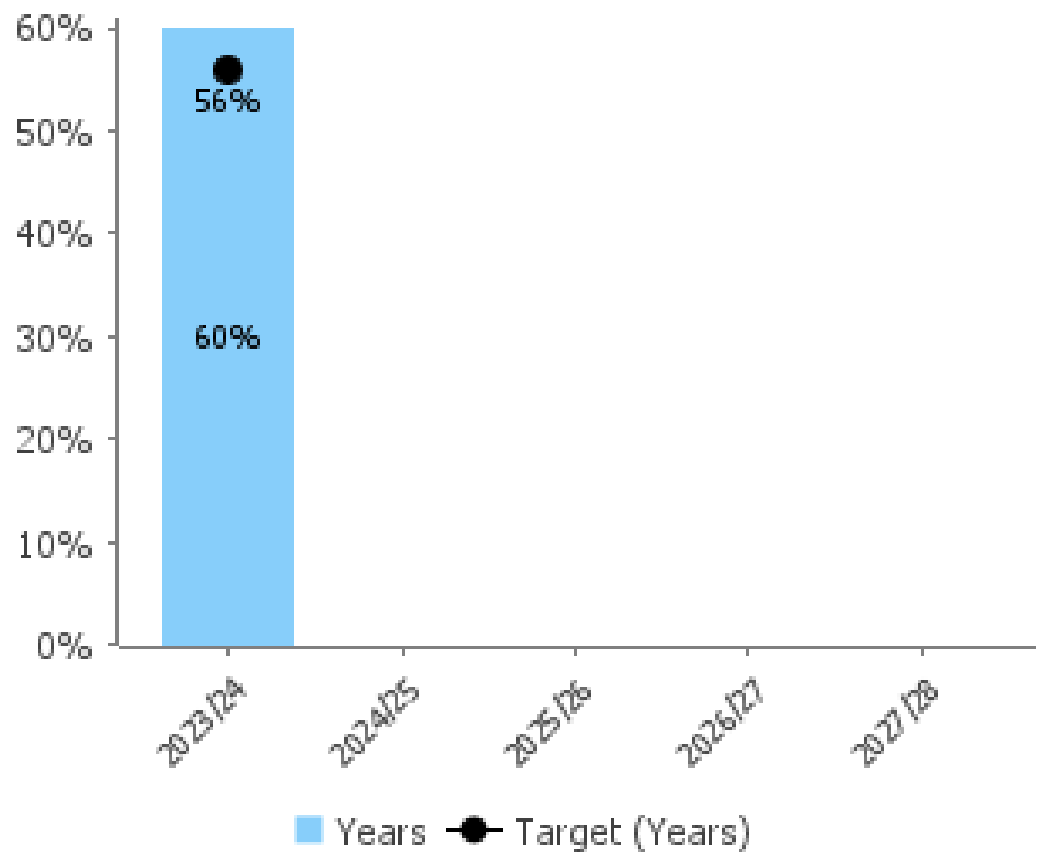
There has been no change in the rate of persistent absence (PA), with 19.9% of Medway pupils missing 10% or more of sessions. The national PA has dropped to 19.2%, having been 19.4% at the end of the autumn 2023/24 term. This means the gap between national and Medway PA has widened.

The national absence figure is 93.1% which is marginally worse than Medway.

Currently 98 of our schools report live data to the Department for Education (DfE). This shows attendance at 94.8% (up to 13/9/24). The national "live" attendance rate is 95.2%.

Schools are being both supported and challenged to adhere to the DfE guidance 'Working Together to Improve School Attendance' document that became statutory in August 2024. The DfE guidance is welcomed and written for all schools, trusts, governing bodies and local authorities, striving to improve and maintain high levels of school attendance. Medway has an attendance plan that reflects planned actions in response to this improvement area and reflects aspects of practice including multiagency working and targeted support meetings throughout.

**Ensure all children and young people access a high-quality, inclusive education**  
**- 2.03 By 2027/28, the proportion of pupils that meet the expected standard in reading, writing and maths at the end of Key Stage 2 (end of year 6) is the same as or above the national average**

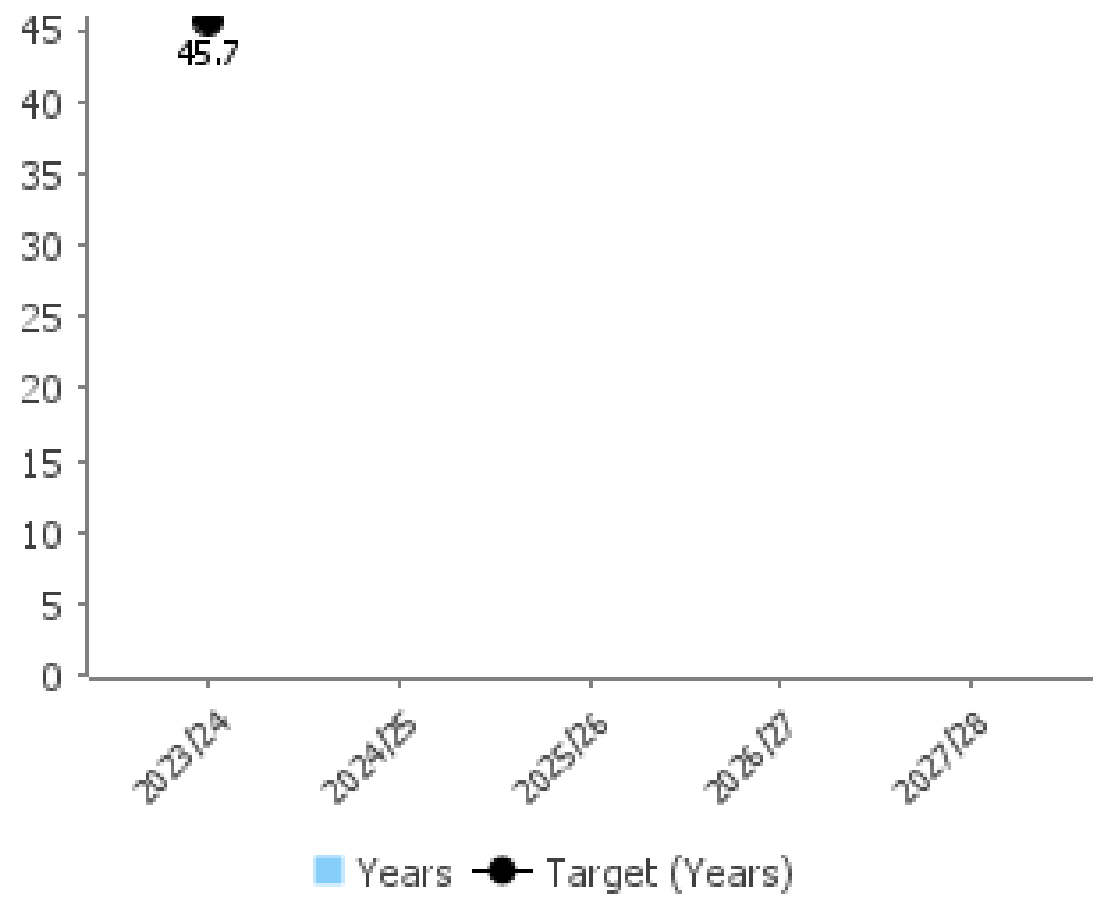


**Aim to Maximise  
Green (no long trend)  
Annual PI**

Provisional data was published in September. 60% of Medway children achieved or exceeded the expected standard in reading, writing and mathematics. This is the same as the national attainment level. Medway has improved on the 2022/23 result by 5 percentage points (pp), whereas national attainment has remained static. The target of 56% was set as a flight path to achieving the 60% achieved nationally in 2022/23.

Benchmarking:  
The national (provisional) outturn for the 2023/24 academic year was 60%.

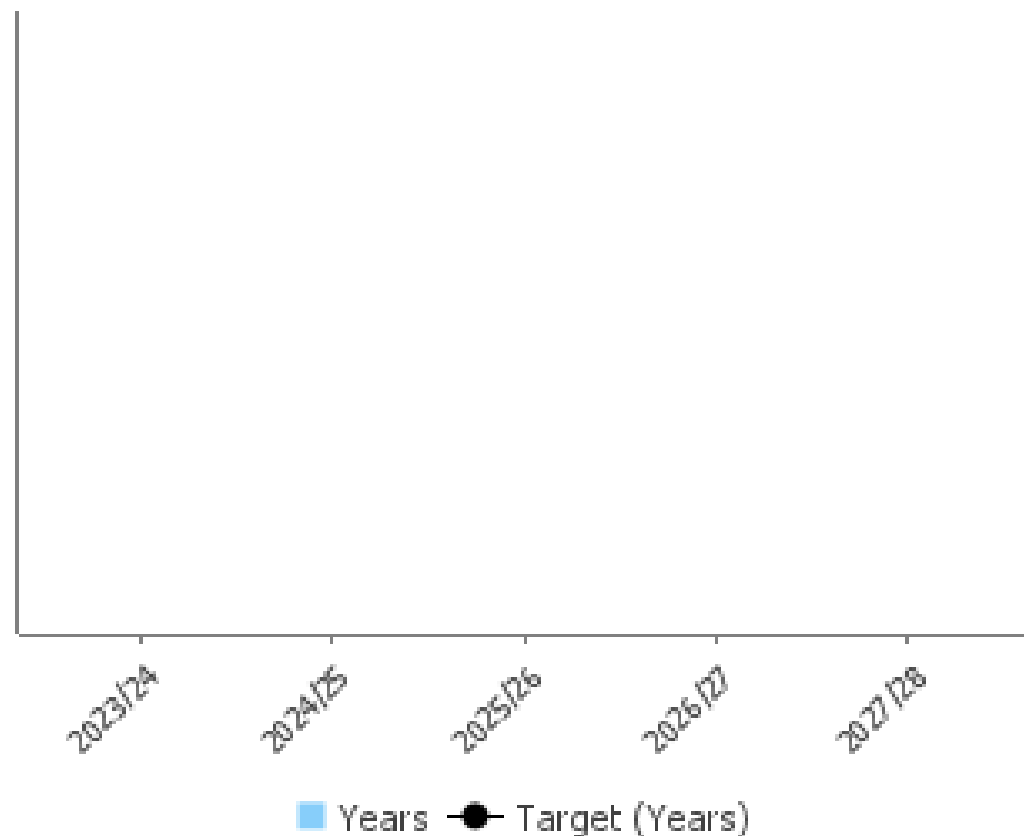
**Ensure all children and young people access a high-quality, inclusive education**  
**- 2.04 By 2027/28, the Average Attainment 8 Scores (Key Stage 4, 14-16-year-olds) are the same as or above the national average**



**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due Autumn 2024**

This metric is part of Priority 2, Benefitting from good education, quality jobs and a growing economy and the sub priority: Ensure all children and young people access a high-quality, inclusive education.  
Provisional data for the 2023/24 academic year will be published in autumn 2024.  
For 2022/23 Medway was 1 point behind national (46.4).

**Ensure all children and young people access a high-quality, inclusive education**  
**- 2.05 By 2027/28, the Average Progress 8 (Key Stage 4, 14-16-year-olds) are the same as or above the national outcome**



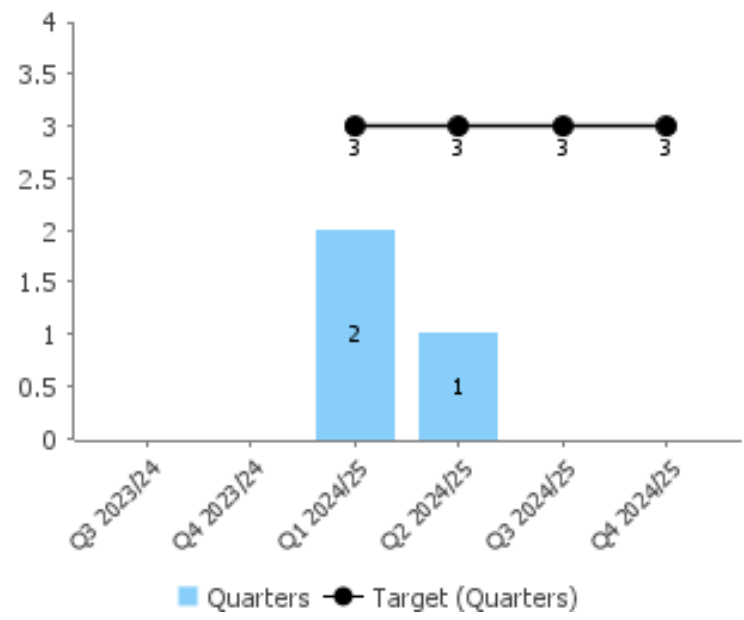
**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due Autumn 2026**

This metric is part of Priority 2, Benefitting from good education, quality jobs and a growing economy and the sub priority: Ensure all children and young people access a high-quality, inclusive education.

Following Covid19, no Progress 8 data will be published for academic years 2023/24 and 2024/25 (reporting years 2025 and 2026). We expect data for the 2025/26 academic year to be published in autumn 2026.

Medway was 0.08 points worse than national (-0.03) in 2022/23.

**Ensure all children and young people access a high-quality, inclusive education**  
**- 2.06 By 2027/28, the proportion of 16/17 year olds who are not in education, employment or training, or whose status is 'not known' has been reduced, such that Medway is ranked in the top 2 quintiles nationally for participation**



**Aim to Minimise Green (upward trend)**

Data is available up to August 2024. Medway is in the 1st quintile (where the 1st quintile is best). The combined Not in Education, Employment or Training (NEET) and Activity Not Known percentage is 2.9%\*. This is comprised of 196 (2.7%) NEET children and 14 (0.2%) children whose activity is Not Known. Nationally 8.6%\* of 16- and 17-year-olds are NEET and Not Known, with 3.6% NEET and 5.0% Not Known. For the South East this is 7.5%\*, where 3.2% are NEET and 4.3% Not Known.

\*figures may not sum due to rounding.

It should be noted that between May and August both components of the measure have improved in Medway and both have also worsened nationally and regionally. The NEET cohort remains high, however 21% have EET dates agreed, 3.5% are not ready for EET, 1.5% were not ready for employment or support, 3.5% were pregnant or parenting and 6.6% were not available due to illness or disability. Throughout May 2024 to August 2024, 66 young people were supported into positive progressions of EET. There has been a significant rise in young people migrating to Medway - this has brought further challenges due to the lack of rolling education opportunities. There is a growing concern for future provision, as mapping is highlighting the lack of appropriate provision. Continued use of databases across the council to support young people and ensure data is succinct, and tracking and working with stakeholders to identify provision is a priority. Positive relationships have developed with the Department for Work and Pensions (DWP) and other providers to allow identification of further support mechanisms and reduce the NEET figure. Further early identification streams are being developed to reduce the risk of NEET moving forward. Despite the challenges, the Information, Advice and Guidance (IAG) team continue to work within the available parameters, engaging with providers to increase opportunities. Not Known tracking is of high priority and routinely conducted to ensure that young people can access support where needed.

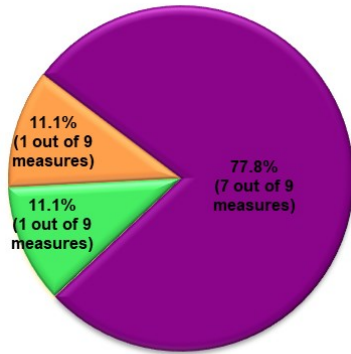
# Improving health and wellbeing for all

- Empowering people to achieve good health and wellbeing through prevention, with access to local activities and services that will enable and support them to lead independent, active and healthy lifestyles.
- Support families to give their children the best start in life.
- Work collaboratively to grow participation year on year in recreational play, sport and physical activity as a means of promoting improved physical and mental health and wellbeing.
- Work in partnership with communities and organisations to address the issues that negatively affect health and wellbeing, making sure everyone has the opportunity to live long, healthy lives.

# Summary of all performance indicators for this priority

There are 9 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority.

## Performance

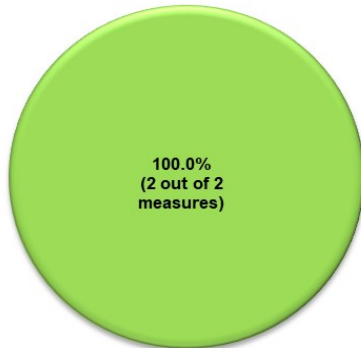


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target  
**Data** means data only. No target set  
**NA** means not available this quarter or annual PI

This chart shows the performance for all the measures:

- 11.1% (1 out of 9 measures) met or exceeded target.
- 11.1% (1 out of 9 measures) were slightly below target (less than 5%).
- 0.0% (0 out of 9 measures) were significantly below target (more than 5%).
- 0.0% (0 out of 9 measures) were data only or status unavailable.
- 77.8% (7 out of 9 measures) were not available or annual PIs.

## Direction of Travel



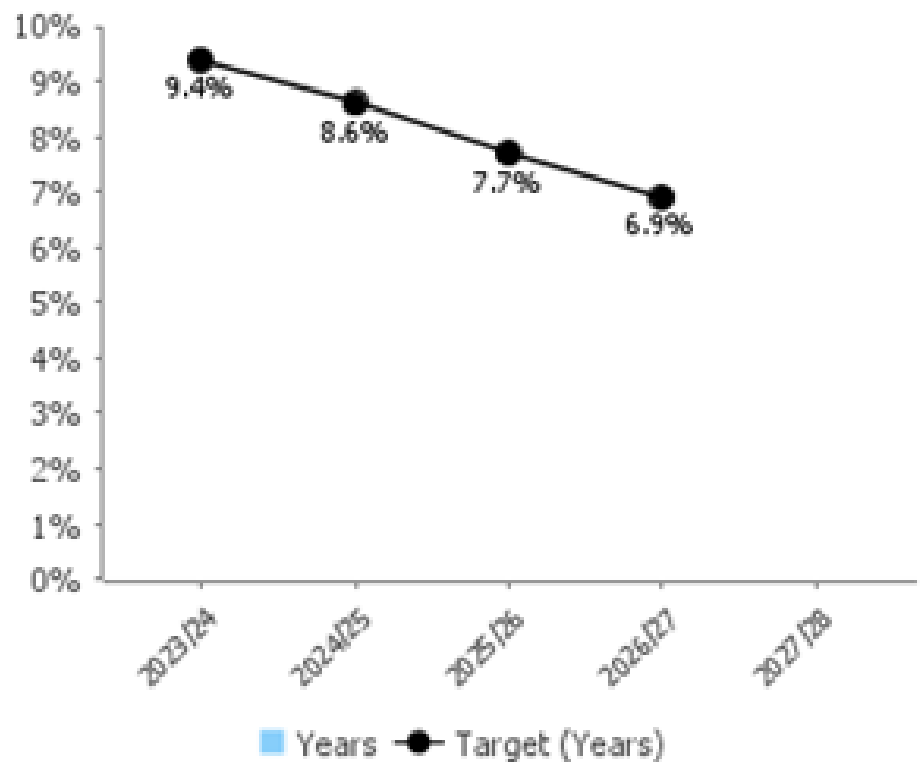
**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 2 measures:

- 100% (2 out of 2 measures) had an upward long trend.
- 0.0% (0 out of 2 measures) had a static long trend.
- 0.0% (0 out of 2 measures) had a downward long trend.

# Support families to give their children the best start in life

## - 4.06 Mothers smoking at the time of delivery



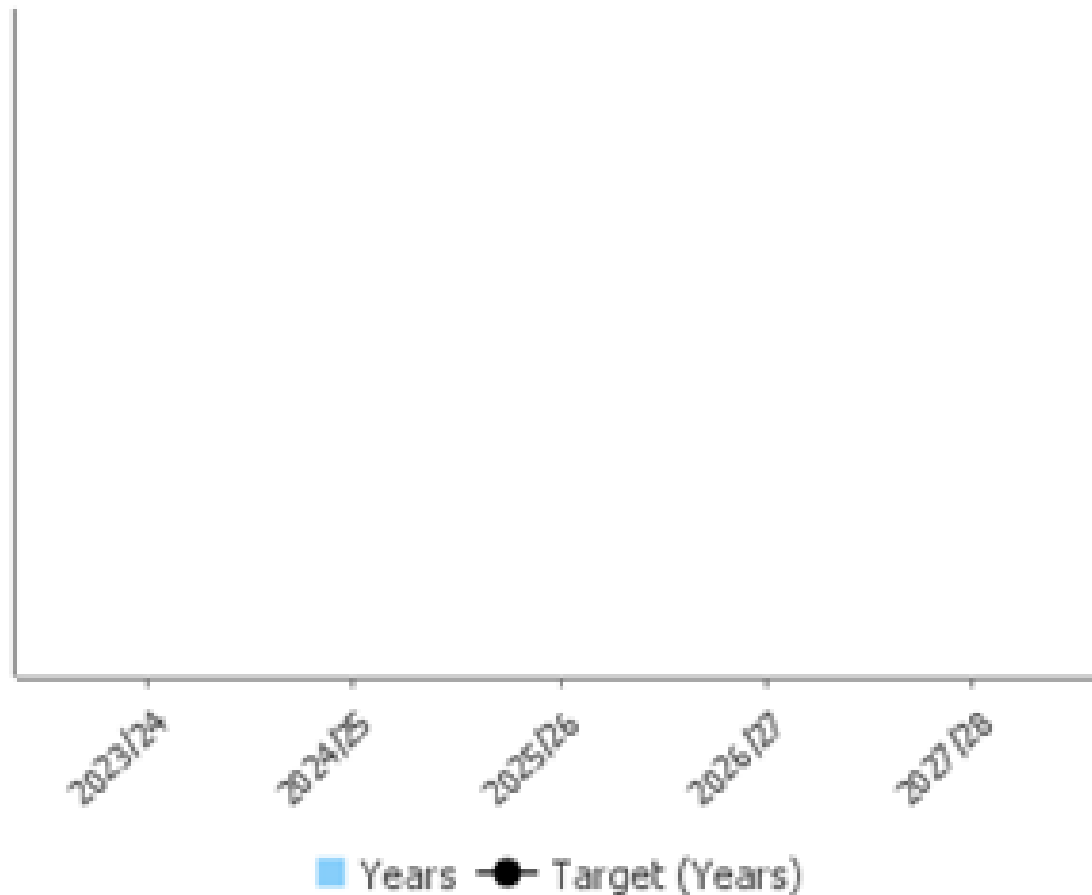
**Aim to Minimise**  
**Data unavailable (no long trend)**  
**Annual PI. Due November 2024**

By 2027/28, the proportion of mothers smoking at time of delivery will be less than 7%.  
This performance indicator is reported a year in arrears.  
This data is calculated by the Office for Health Improvement and Disparities and is based on data from NHS England. The value for 2023/24 will be available in November.  
Starting in May 2023 and achieving full coverage in January 2024, Medway NHS Foundation Trust (MFT), as part of the NHS Long Term Plan (LTP), have functioned to make a significant contribution to making England smoke-free, by offering pregnant women who smoke NHS-funded tobacco treatment services. A smoke-free pregnancy pathway has been established, with the Public Health (PH) team's invaluable guidance, expertise and investment. The PH team now focus on treating postnatal people and their significant others to prevent relapse.  
The PH team embed best practice, as per 'Saving Babies' Lives version three'; by continuing to prioritise working closely with influential stakeholders (notably midwives and health visitors) to maintain and improve referral pathways, as well as ensuring evidence-based training is delivered at regular intervals.  
A proposal to extend the reach of the postnatal tobacco treatment services to neonatal intensive care (NICU) families will ensure the local offer continues to reflect the gold-standard and are continually improving perinatal outcomes in Medway.



# Support families to give their children the best start in life

## - 4.07 Breastfeeding prevalence at 6 to 8 weeks

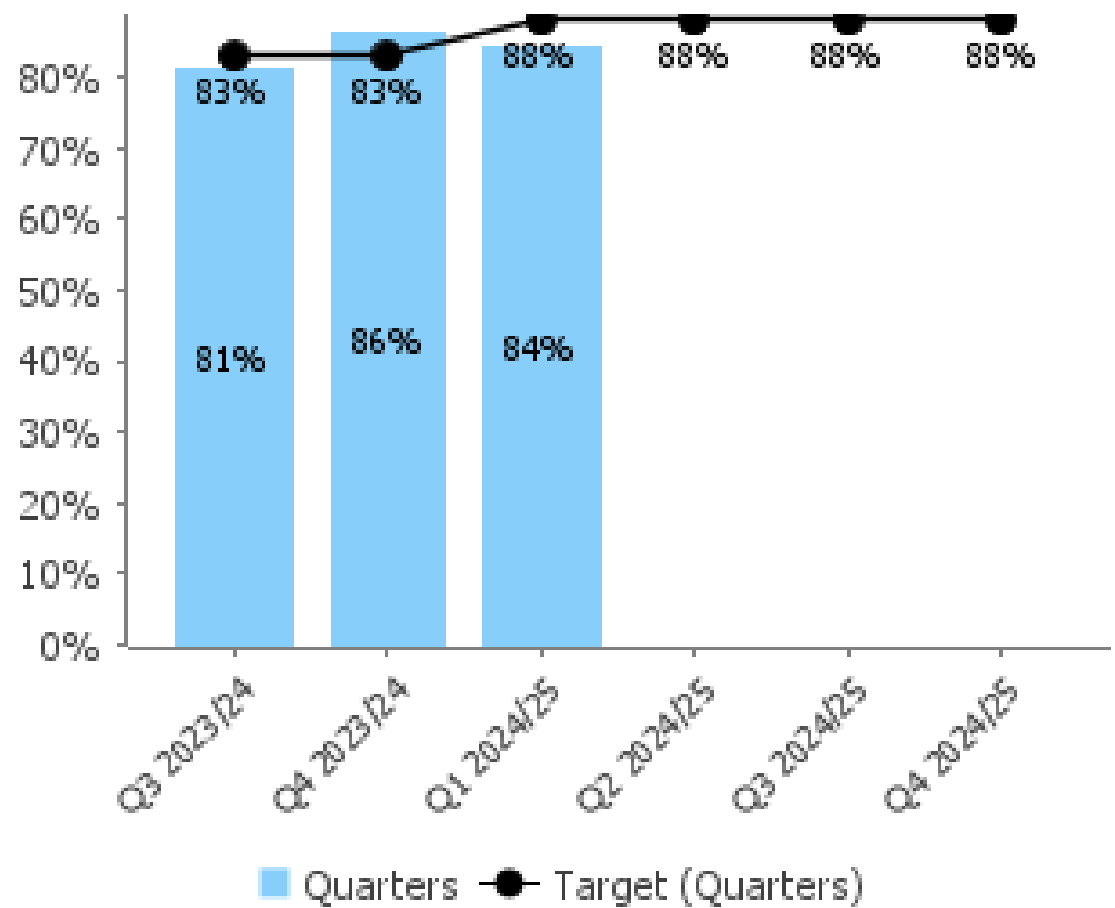


**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due December 2024**

By 2027/28, the proportion of infants that are totally or partially breastfed at age 6-8 weeks will be similar or higher compared to the England average. This performance indicator is reported a year in arrears. This data comes from the Office for Health Improvement and Disparities. The value for 2023/24 will be available in December. The Infant Feeding Strategy group deliver a range of interventions to support parents to breastfeed. Family Hubs and Start for Life funding has allowed a new team of infant feeding specialists to be recruited to the midwifery service at Medway Foundation Trust, meaning more dedicated capacity is available to assist new parents with advice and guidance to establish breastfeeding and responsive feeding behaviours. This team has now secured funding until the end of March 2025 to carry on their important work. The Beside You breastfeeding campaign also continues to grow in awareness with over 7,500 social media followers across a range of platforms. The Welcome to Parenthood antenatal courses, which include infant feeding advice, continue to prove popular with 400 families accessing the service per year.

# Support families to give their children the best start in life

## - 4.08 New birth visit completed within 14 days Contract data

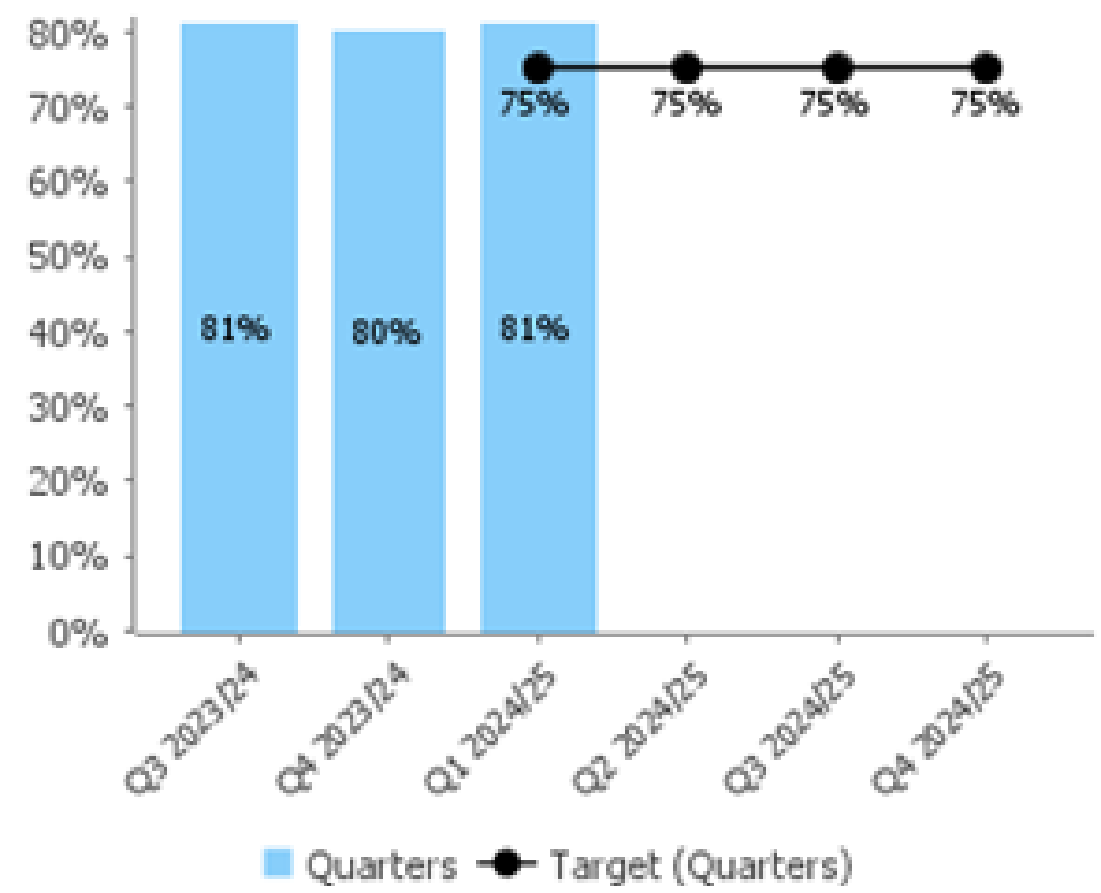


**Aim to Maximise  
Amber (upward long trend)**

By 2027/28, at least 90% of children have a new birth visit within 14 days.  
This performance indicator is reported a quarter in arrears.  
Performance of new birth visits was slightly below target in Q1 24/25, at 84%. Medway Community Healthcare (MCH) have faced significant challenges with meeting the new birth visit target of 88% due to the short time frame involved (14 days) alongside staff vacancies and a national shortage of health visitors. The Commissioner works with the provider through quarterly contract meetings and bimonthly operational meetings to address these challenges. This has seen MCH initiate a process for 'growing their own' staff by training people in roles other than health visiting to pick up some duties traditionally carried out by Health Visitors. In some cases, these members will progress to become fully qualified health visitors.

# Support families to give their children the best start in life

## - 4.09 Children receiving 2-2½ year health and development review

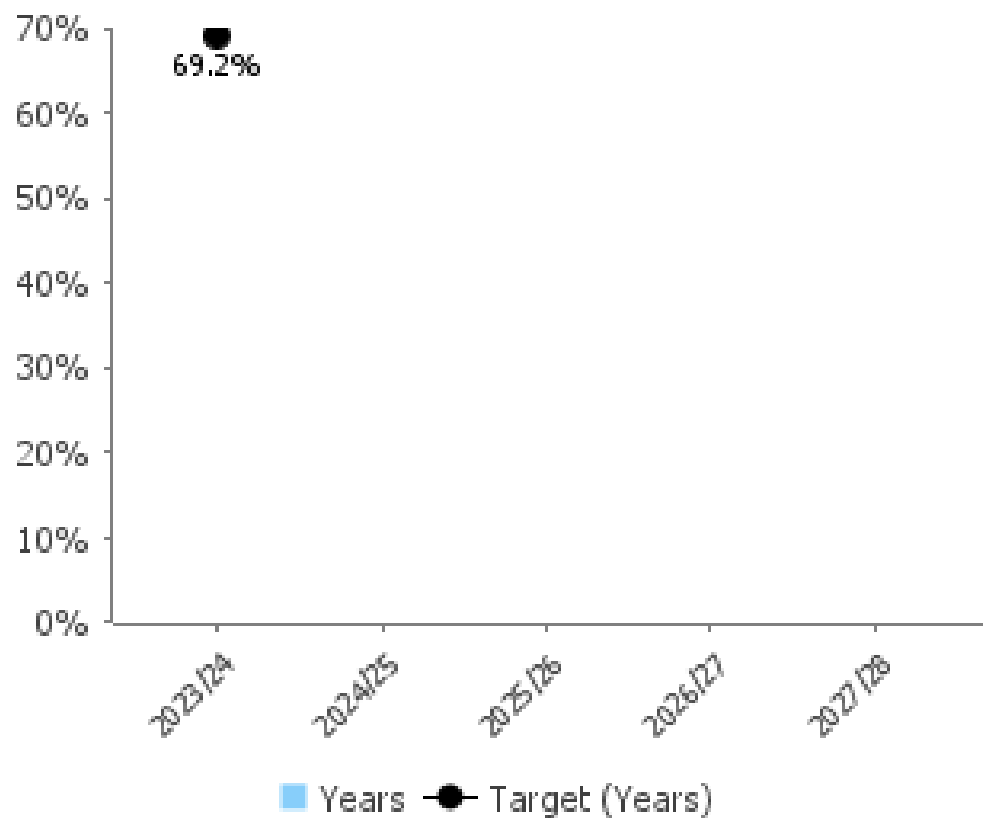


**Aim to Maximise Green (upward long trend)**

By 2027/28, 75% of children receive a 2-2½ year health and development review. This performance indicator is reported a quarter in arrears. Medway Community Healthcare (MCH) have exceeded their target of 75%. They offer clinics across Medway in Children & Family Hubs and Family Wellbeing Centres as well as occasional weekend clinics to maximise access for families. The Commissioner works with the provider through quarterly contract meetings and bimonthly operational meetings to drive performance and work together to address challenges. The Commissioner has worked with colleagues in the Family Hubs transformation team to promote Health Visitor checks through the social media campaigns related to the Family Hubs & Start for Life Programme.

# Support families to give their children the best start in life

## - 4.10 By 2027/28, the proportion of pupils that achieve a good level of development at the end of the Early Years Foundation Stage is the same as or above the national average



**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due Autumn 2024**

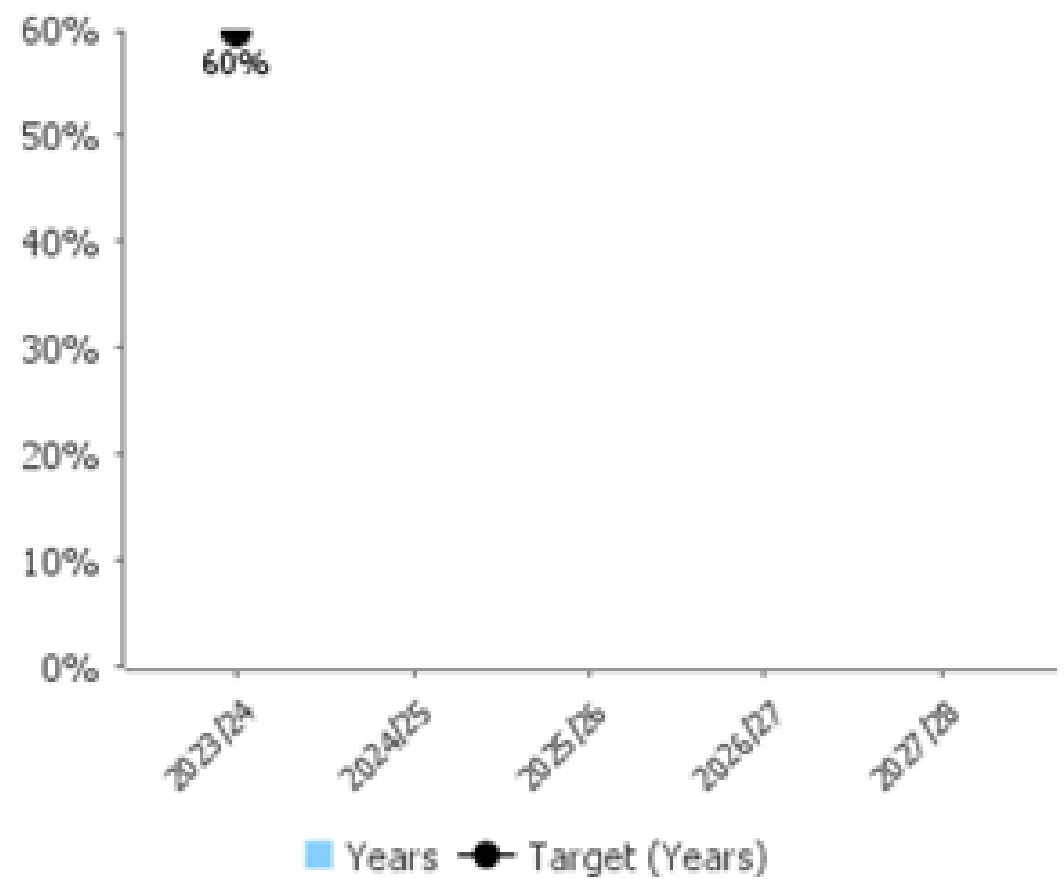
This metric is part of Priority 4, Improving health and wellbeing for all and the sub priority: Support families to give their children the best start in life.

Provisional data for the 2023/24 academic year will be published in autumn 2024. This performance indicator is reported a year in arrears.

In 2022/23 Medway exceeded national attainment (67.2%) by 1 percentage point (pp).

# Support families to give their children the best start in life

## - 4.11 Year 6 prevalence of healthy weight (10-11 yrs)

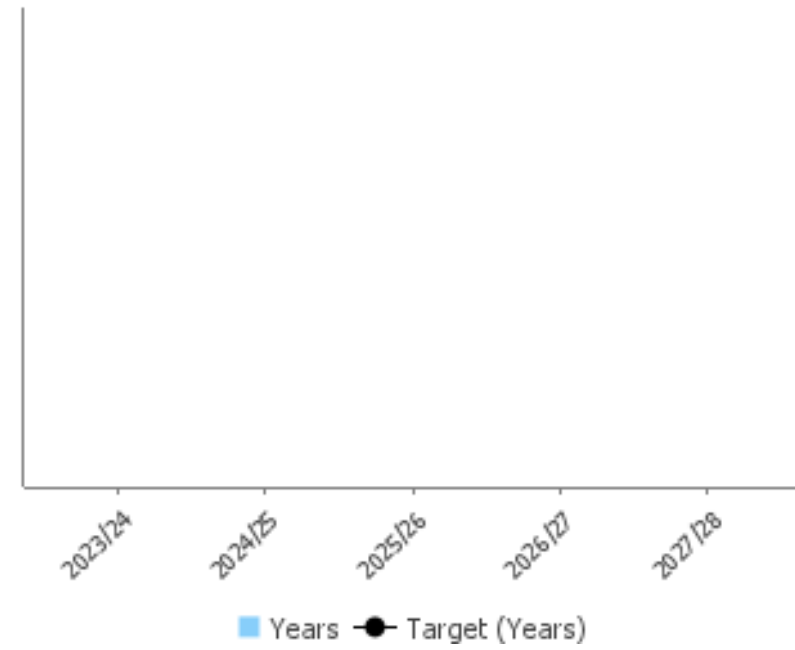


**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due November 2024**

By 2027/28, the proportion of children in Year 6 (age 10-11 years) that maintain a healthy weight is the same as or above 60%. This performance indicator is reported a year in arrears. This data comes from the Office for Health Improvement and Disparities and is based on data from NHS England. The value for 2023/24 will be available in November. The Public Health team are actively supporting young people in maintaining a healthy weight through a variety of initiatives. These include healthy weight management sessions specifically for young people and cookery classes that teach nutritious meal preparation. Ongoing work is being delivered with schools through the Food for Life project and delivering physical activity sessions to promote increased activity. Additionally, the Holiday Activity and Food Programme ensures young people have access to healthy meals and activities during school breaks. Oral health training is also provided to reinforce the importance of overall wellbeing, further supporting our commitment to encouraging healthy habits with young people.

# Work collaboratively to grow participation year on year in recreational play, sport and physical activity as a means of promoting improved physical and mental health and wellbeing

## - 4.12 Physically active children and young people

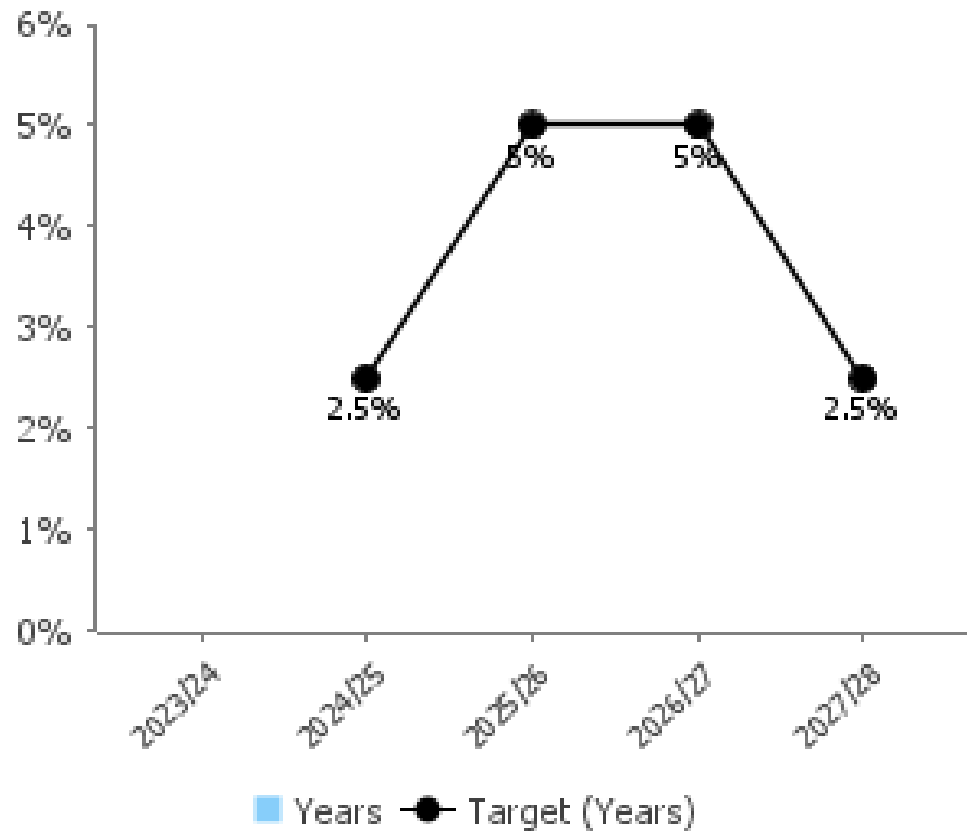


**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due February 2025**

By 2027/28, the percentage of physically active children and young people will be similar or higher compared to the England average. This performance indicator is reported a year in arrears. This data comes from the Office for Health Improvement and Disparities and is based on data from Sport England. The value for 2023/24 will be available in February. A Childhood Obesity 5-year plan was drawn up in collaboration with the Public Health team. This was scrutinised by the Children and Young People Overview and Scrutiny committee by members and the Children and Adults Directorate Management Team (CADMT) directors and has been agreed for rollout. The plan will look to reduce childhood obesity which will include increasing physical activity. The targets include:

- More people accessing green and blue space for recreation purposes - a 5% increase in the number of people accessing a park, play area, or river for recreation purposes year on year.
- Increase the number of pre-school settings that create and promote a healthy weight environment for children – a 5% increase in the number of pre-school settings achieving Gold status for the Healthy Early Years award year on year.
- Increase in the number of children walking and cycling to school – a 5% increase in the number of children using an active travel method to commute to school year on year.
- Increase in free physical activity opportunities for children and families - 25 additional free physical activity interventions offered for children and families by 2030.

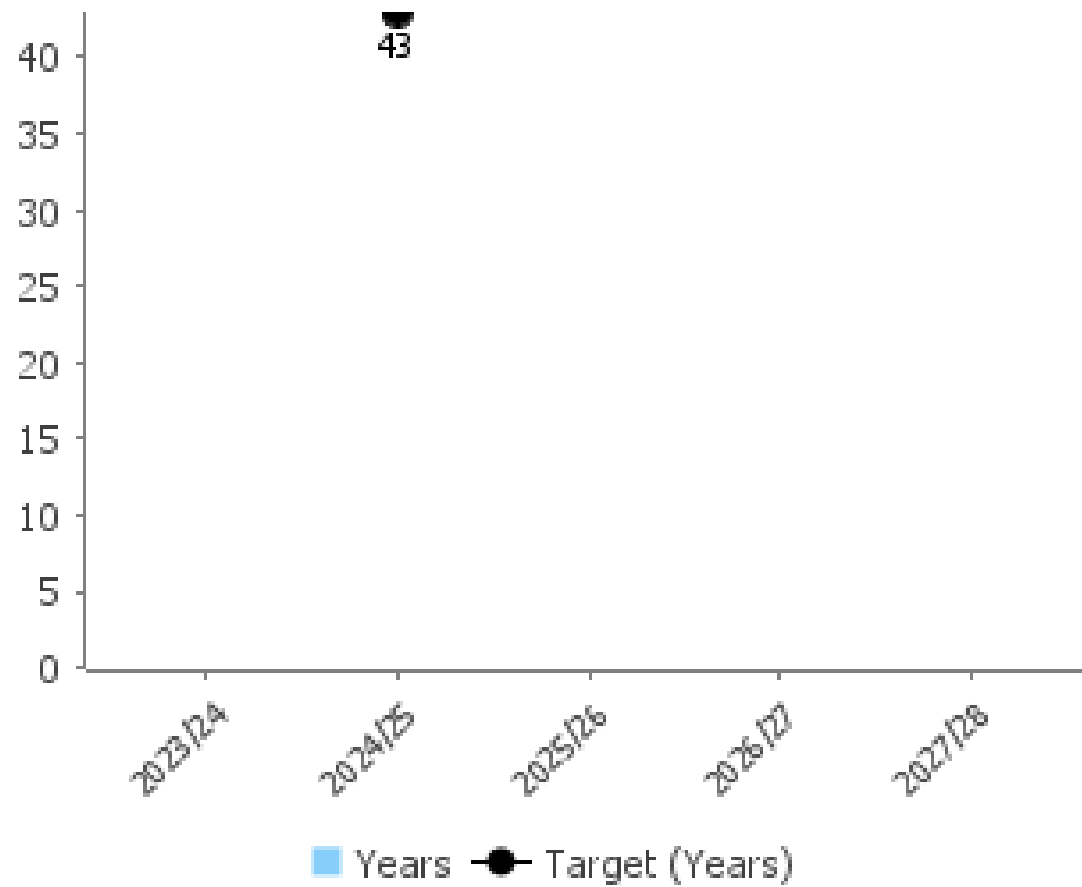
**Work collaboratively to grow participation year on year in recreational play, sport and physical activity as a means of promoting improved physical and mental health and wellbeing**  
**- 4.14 By 2027/28, increase by a minimum of 15% the number of children and young people swimming lessons held at Medway Council sports centres**



**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2025**

This is an annual performance indicator. Data is due in March 2025. 2024/25 swimming lesson participants across the sites are demonstrating an increase of 15% from 2023/24 (68,250 participants).  
 Current participation numbers (weekly average) x 17 school weeks (01 April to 30 September weeks of lessons run) is as follows:  
 Medway Park - 756 x 17 = 12,852  
 Strood - 680 x 17 = 11,560  
 Hoo - 459 x 17 = 7,803  
 Cozenton Park - 434 x 4 weeks (opened in July) = 1,736  
 Total participants 33,951, 50% on total target with two further quarters to follow.

**Work collaboratively to grow participation year on year in recreational play, sport and physical activity as a means of promoting improved physical and mental health and wellbeing**  
**- 4.15 By 2027/28 a minimum of 43 primary schools per year enter a minimum of two Mini Youth Games events**



**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2025**

This is an annual performance indicator. Data is due in March 2025. A Mini Youth Games Athletics event was held at Medway Park and 35 Medway schools entered. Events from April to July 2024 were Netball, Tag Rugby, Football, Cricket, and Athletics. Across these events 48 Medway schools and five Kent schools took part in more than two events, meaning 53 in total.