

# ONE MEDWAY COUNCIL PLAN

## 2024/28

Proud to be Medway



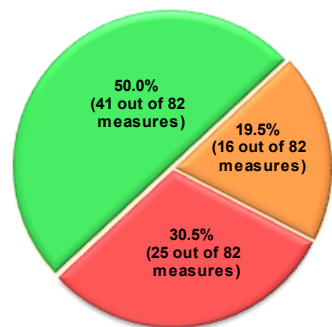
# Performance Report

## Q4 2024/25 Cabinet

# Summary of all performance indicators

There are 108 performance indicators for the One Medway Council Plan 2024/28. There are 9 indicators that are data only and 17 indicators where data is unavailable so we reporting on 82 performance indicators this quarter.

## Performance

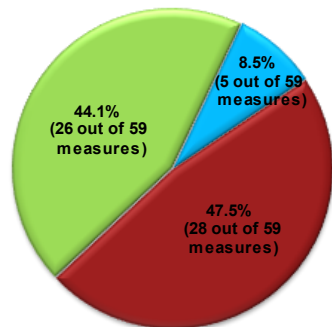


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows the performance for 82 of the measures:

- 50.0% (41 out of 82 measures) met or exceeded target.
- 19.5% (16 out of 82 measures) were slightly below target (less than 5%).
- 30.5% (25 out of 82 measures) were significantly below target (more than 5%).

## 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 59 measures:

- 44.1% (26 out of 59 measures) had an upward long trend.
- 8.5% (5 out of 59 measures) had a static long trend.
- 47.5% (28 out of 59 measures) had a downward long trend.

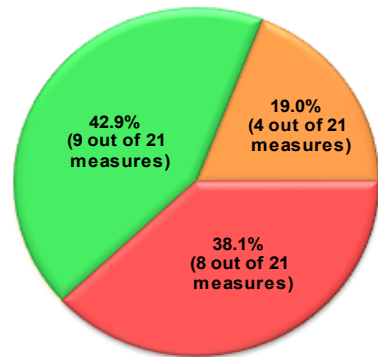
# Delivering quality social care and community services

- 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 25 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. There are 2 indicators that are data only and 2 indicators where data is unavailable so we reporting on 21 performance indicators this quarter.

## Performance

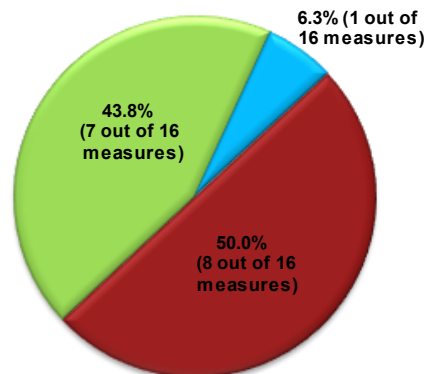


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows the performance for 21 of the measures:

- 42.9% (9 out of 21 measures) met or exceeded target.
- 19.0% (4 out of 21 measures) were slightly below target (less than 5%).
- 38.1% (8 out of 21 measures) were significantly below target (more than 5%).

## Direction of Travel

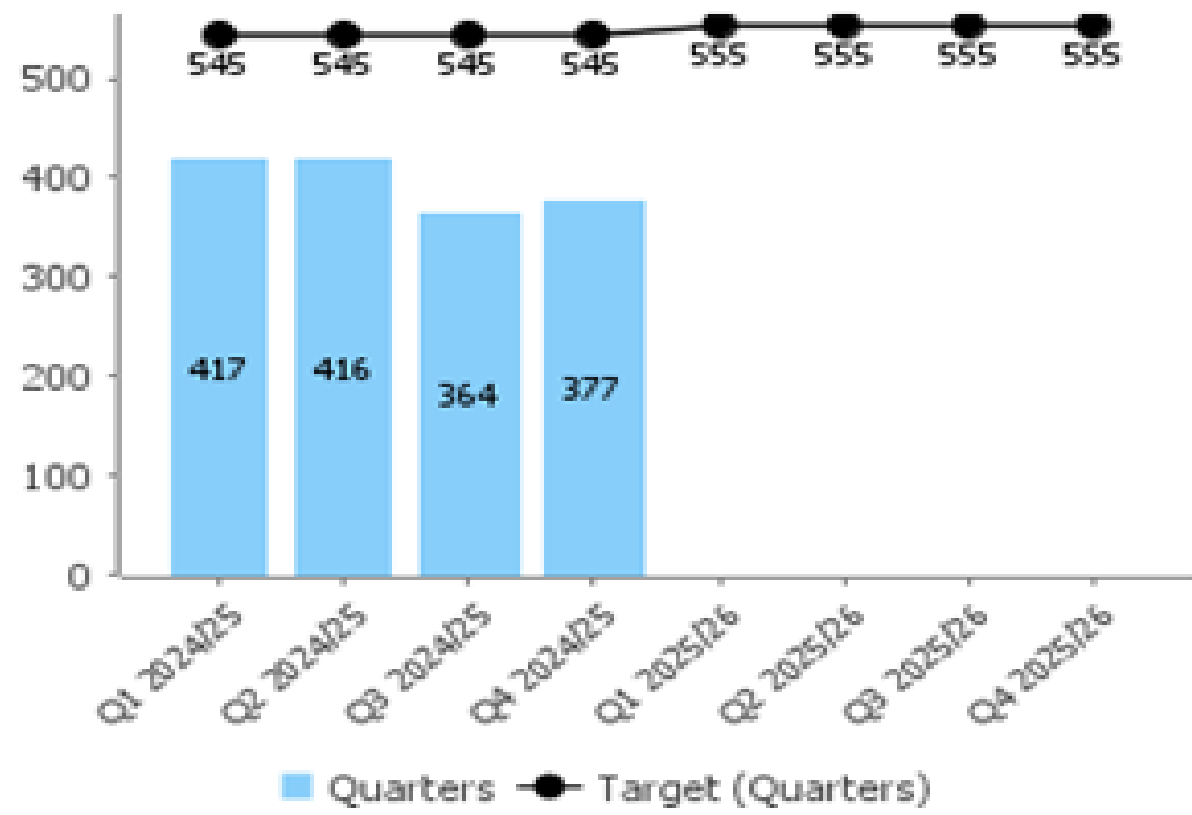


**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 19 measures:

- 43.8% (7 out of 16 measures) had an upward long trend.
- 6.3% (1 out of 16 measures) had a static long trend.
- 50.0% (8 out of 16 measures) had a downward long trend.

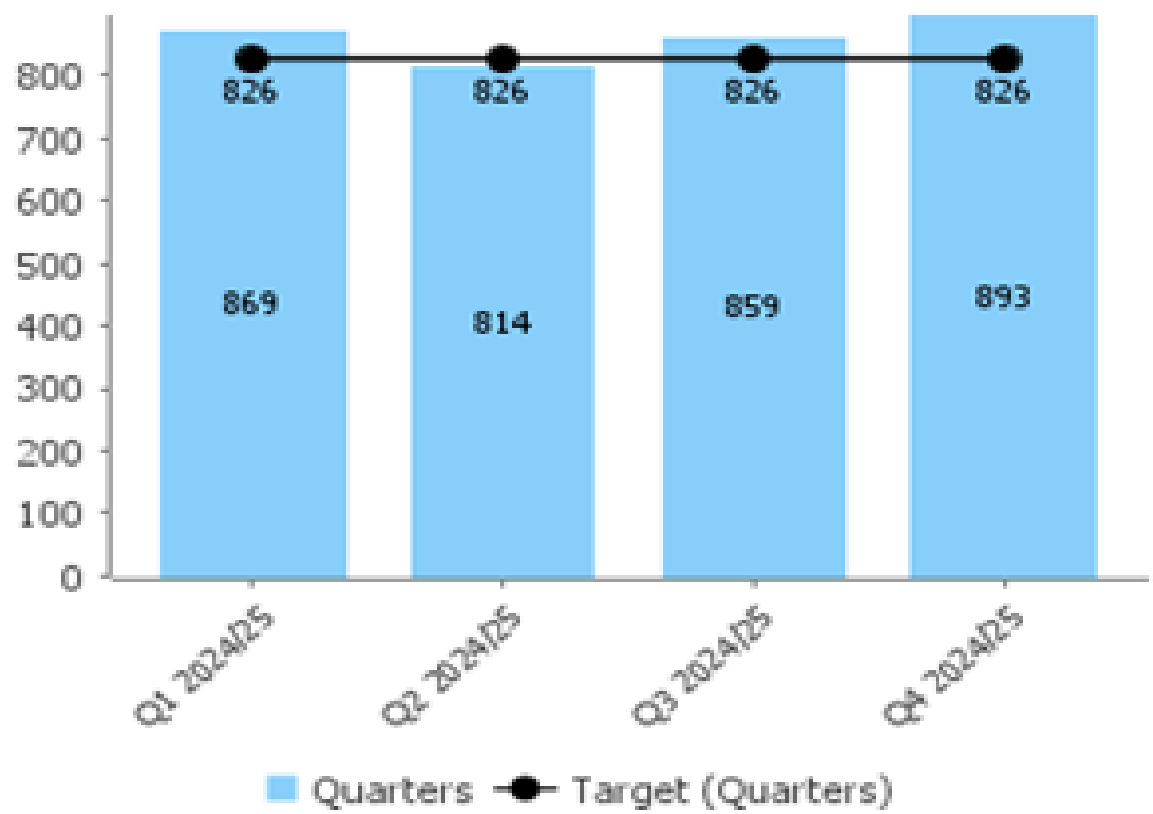
**Provide effective, targeted support for our most vulnerable residents to enable them to fulfil their potential and improve their quality of life**  
**- 1.01a By 2027/28 more families are accessing targeted early help provision than at 31/3/24**



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

Currently there are 377 families with open targeted early help held by the local authority. This is 31% (168 families) below target but 4% (13 families) more than the Q3 outturn. This is the first increase in numbers since March 2024. Family Solutions have more families open at the end of Q4 than in Q3. They are meeting the current need in respect of the contacts being assessed as needing targeted intervention. This is expected to increase over the next six months supported by recruiting to vacant positions. Further work is being undertaken in respect of the targeted intervention that is being provided by partners and is therefore being passed to a lead practitioner, and this has been created as an Outcome within Mosaic steps to allow reporting moving forward.

**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**

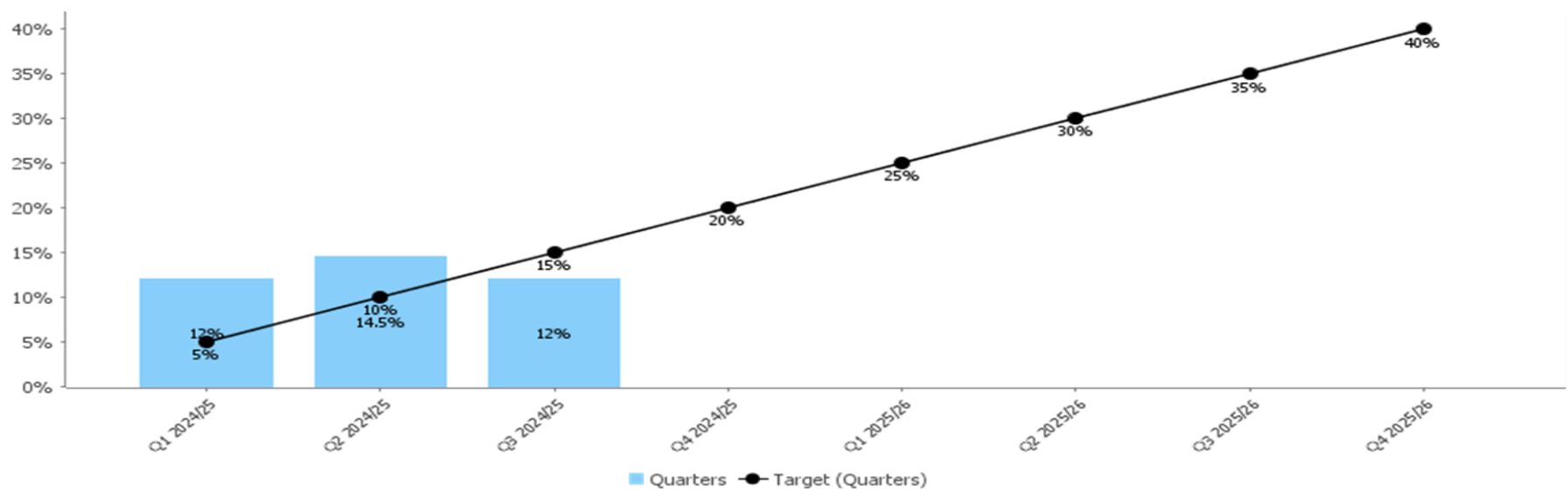


**Aim to Minimise  
Red (downward long trend)**

At the end of the Q4 there were 586 Child in Need (welfare) Plans open and 307 Child Protection plans open. There has been a rise of 11% (57 children) with open CIN welfare plans, but a drop of 7% (23 children) with open CP plans. The rate of CP is 46 per 10,000, which is higher than the 42 per 10,000 National rate and the 36 per 10,000 statistical neighbour rates, it is however falling which now fits the national and regional direction of travel. In December 2024 we introduced a 9 + CIN tracking meeting with the aim to reduce the number of children open on CIN plans. The meetings are held monthly, and plans are made to either close, step down to Family Solutions or signpost to non statutory agencies such as Home Start.

# Provide effective, targeted support for our most vulnerable residents to enable them to fulfil their potential and improve their quality of life

## - 1.02 Commissioned domiciliary care workers MECC training



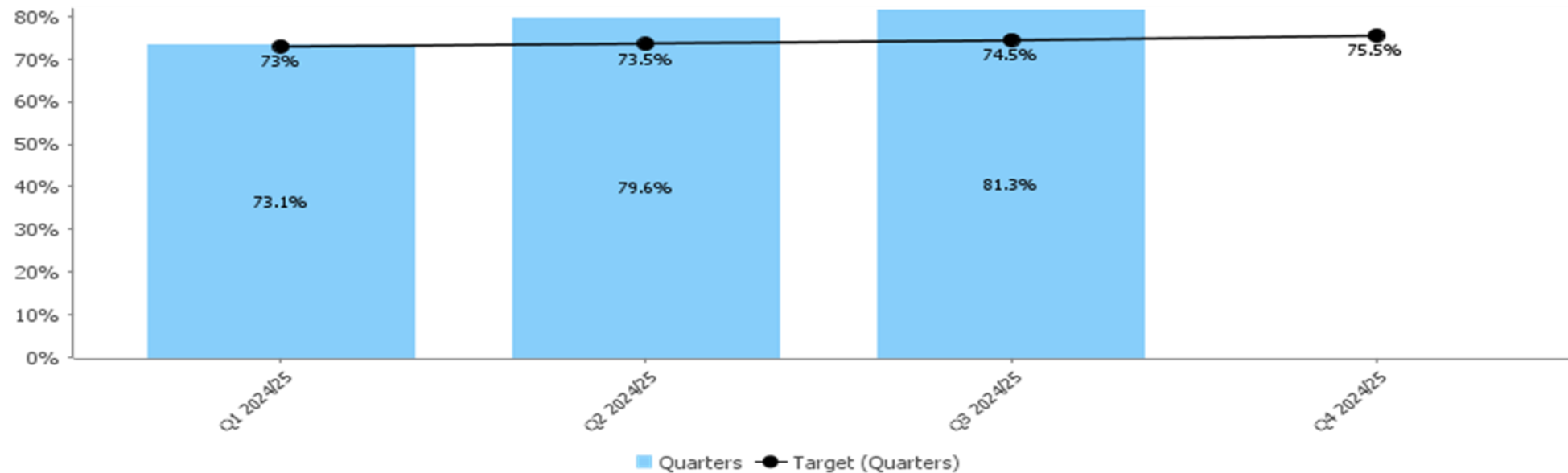
**Aim to Maximise  
Red (downward long trend)**

Reported in arrears. By 2027/28, 80% of commissioned domiciliary care workers will have undertaken Making Every Contact Count (MECC) training. The contract requires 20% of all staff to be trained in MECC by the end of year one, and for each year thereafter, giving a total of 80% of staff trained by the end of the contract 31 March 2028. For KPI reporting purposes, the number of staff to have undergone training is broken down into 5% for each quarter. There are four upcoming MECC training slots. Each training sessions accommodates 18 people. Providers were informed of the available MECC training sessions during monthly contract management meetings and reminded to book as soon as possible.

**Outcome**  
During Q3, 12% of the providers workforce had undergone MECC training. The target of 15% has not been met. This may be due to one of the homecare providers leaving the framework and an increase in employed staff.

**Actions**  
There are discussions taking place with the workforce development team to offer additional and bespoke MECC Bitesize training sessions for the homecare providers. During a monthly contract meeting, providers shared their preferences for training times and dates. This information has been forwarded to the workforce development team, who will arrange suitable training slots to encourage attendance and help work towards meeting the KPI target

**Provide effective, targeted support for our most vulnerable residents to enable them to fulfil their potential and improve their quality of life - 1.03 By 2027/28 the proportion of people who received short-term services during the year, who previously were not receiving services, where no further request was made for ongoing support have increased to 80%**



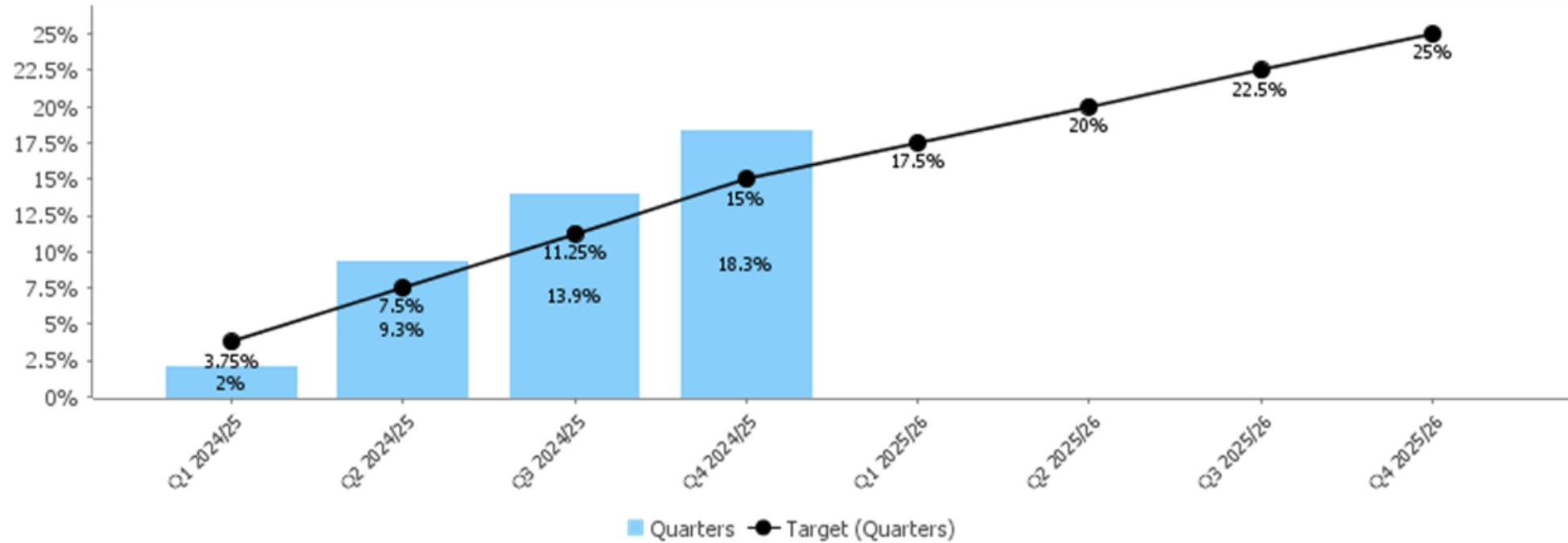
**Aim to Maximise  
Data unavailable (no long trend)**

Due to a data incident within MCH the data needed to calculate this measure for December is not available. The social work and occupational therapy pilot in place in locality 1 has proved successful in preventing, reducing and delaying the need for ongoing services and has produced positive outcomes. This has been achieved through identifying where joint visits, at an early opportunity, can be undertaken to provide advice & signposting, equipment or an enablement package of care to maximise independence. Transformation funding has been agreed to roll out the is pilot during Q2 across in Early Help & Preventing Localities 2&3.



# Support people of all ages to live the most happy, healthy, independent life possible, utilising assistive technologies

## - 1.04 Assistive Technology for long-term care or reablement in adult social care



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

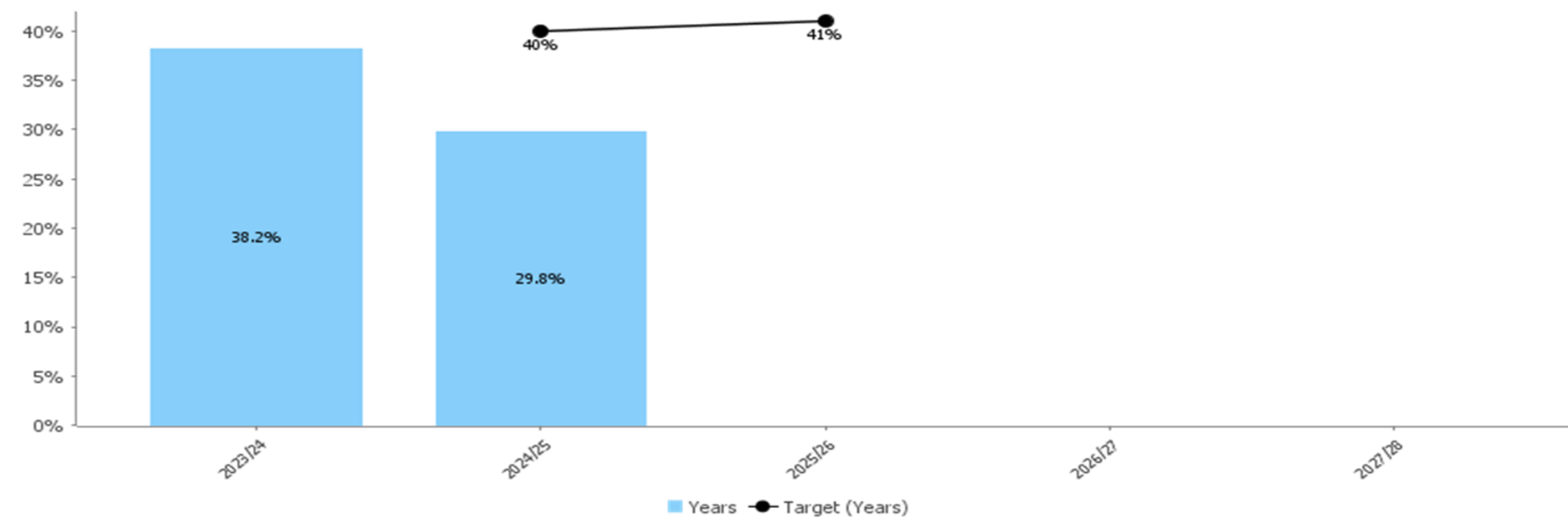
The value represents the number of assistive technologies used in long term care (LTC) or enablement (ENB) settings in Adult Social Care (ASC). This indicator is cumulative.

Long term care(LTC) users which are clients that use this service to support care packages with no end date installations have now met the stepped 15% target for the year and historically with the dedicated Assistive Technology champion within Adult Social Care localities and review teams is now active and providing excellent support.

Enablement (ENB) where users are helped to further improve out of the hospital setting for a period of up to 6 weeks – Target successfully achieved.

Intelligent Lilli (which is an Assessment tool which passively monitors users to ensure that they are safe and well living at home and provides reports that can help with care assessments and reviews) the shortfall from Q3 has been eradicated with current Users now on target of 52 with 134 families now supported so far.

**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**

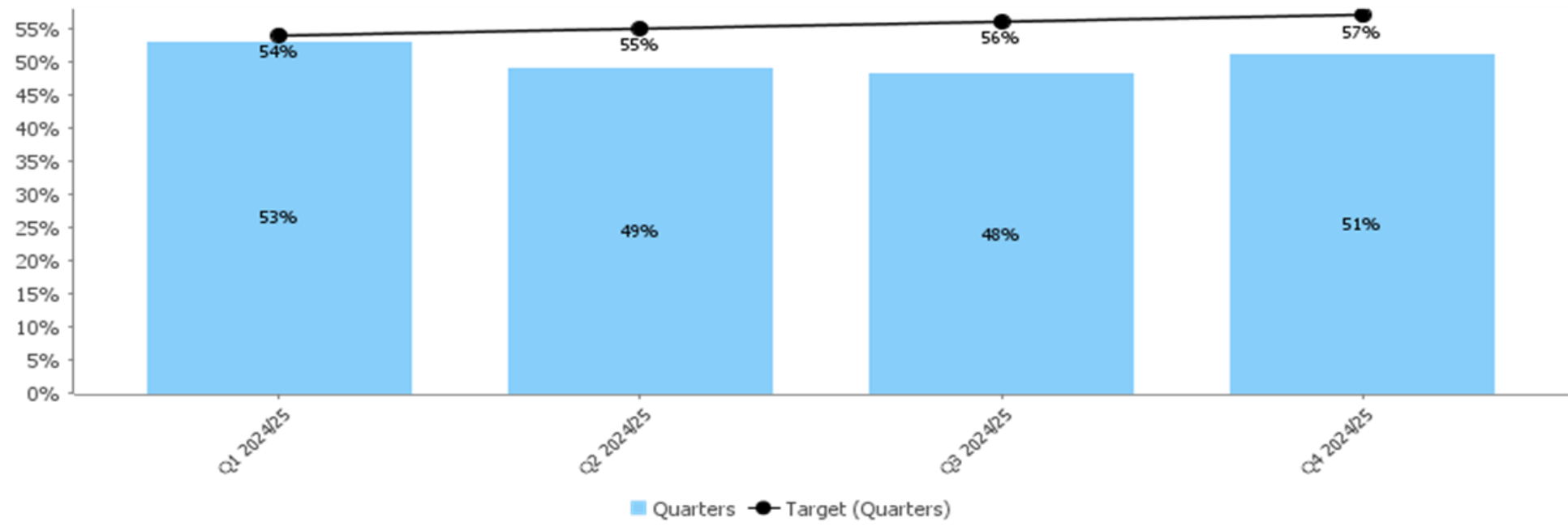


**Aim to Maximise  
Red (downward long trend)  
Annual PI.**

At the end of March 2024, almost 30 % of Medway’s Children in Care were placed within Medway. The service is regularly reviewing children’s placements ensuring care plans are meeting the needs of our children and that placements are matched with children and young people. Eden House opened in October 2024, and three children have been placed in Eden and further placements will be made over Q1 2025.

The service are actively recruiting to inhouse foster carers, leading to 10 new foster homes and this was double the number recruited in the previous year. There are currently more potential foster carers being assessed however waiting for specific checks have delayed the assessment process. The service is currently in the process of reviewing Medway cohort of children placed outside of Medway, to inform our sufficiency strategy moving forward.

**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**

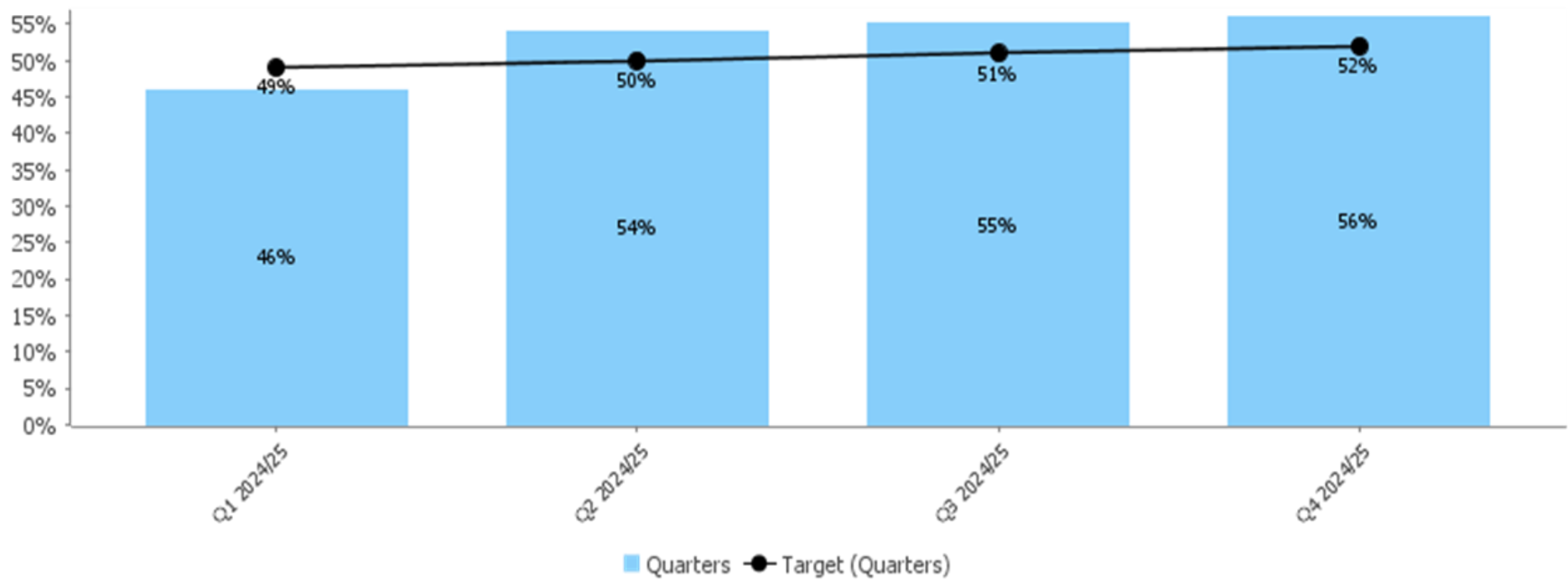


**Aim to Maximise  
Red (upward long trend)**

There has been a 3pp (6%) drop since December 2024 with the outturn now over 50%. This is the first positive outturn of 2024-25, reversing a long-term declining trend. Over the course of this year there has been a drop in permanence of 2pp, 4%.

The service has continued to implemented actions to ensure that, where it is appropriate and deemed to be in the children best interest, long term matching is agreed at permanence panel and is timely ratified at fostering matching panels. Due to the actions taken, a positive outrun has been achieved for the first time in 2024- 2025 and it is expected for this trend to continue, with a view to achieve the set target in 2025- 2026.

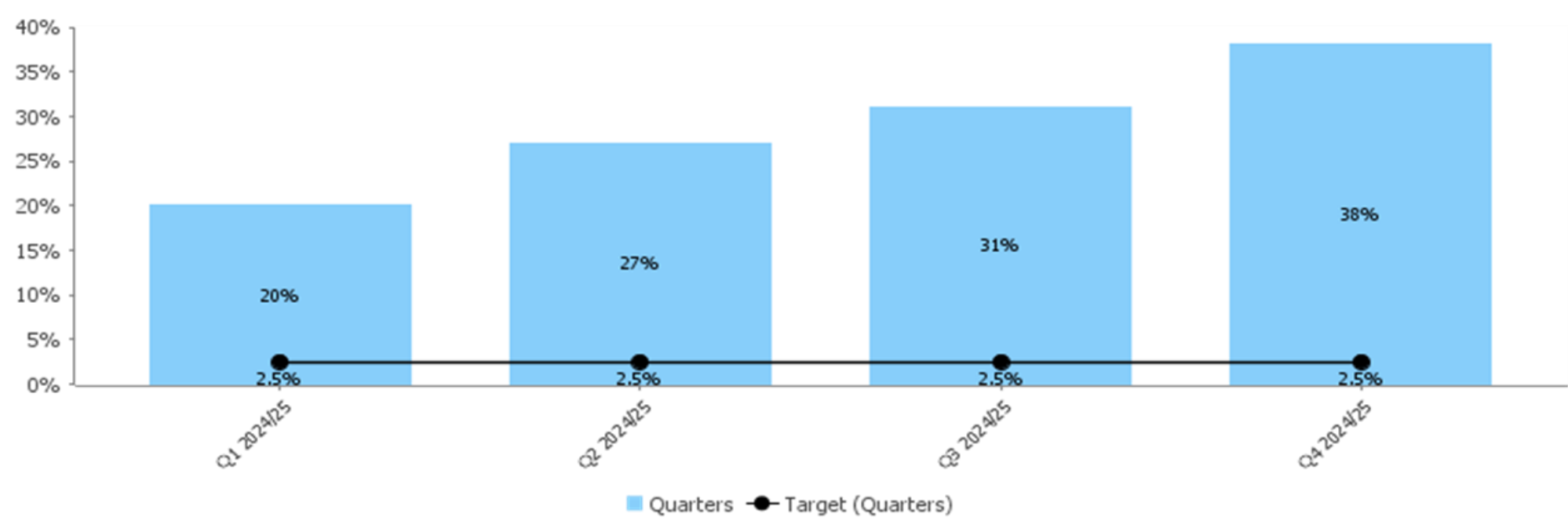
**Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities**  
**- 1.07 By 2027/28, the percentage of young people leaving care who 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 February 2024. Currently 56% of the cohort are in employment, education or training. This is a small 1pp increase on Q3  
The most recent national outturn is 64%, 2pp higher than statistical Neighbours at 62%  
The service continues to work towards achieving the 60% target, and positive progress continues to be made. The service manager continues to provide robust monitoring and scrutiny of this cohort of young people through the EET/Neet Panel. Additionally, the Aspiration officer role remains vital in this work with young people, personal advisors and partners. In April 2025, the service will launch a new Set of Careers workshops with the aim to positively impact on ETE and to further increase the number of young people accessing education, training and employment. The service is working towards achieving the 60% target in the next quarter.

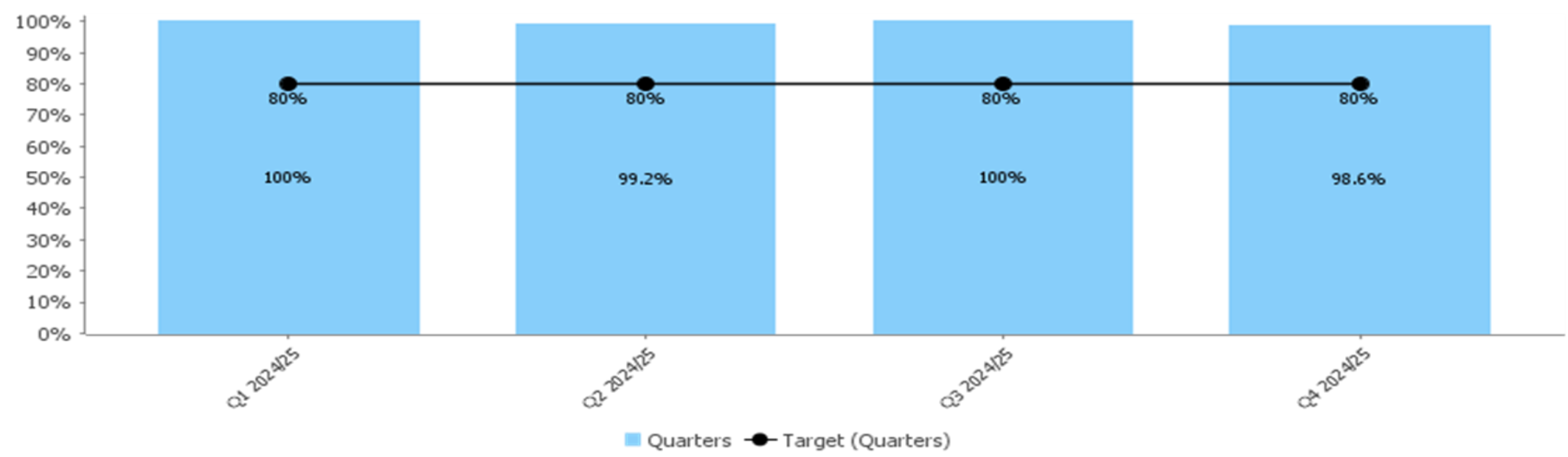
**Provide creative, cultural and community services and facilities across Medway that everyone can access and benefit from  
 - 1.08 By 2027/28, 10% of Medway Adult Education’s learners will be new to the service each year, ensuring that access to education is being provided**



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

Data as at 03 April for Q4 of Financial Year 24/25 (January 2025 – March 2025). Data extracted from Terms Management System for Medway Adult Education (MAE). During Q4, Adult Education welcomed 321 new learners from 856 learners who enrolled in total, representing 38%. Some learners are enrolled in multiple courses, resulting in 428 enrolments for new learners. Among these, 122 learners enrolled in ESOL courses, while 126 learners commenced Vocational Skills courses, including digital skills, counselling, and supporting teaching and learning. Additionally, 85 enrolments were for community learning courses, and 66 were for Maths and English courses. The number of learners enrolled in Multiply courses stands at 29. The funding for this contract concludes at the end of Q4, and Adult Education is on track to meet its targets. Consequently, enrolments will now cease.

**Provide creative, cultural and community services and facilities across Medway that everyone can access and benefit from**  
**- 1.09a By 2027/28, the satisfaction rates across community hubs and libraries exceeds 80%**



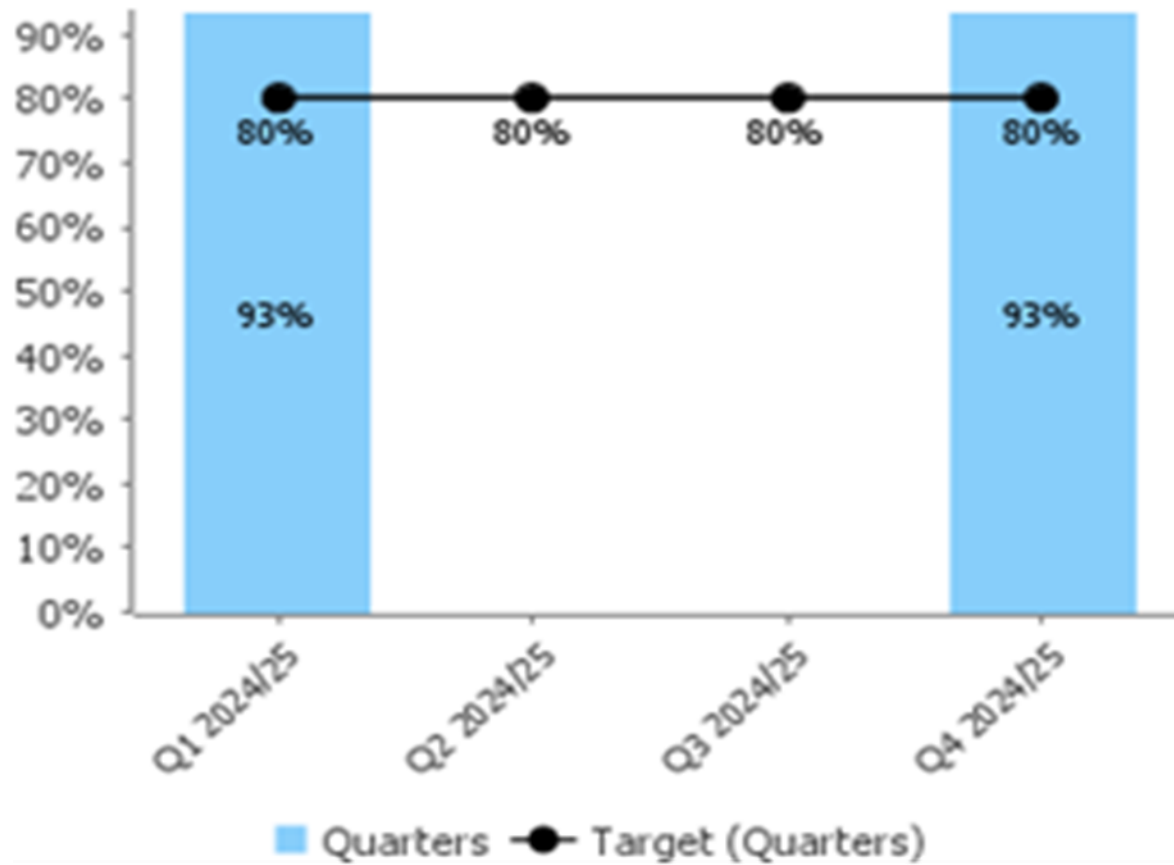
**Aim to Maximise Green (downward long trend)**

Q4 surveys were conducted in Gillingham, Luton, Rainham and Wigmore. A slight drop in satisfaction has been observed from Q3, attributable to a mix of building issues, anti-social behaviour and wait times for services impacting on customer experience. The Wi-Fi printing service introduced in 2024/25 garnered high praise from customers. Notable comments this quarter include:

*Came to scan some documents. Staff very helpful. Have now joined the library and will be back. As a regular user, I would be lost without the help and information from your excellent staff, I would be completely ignorant in this new world. I am 83 and coming to the library is my safety net.*

*I have had another brilliant day in the library. All the library assistants are excellent at their jobs and are friendly and welcoming. I live alone and read a lot, and they all listen and assist me in finding books I want to read. I feel blessed for discovering Luton Library and all who work in it.*

**Provide creative, cultural and community services and facilities across Medway that everyone can access and benefit from**  
**- 1.09b By 2027/28, the satisfaction rates across theatres exceeds 80%**



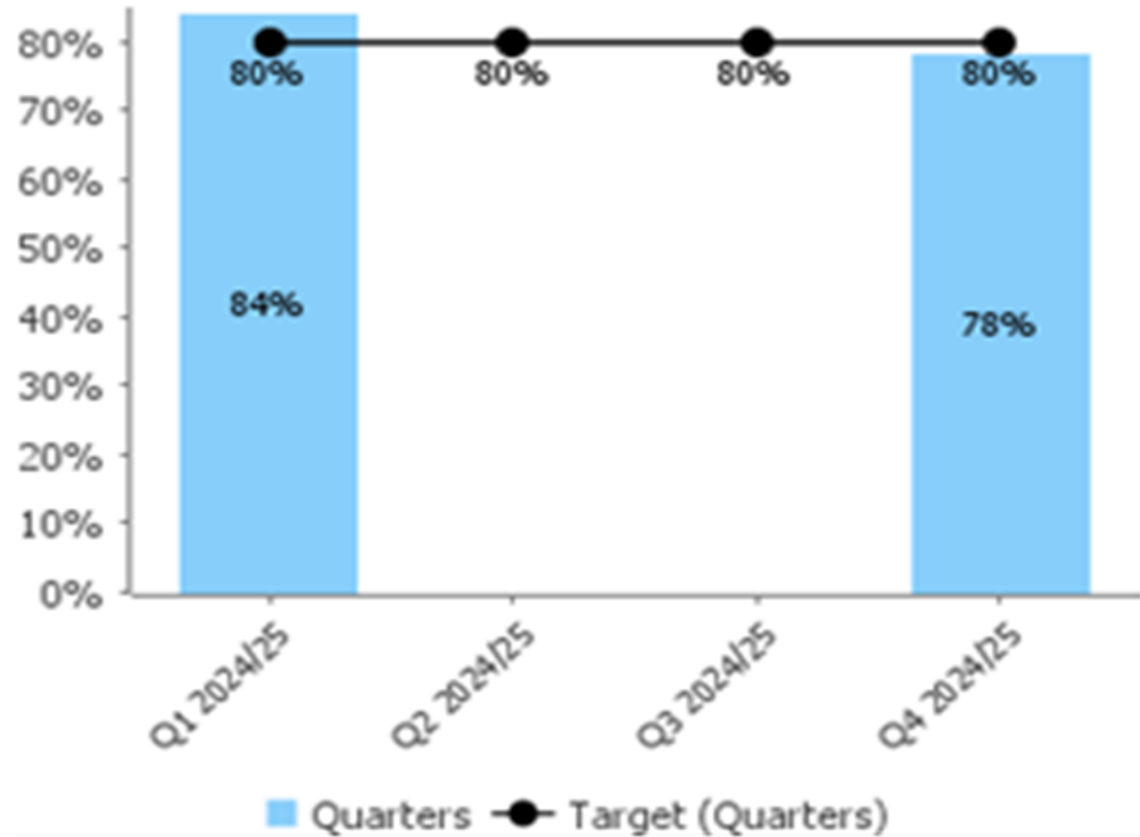
**Aim to Maximise Green (static long trend)**

Satisfaction rate at the Q4 survey is at a very healthy 93%.

This figures is reached after the survey asked audiences about:

- Ease of buying tickets
- Quality of shows
- Cleanliness of the venue
- Accessibility into and within the venue
- Helpfulness of staff

**Provide creative, cultural and community services and facilities across Medway that everyone can access and benefit from**  
**- 1.09c By 2027/28, the satisfaction rates across festivals and events exceeds 80%**



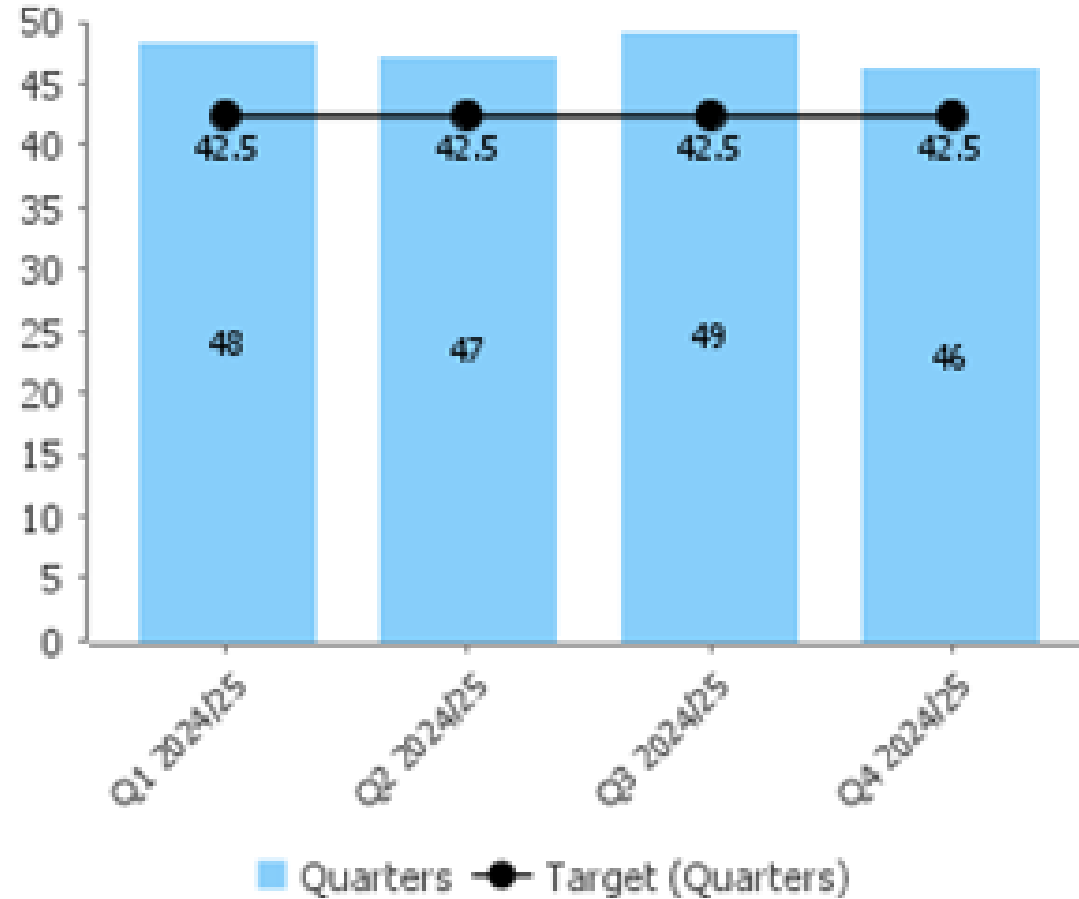
**Aim to Maximise Amber (downward long trend)**

This performance indicator is reported a quarter in arrears. Rochester Christmas Markets took place between Friday 29 November and Sunday 15 December. Unfortunately, Dickensian Christmas Festival 2024 on the middle weekend was cancelled due to the high winds caused by Storm Darragh. Over 11 categories Rochester Christmas Markets received a 78% satisfaction rating:

- 74% agree/strongly agree that the event created a sense of community
- 74% agree/strongly agree that the event enhanced the reputation of Medway
- 89% rated the location as very good or good
- 59% felt the range of stalls were very good or good
- 85% felt safe whilst at the event
- 77% felt the atmosphere at the event was very good or good
- 83% felt that the event was well organised
- 66% felt the range of activities was very good or good
- 88% felt it was easy to find their way around
- 86% of respondents felt the event was well organised



**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**



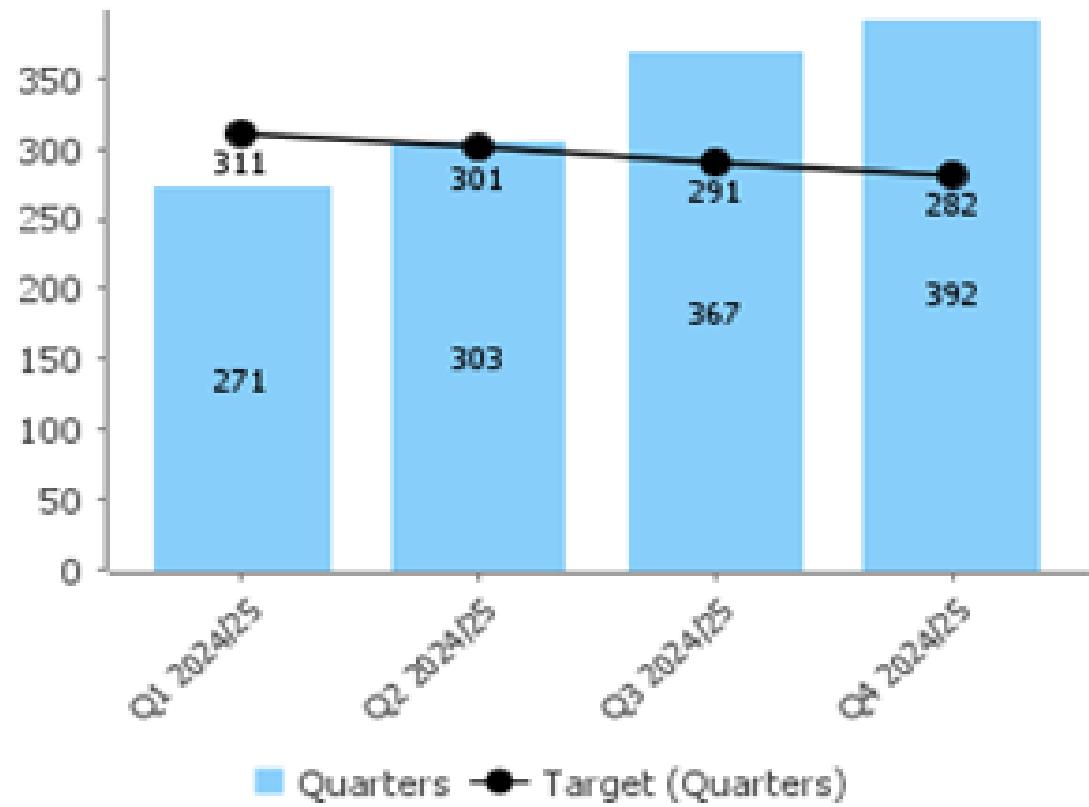
**Goldilocks**  
**Amber (upward long trend)**

Child protection numbers and subsequently rates have fallen over the quarter. There are now 307 children on a CP plan, pushing the rate up to 46 per 10,000 population. Medway's rate is higher than the national (42) and statistical neighbour (36) rates. Medway's rate is however falling, which now fits the national and regional direction of travel.

The Service continue to review Child Protection numbers on a regular basis, which have risen, but are beginning to see some reduction. The rise has been caused, in part by an increase in referrals leading to statutory intervention and several large multi sibling families being put onto plans. Delays and a backlog in the courts are also meaning children remain on CP plans for a longer period of time. Medway's rate is higher than the national (42) and statistical neighbour (36) rates.

The CP service is reviewing all children open on dual plans e.g. supervision orders and Interim supervision orders while on CP plans. There is work in progress to step this cohort of children down to CIN.

**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**

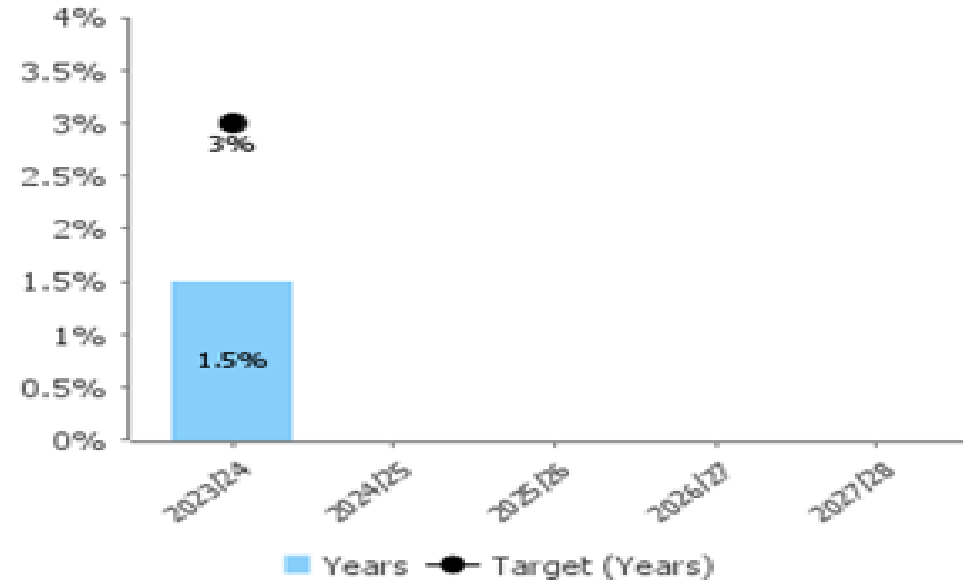


**Aim to Minimise Red (downward long trend)**

The end of quarter snapshot shows a further increase in the rate of S47 enquires, which stand at 392 per 10k of population. This is a 7% rise on the Q3 outturn. Over the quarter there have been 566 S47 enquiries, an average of 188 per month, an average rate of 339 per 10k of population. Medway has a higher rate than our comparators and local rates are moving in the opposite direction to benchmarking trends.

The most recent national outturn is 187 and statistical neighbours 165. Both are lower than last year, whereas Medway is rising. The end of quarter snapshot shows an increase in the rate of S47 enquires, which stand at 392 per 10k of population. Following the review undertaken in at the end of Q3, evidenced that strategy meeting were held at the right time, and that further training was needed with partners to ensure that outcomes from strategy discussions are proportionate. Managers across the service are focussing on the decision making in strategy discussions, as we hoped would see a decrease in Q4. This has not been evident however training, auditing and review remains in place to support a decrease moving forward.

**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  
Red (downward long trend)  
Annual PI. Due January 2026**

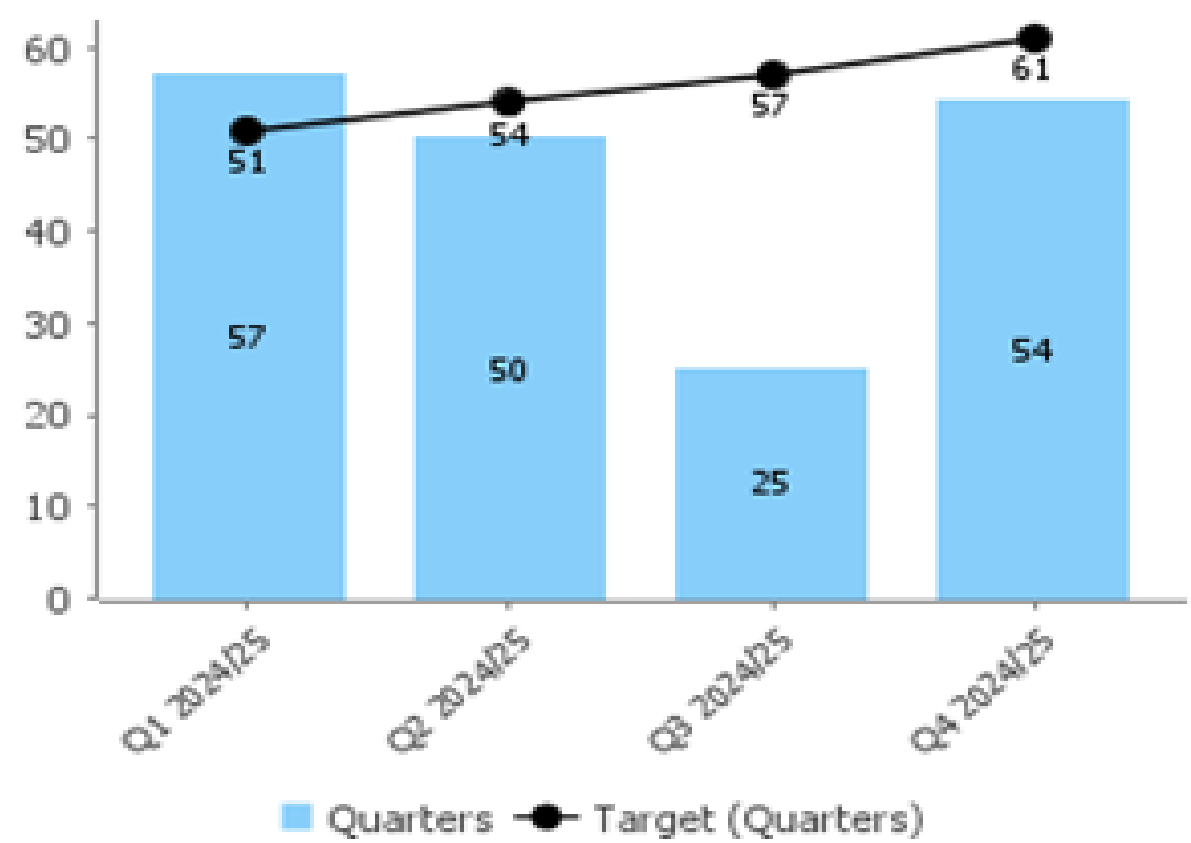
2023-24 data has now been published and shows that 1.5% children assessed by social workers had Child Sexual Exploitation and or Criminal Exploitation identified as a factor in the assessment. This is fewer than last year and lower than the 5.8% nationally and 3.4% in the South East. Whilst national rates remained static, there was a drop in the SE from 3.8%. It is also worth noting that rates in Kent are also an outlier compared to national, at 2.1% having dropped from 2.8%.

The Service will review the 2023-24 data. The Medway Contextual Safeguarding Panel continues to meet monthly with good representation from the partnership and 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 and Medway's revised practitioners' exploitation risk assessment/tool has been launched.

Several short training videos have also been created by the Missing & Exploitation Lead and have been made available across the services where relevant these have been shared with partners, the videos cover RHI (return home interviews), 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 (upward long trend)**

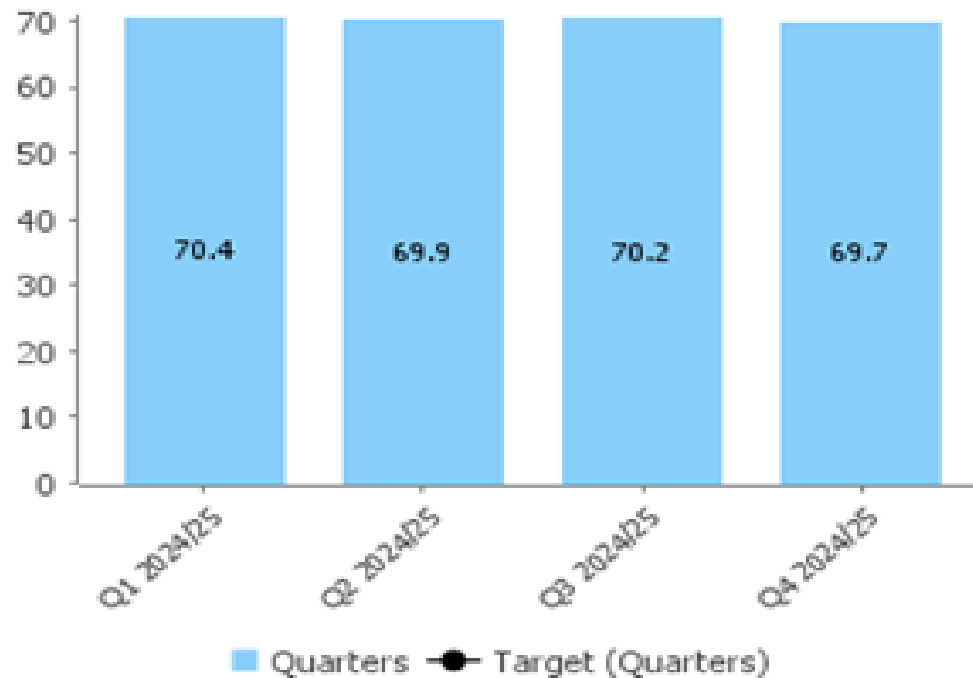
The month end snapshot shows 54 families were passed to Early Help partnership agencies as an outcome of contacts to Medway CSC. This is a comprehensive rise when compared to the previous quarter end snapshot, where the number of families open to partnership agencies was calculated using cases open to partners on Mosaic, this method was unable to identify cases open to partners who did not use Mosaic.

Over the course of the quarter 118 families have been passed to partners, an average of 39 per month.

The recording/reporting of lead practitioners providing early help to families has been reviewed in Q4 and changed to enable this to be more accurate. It is positive to see that this has led to an increase in the number of families receiving intervention. It is expected that this number will increase further over Q1 2025.

# Support all adults, including those living with disability or physical or mental illness to live independently and stay safe

## - 1.14 By 2027/28, the proportion of people who receive long-term support who live in their home or with family is similar to the national average



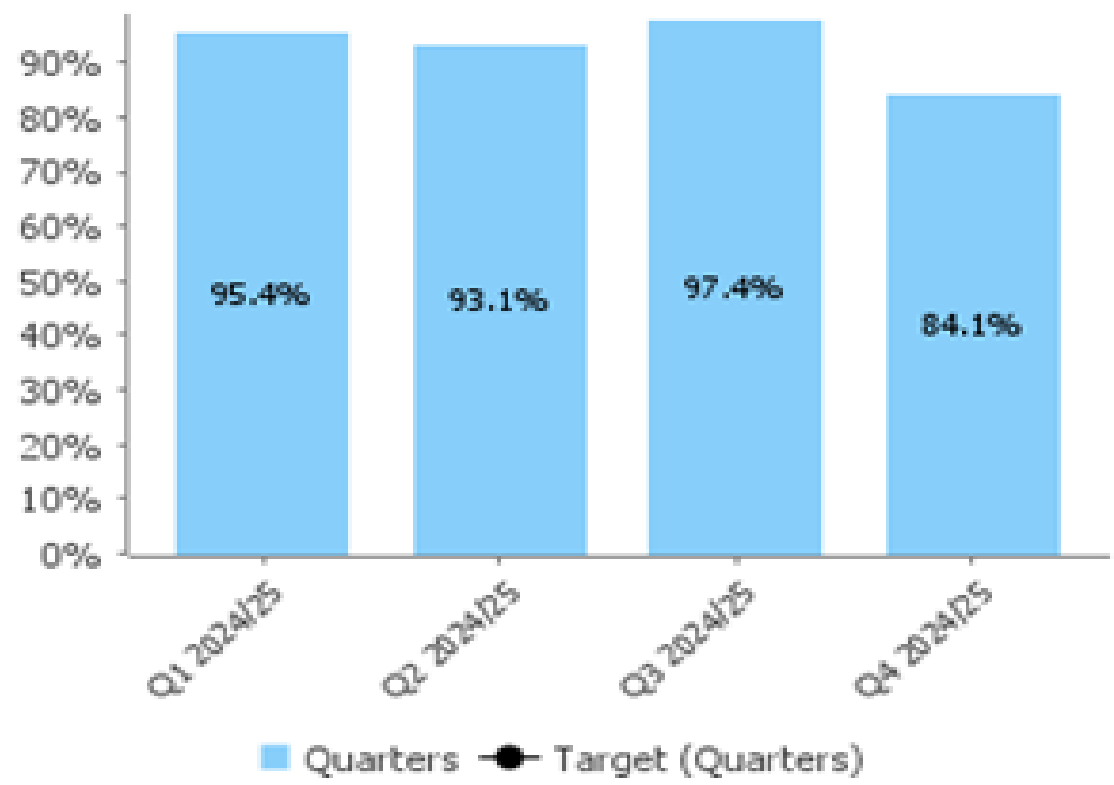
**Aim to Maximise**  
**Data only (downward long trend)**

This is a new national measure. Targets will be agreed following the publication of the first data set. This was due in the latter half of 2024 but has not been published yet.

Local data shows that 2057 out of 2950 (69.7%) clients receive services in the community, a small drop from the Q3 outturn. This should be viewed as indicative as the final national methodology for calculating this metric has not been published yet. The national outturn for adults with a learning disability is 81.6%, with 78.7% in the South East, in Medway this is 78.7% (this is all clients irrespective of review status). A Project Officer has been appointed to undertake an end-to-end review of the Carer's offer and takes up post from 1 April 2025.

Adult Social Care are moving to an allocated model for people who have a learning disability and or Autism. This will enable us to ensure the right support is in place and that we respond to crisis effectively, supporting people to remain at home. We continue to work with partners to run pilots and keep updated with assistive technology and, where appropriate, AI to support people's independence. The Transition Service are aiming to start working with young people earlier than 17. This will strengthen well planned transitions to adulthood, including implementing support for young people to remain at home with their families.

**Support all adults, including those living with disability or physical or mental illness to live independently and stay safe**  
**- 1.15 By 2027/28 the proportion of closed safeguarding enquiries where risk is reduced or removed is better than the national percentage**



**Aim to Maximise**  
**Data only (downward long trend)**

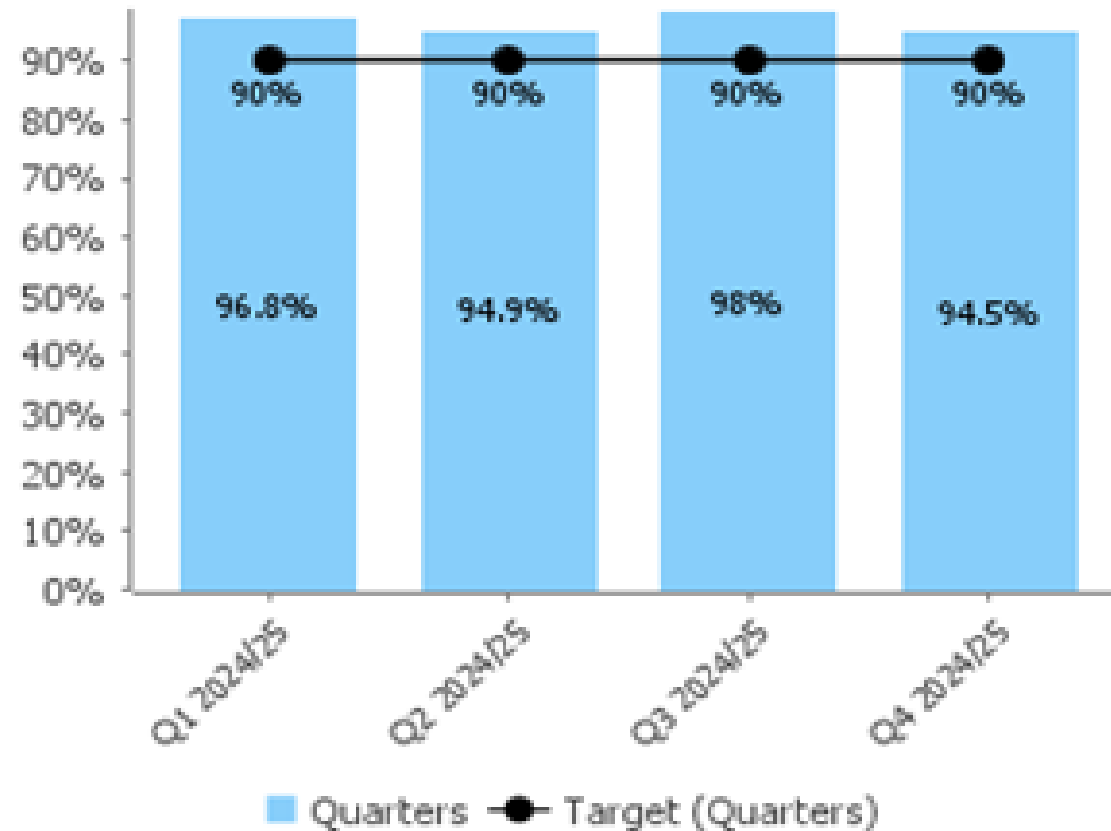
This is a new national measure. Targets will be agreed following the publication of the first data set, which is expected in the Autumn and be active for the 2025-26 year.  
\*Please note, this measure counts each type of abuse relevant to each enquiry, whereas OMCP1.16 counts individuals. As such there may be more enquires in this cohort than in the OMCP cohort.

Local data shows that there were 176\* Safeguarding enquiries closed in quarter 4 of these 148 were resolved with the risk reduced or removed, this is 84.1% which is a decrease compared to the Q3 outturn. For the 2024-25 full year there were 950 closed enquiries\*. Of these 880 were resolved with the risk reduced or removed, this is 92.6%

The national outturn for 2023-24 is 81%, well below Medway's performance. We will continue to monitor this area by reviewing the data fortnightly so that we are clear on, in what circumstances risk has not been able to be removed or reduced. We will use these findings to implement both strategic and operational actions to improve the outcome in this area.

Where risk remains due to circumstances beyond ASC control, for example due to lack of resource or provision, ASC will feedback to key stake holders and work collaboratively to devise and deliver strategies with a focus of addressing shortfalls in provision that could remove or reduce risk further.

**Support all adults, including those living with disability or physical or mental illness to live independently and stay safe**  
**- 1.16 By 2027/28, 90% of people with a concluded safeguarding enquiry achieve either their desired outcome, or their desired outcome is partially met**

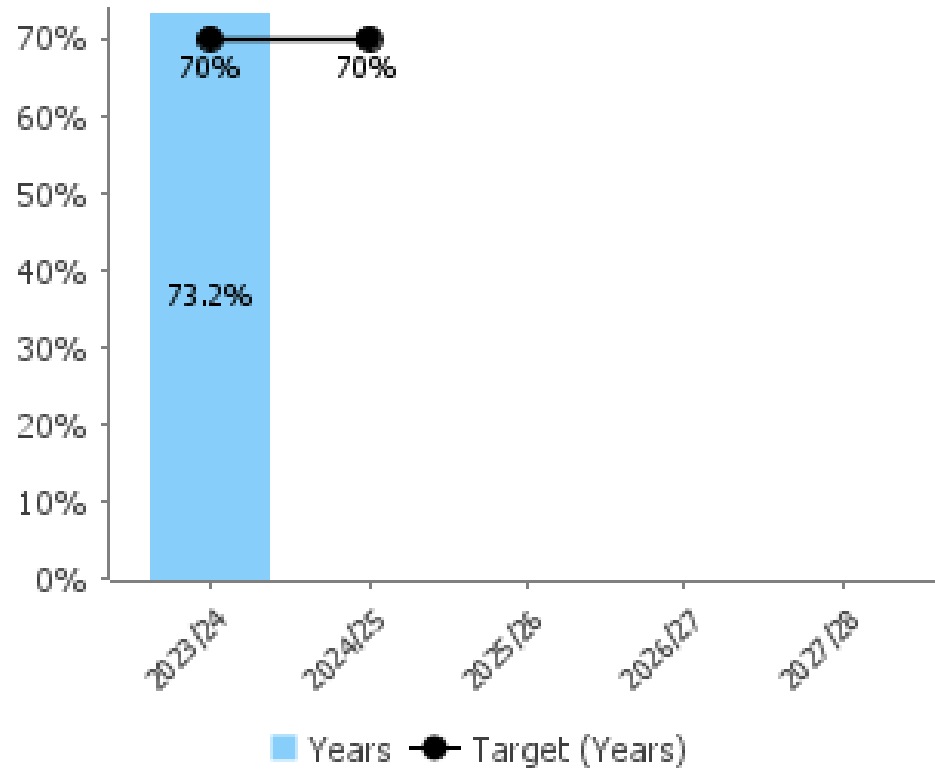


**Aim to Maximise Green (downward long trend)**

This metric is part of Priority 1, Delivering quality social care and community services and the sub priority: Support all adults, including those living with disability or physical or mental illness to live independently and stay safe. There were 164 closed enquiries in Q4. Of these, 127 clients expressed a making safeguarding personal outcome. 94.5% (120) had outcomes achieved or partially achieved. In Q4 23% of closed enquiries did not have a making safeguarding personal outcome recorded, this was marginally better than the 24% in Q3. For the 2024-25 full year there were 853 closed enquiries. Of these 696 clients expressed a making safeguarding personal outcome. 96% (668) had outcomes achieved or partially achieved, 18.4% did not have a making safeguarding personal outcome recorded. We aim to improve this area further by evaluating data quarterly to understand the themes and trends as to why desired outcomes have not been met. The findings from the data will be utilised to devise actions aimed to improve the outcome in this area. Where outcomes that have not been met are linked to services outside of Adult Social Care, we will work collaboratively with key stakeholders to implement plans focussed on improving achieving desired outcomes.

# Support all adults, including those living with disability or physical or mental illness to live independently and stay safe

## - 1.17 By 2027/28, the proportion of people who use long term adult social care services who report that they feel safe is similar to, or higher than, our statistical neighbours



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

The proportion of users reporting that they feel safe has increased by 7.2%, having fallen by 1.4% in the 2022-23 survey. This rise was greater than the 2.0% seen at national level and as a result, Medway are now 3.0% (2.1pp) above national, having been 2.0% (1.4pp) below in 2022-23. For 2023/4 National was 71.1% and our statistical neighbours 69.9%

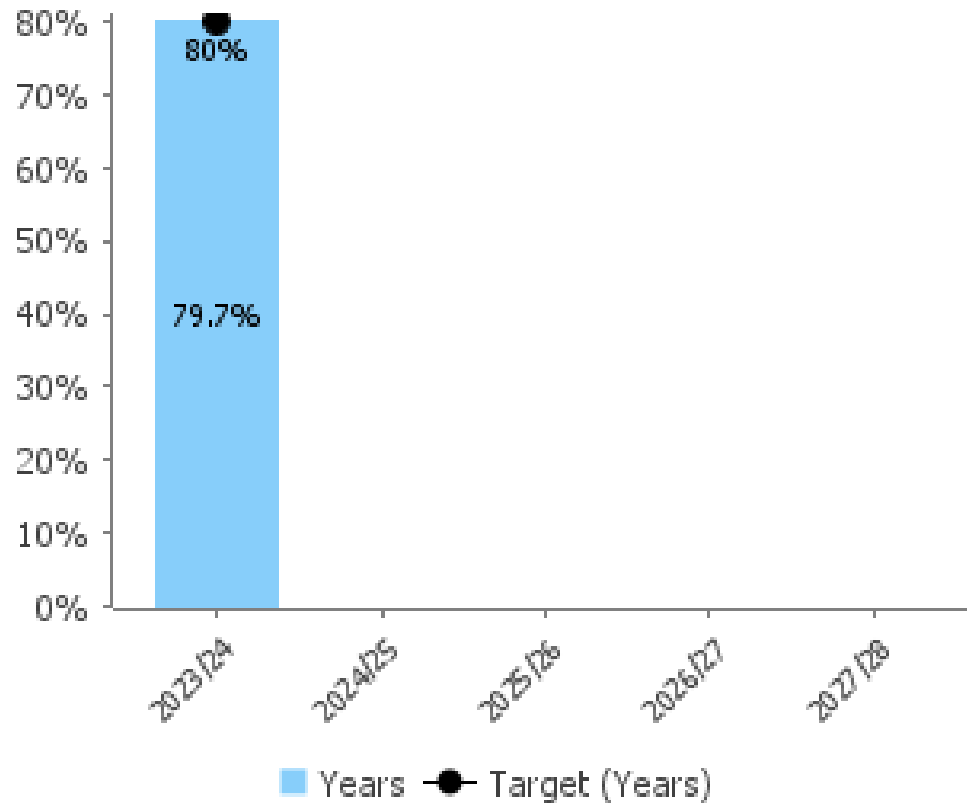
We will analyse the reasons that people reported they did not feel safe so steps can be taken to improve.

We will consider introducing mandatory question to ask individuals if they feel safe during our interventions such as safeguarding, My Plan, Reviews, Conversation 2 and Conversation 3.



# People in Medway live independent and fulfilled lives into an active older age

## - 1.18 By 2027/28, the proportion of people who use long term social care services who report having control over their daily lives is similar to, or higher than, the national average

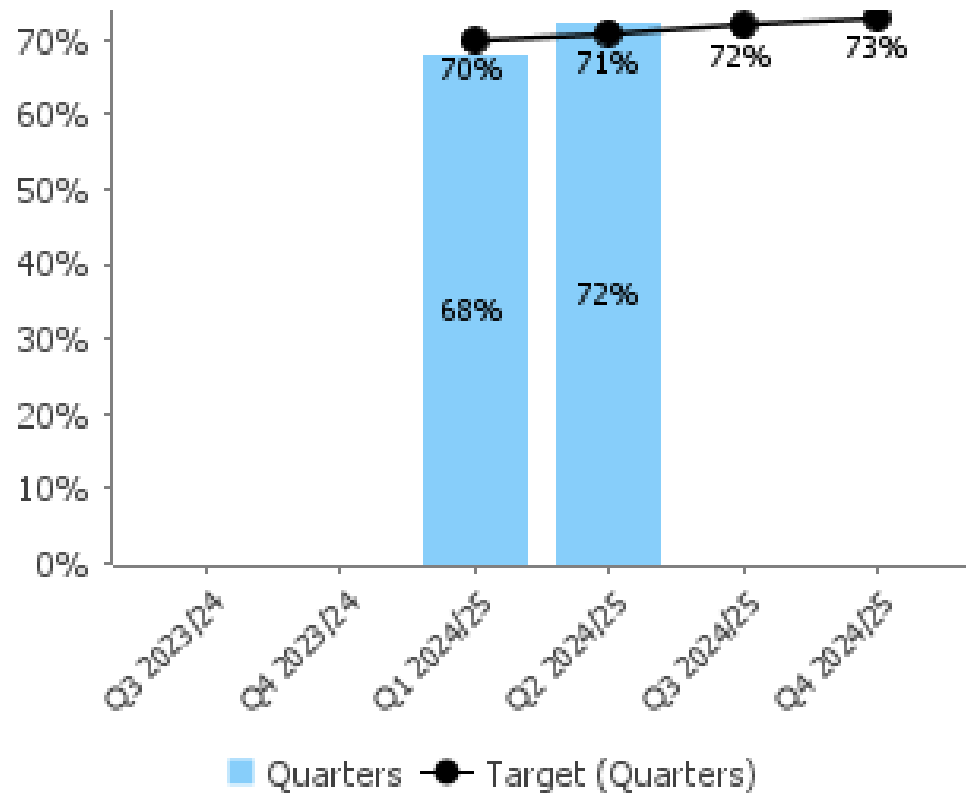


**Aim to Maximise  
Amber (no long trend)  
Annual PI**

The proportion of users who felt that they had as much control over their daily life as they would want has increased by 0.8% from 79.1% in 2022-23 to 79.7% in 2023-24. Nationally, there was a 0.5% increase over the same period. Medway continues to be above national; the gap has widened slightly from 2.5% above in 2022-23 to 2.7pp above in 2023-24. It is likely that the difference between Medway and the benchmark results are not statistically significant, however the upward trend in results is noteworthy. The national outturn was 77.6% and the Statistical neighbour, 78.3% We will analyse the reasons that people reported they did not feel in control as a result of ASC interventions and identify what steps can be taken to improve.

We will analyse the reasons that people reported they did not feel in control as a result of ASC interventions and identify what steps can be taken to improve.

**People in Medway live independent and fulfilled lives into an active older age**  
**- 1.19 By 2027/28, the proportion of older people (65 and over) who are still at home 91 days after discharge from hospital into reablement services is similar to, or higher than, our statistical neighbours**

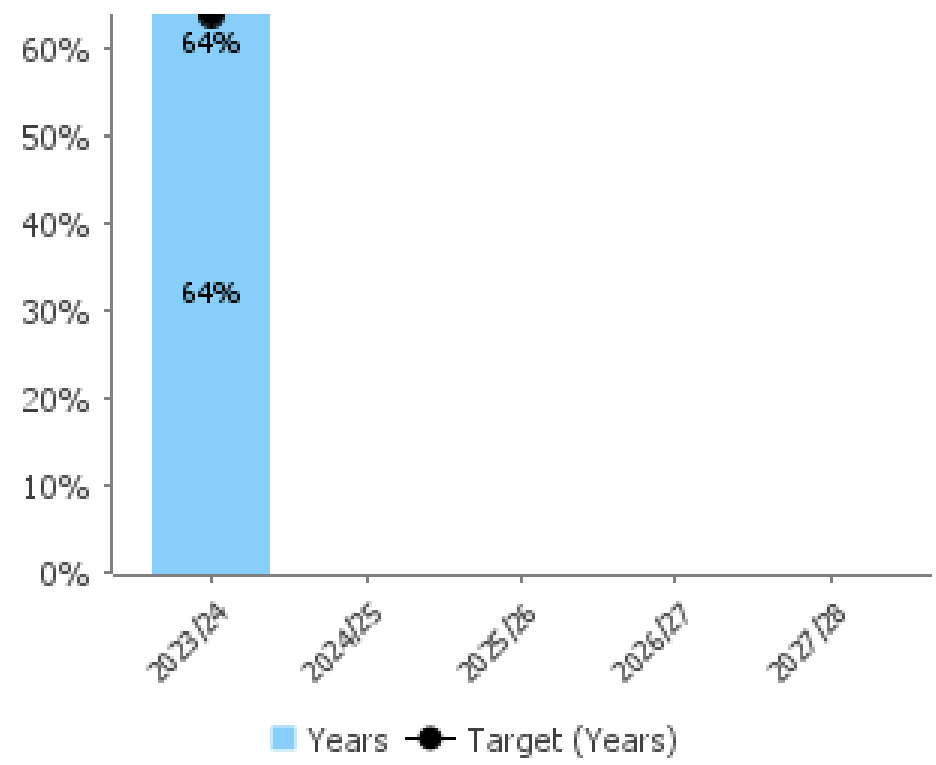


**Aim to Maximise**  
**Data unavailable (no long trend)**

Due to a data incident within Medway Community Healthcare the data needed to calculate this measure is not available. The Intermediate Care and Reablement Service is a commissioned service delivered by Medway Community Health. We work closely with them to ensure that people ready to be discharged from hospital receive the most appropriate service to meet their needs. The new Intermediate Care & Reablement Service enables the provider to flex their resource to meet demands, i.e., either Home First or an Intermediate Care Bed. We are working with the Health and Care Partnership to look at other options to enable people to be discharged from hospital and decisions made about their care and support needs away from the Acute setting.

# People in Medway live independent and fulfilled lives into an active older age

## - 1.20 By 2027/28, the proportion of people who use adult social care services who report that they find it easy to find information about services is higher than the national average



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

Published data shows that shows a year on year rise in the indicative outturn of 2.1pp (3.4%). However, Medway has now dropped below the indicative scores for both national and statistical neighbours having been greater than these in 2022-23.

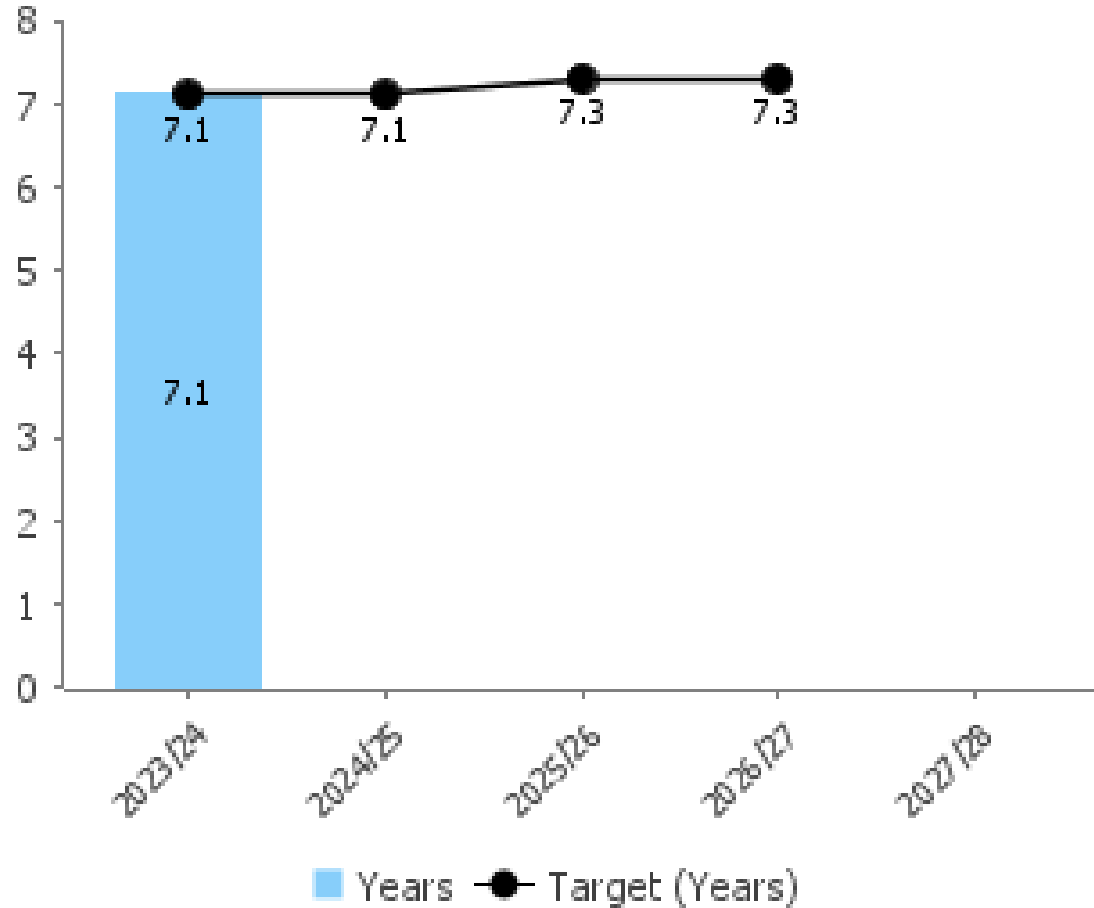
It is likely that the difference between Medway and the benchmark results are not statistically significant.

For 2023/24 Medway was 3.9pp lower than national (67.9%) and 4.9pp lower than statistical neighbours (68.9%). Comparator results are improving at a faster rate than in Medway. The ASC Engagement Manager will consult with individuals and groups about how they prefer to access information.

Head of Transformation to develop our digital offer and other means of communication.

# People in Medway live independent and fulfilled lives into an active older age

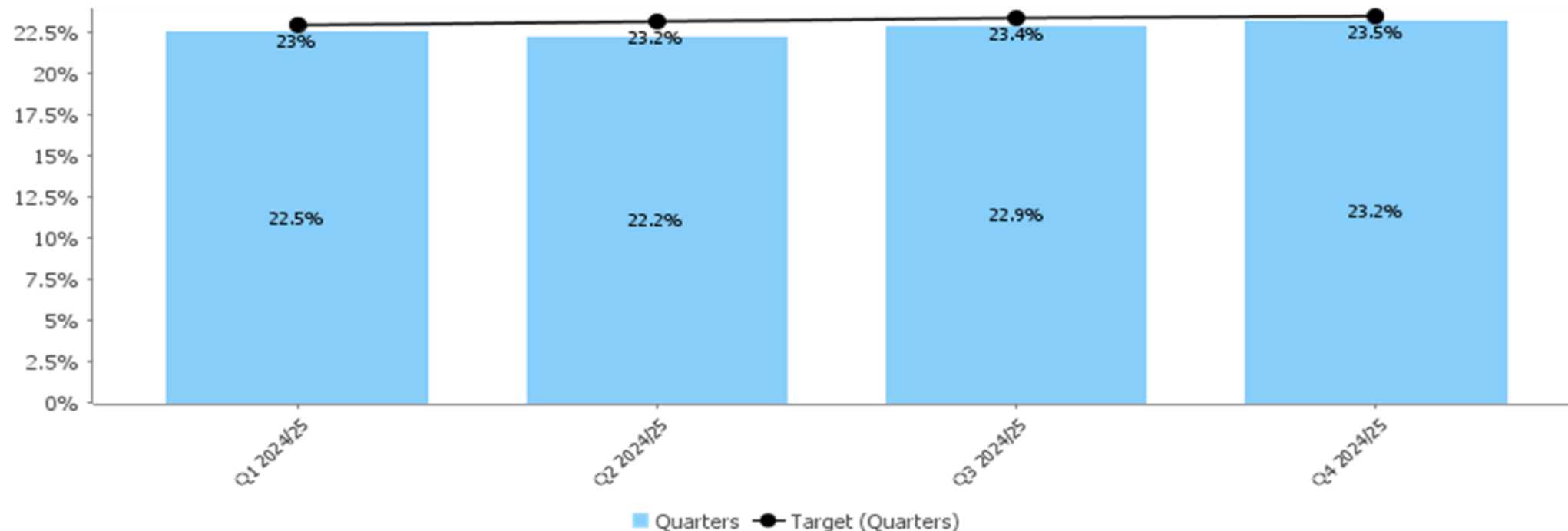
- 1.21 By 2027/28, the carer reported quality of life score is statistically similar to, or higher than, the national average



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

Validated data, shows a year-on-year decline of 0.1 point (1.4%).  
For 2023-24 Medway was 0.2 points lower than national (7.3) and 0.1 points lower than the South East (7.2). This would suggest that difference between Medway's outturn and the comparators is not significantly statistically important.  
We are developing a Carers offer to support Carers have an improved quality of life. A project manager has been appointed to complete this work and took up post on 1 April 2025.

**People in Medway live independent and fulfilled lives into an active older age**  
**- 1.22 By 2027/28, the proportion of long-term clients receiving support via a Direct Payment is similar to or better than the National percentage.**



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

The ongoing downward trend has been reversed this quarter, with a 0.3pp (1.3%) increase. Currently there are 482 clients receiving a direct payment, this is a small decrease crease on the 487 with an active DP at the end of December.

**Benchmarking**  
 For 2023-2024 the National outturn was 25.5% and the South East 25%. Both rates are lower than the 2022-23 results.

We have worked with P&I to develop PowerBI dashboards, using these will enable us to identify areas to target in order to increase DP referral and uptake. The DHSC have acknowledged that there is a fall in the take up of direct payments nationally and they are looking at the CASS (Care and Support Statutory guidance in particularly section 12 to see if there is anything that could be included to support good practice and the uptake. The DHSC are working with Think Local Act Personal (TLAP), Independent Living Group (ILG) and the national direct payment forum, of which we are an active member, with a view to revising the statutory guidance to promote the DP uptake.

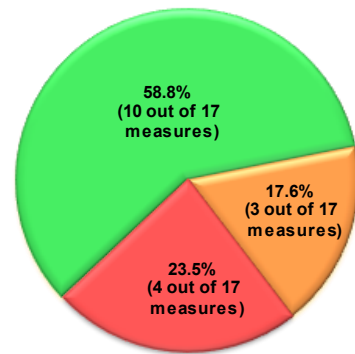
# **Benefitting from good education, quality jobs and a growing economy**

- 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 25 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. There is 1 indicator that is data only and 7 indicators where data is unavailable so we reporting on 17 performance indicators this quarter.

## Performance

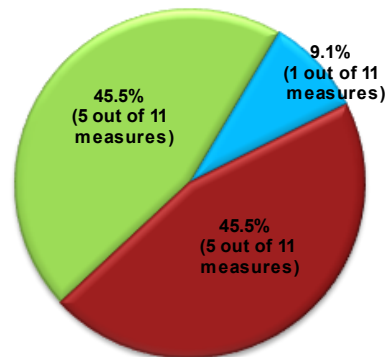


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows the performance for 17 of the measures:

- 58.8% (10 out of 17 measures) met or exceeded target.
- 17.6% (3 out of 17 measures) were slightly below target (less than 5%).
- 23.5% (4 out of 17 measures) were significantly below target (more than 5%).

## Direction of Travel

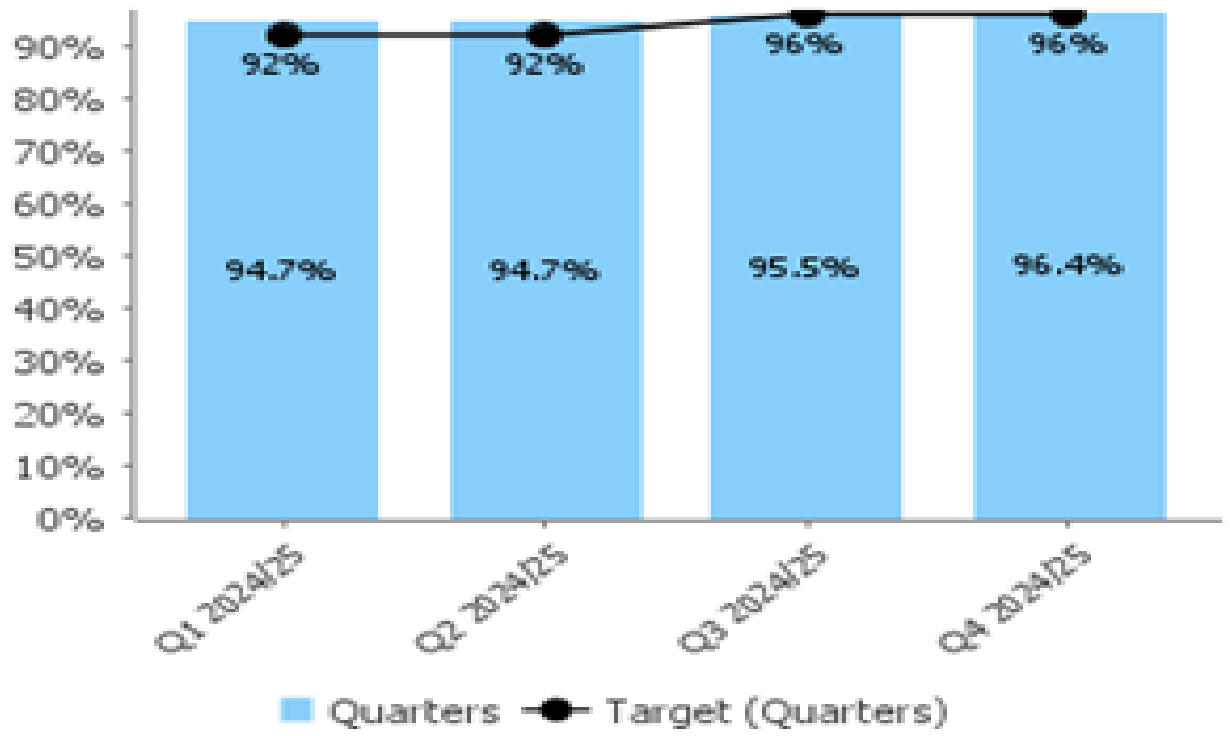


**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 11 measures:

- 45.5% (5 out of 11 measures) had an upward long trend.
- 9.1% (1 out of 11 measures) had a static long trend.
- 45.5% (5 out of 11 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**



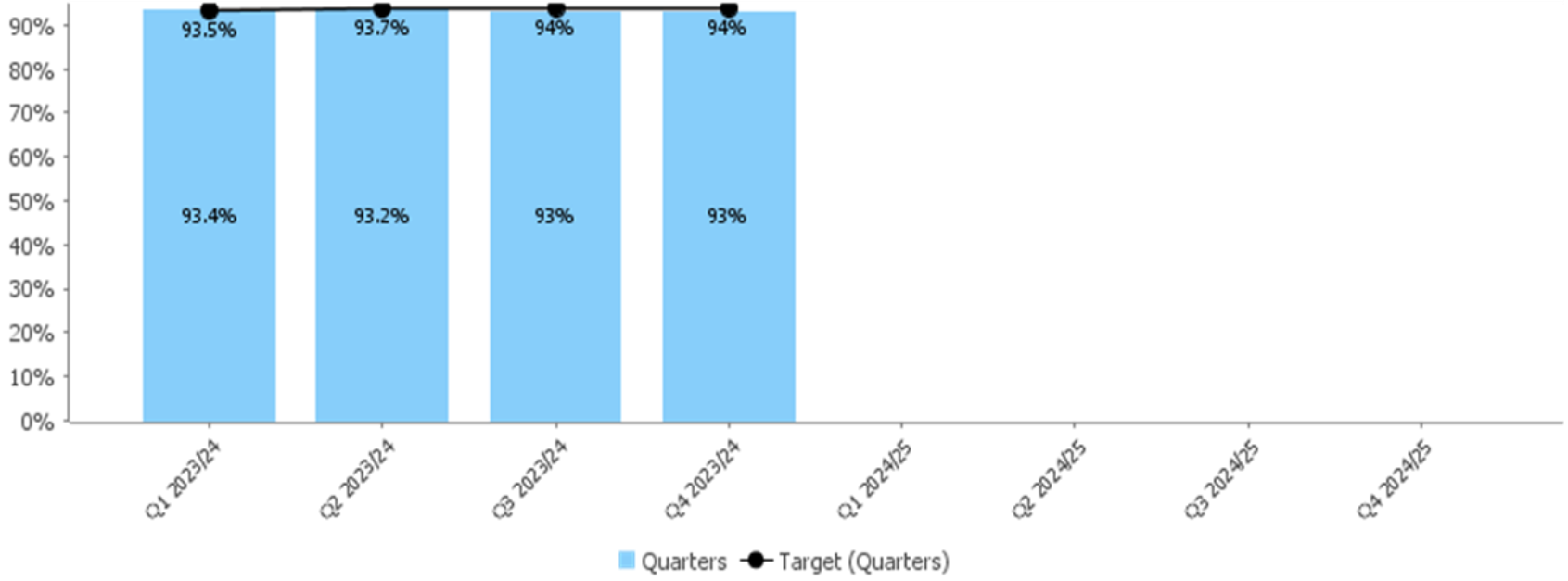
**Aim to Maximise Green (upward long trend)**

The counting cohort is 85 schools. Of these six are either graded outstanding, 76 schools are good. This means that out of 85 schools 82 (96.4%) are good or better. Two schools require improvement, and one is inadequate. Nine schools currently have an ungraded, No Overall Outcome grade. Of the outstanding schools four are primaries (one Local Authority maintained) and two are secondary (both Academies). Of the good schools 64 are Primary (16 LA maintained) and 12 Secondary (All Academies) Benchmarking data is no longer current as it has been affected by the change in Ofsted reporting and has not been updated since September 2024. Prior to September 2024, the positive trend of Medway's schools sustaining a good or better Ofsted judgement was evident. Although the lead over national reduced, both primary and secondary phases outperformed the national Ofsted profile. Early Years settings achieving good and outstanding Ofsted judgements remained consistently high. The data in tables above is driven by the overall Ofsted grade which are no longer in use. From September 2024, Ofsted ceased allocating an overall effectiveness grade in inspections of state-funded schools. Individual grades are now allocated against five areas: Quality of education, Behaviour & attitudes, Personal development, Leadership & management and Early Years provision or Sixth Form provision. Schools now either receive a short of full Ofsted inspection. Allocated grades against each of the five areas are only made during a full inspection. 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, 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%

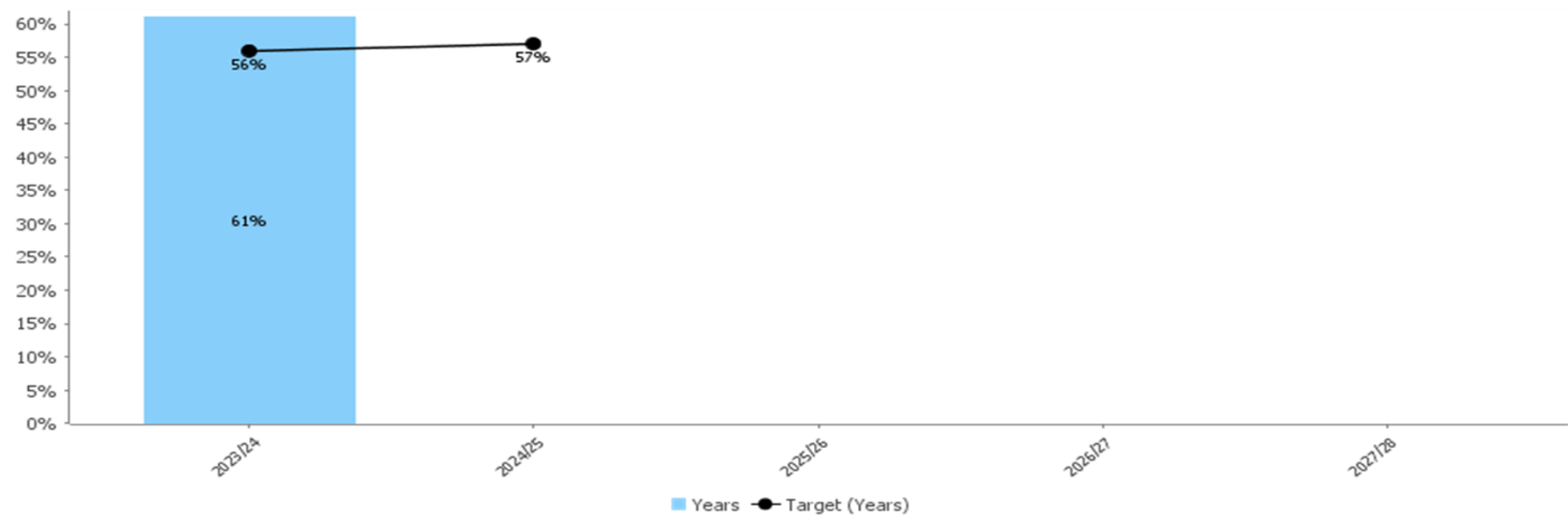


**Aim to Maximise  
Amber (downward long trend)**

Attendance is reported in arrears. The most recent (full data set) is for the full 2023-24 academic year. Medway’s attendance has reduced by to 93.0%. This is 0.1pp better than the national rate. Despite the small drop in attendance Medway has risen 17 places in the LA ranks to 67th, out of all LAs, having been 84th for the full 2022-23 academic year. Persistent absence (PA) is 20.9%, having been 22.4% for the full 2022-23 year. National PA is 20%, having been 21.2 in 2022-23. Severe Absence (SA), which are children missing 50% or more of sessions is 2% in Medway, an increase from the 1.7% in 2022-23. National SA rates are 2.3%, up from 2% in 2022-23.

Schools are being both supported and challenged to adhere to DfE guidance ‘Working Together to Improve School Attendance’ document that became statutory in August 2024. The DfE guidance is written for all schools, trusts, governing bodies and local authorities, striving to improve and maintain high levels of school attendance. The Kent and Medway Attendance Alliance was formed with the single aim of raising attendance and a single belief that ultimately children are better off in education – and all barriers to this should be removed. Meetings are scheduled on a regular basis to share intelligence, methods of disseminating clear expectations on improving school attendance, steer the activities of a wider range of workforces, identify the issues which impede children’s regular attendance at school and the solutions which remove barriers.

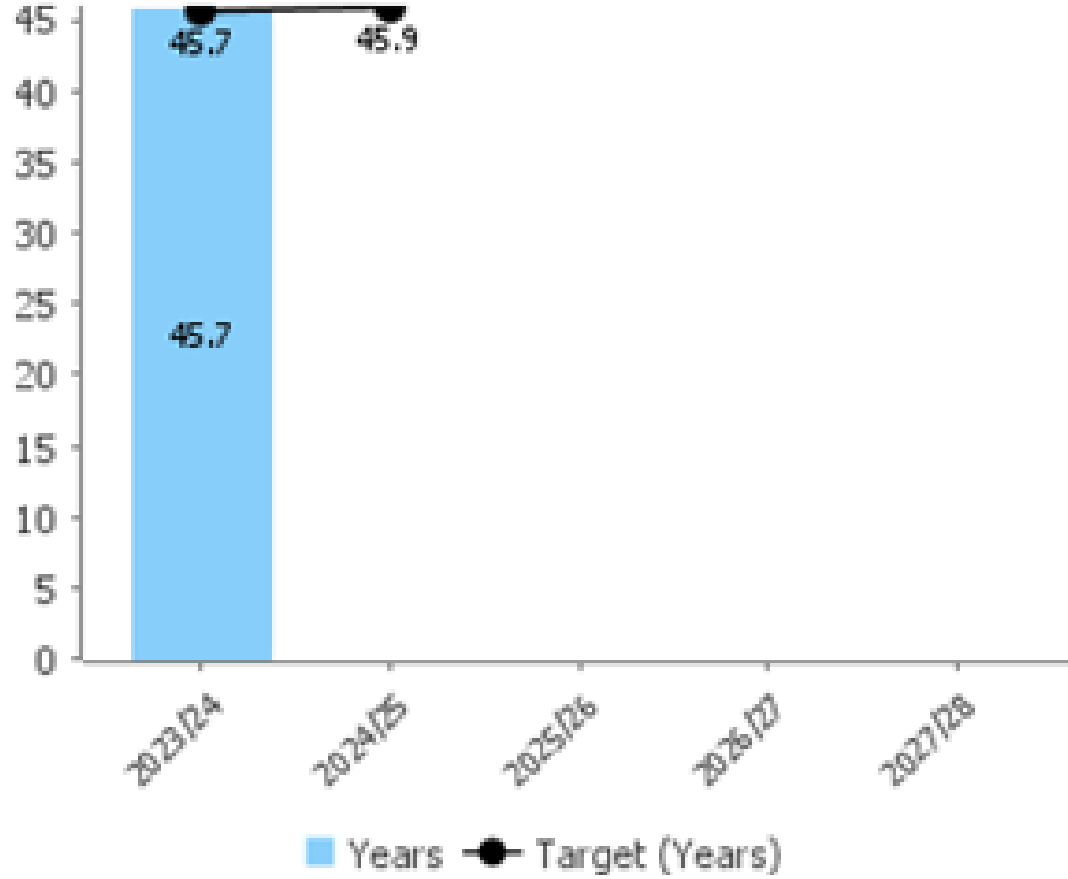
**Ensure all children and young people access a high-quality, inclusive education**  
**- 2.03 By 2027/28, the proportion of pupils that meet the expected standard in reading, writing and maths at the end of Key Stage 2 (end of year 6) is the same as or above the national average**



**Aim to Maximise  
Green (no long trend)  
Annual PI 2024/25 data due September  
2025**

Revised data has now been published. 61% of Medway children achieved or exceeded the expected standard in reading, writing and maths. This is the same as the national attainment level. Medway has improved on the 2022/23 result by 6pp, national attainment has improved by 1pp. The target of 56% was set as a flight path to achieving the 60% achieved nationally in 2022/23. The national (provisional) outturn for the 2023/24 academic year was 61%. Noting that in 2024, performance of pupils in Medway with SEN support and ECHP improved on last year, as did national. However, performance remains below national. Data for this group of pupils is shared with primary schools to assist with the ambition to improve the performance of all children, particularly those who are disadvantaged which this group includes. Pupils in Medway with SEN support performed better than last year and higher than national. Whilst Medway still outperforms national the gap has reduced. The performance of pupils with an EHCP in Medway and at national has remained static with national out-performing Medway.

**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**

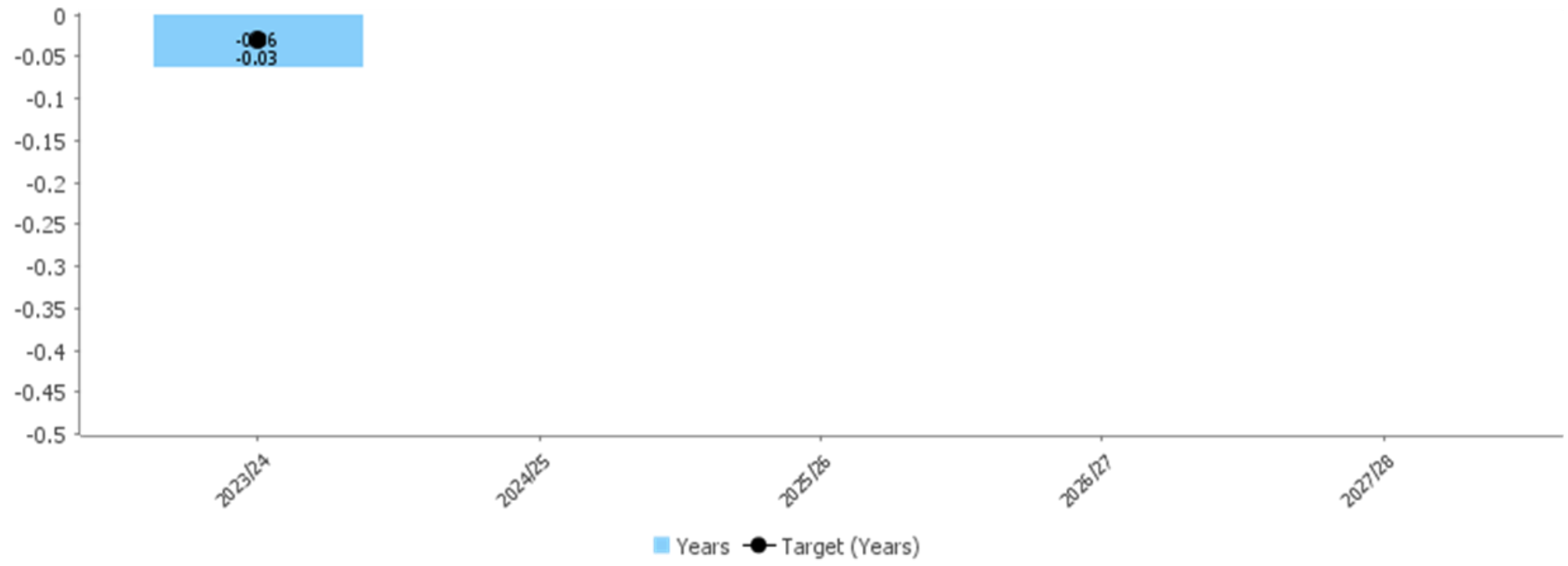


**Aim to Maximise  
Amber (no long trend)  
Annual PI.**

The revised average attainment 8 scores have now been published. Out turns have risen in Medway but have fallen in the South East and nationally. In Medway, the rate of improvement is 0.9%, contrasting the 0.4% fall in the South East and the 0.7% national decline. This means the gap between Medway and national has narrowed, from 2.2% worse in 2023 to 0.7% worse in 2024. Medway are now ranked 67th in the LA rankings. National and Regional Attainment 8 scores have reduced to 46.1 and 47.2, respectively. The service shared the data with schools and developed a secondary school dashboard. In addition, the portfolio holder and senior officers met with the regional director. We await further communication on who Medway's dedicated RISE (Regional Improvement for Standards and Excellence) partners will be following the development of the work by the DFE. In addition, the portfolio holder and senior officers are meeting with the regional director. We await further communication on who Medway's dedicated RISE (Regional Improvement for Standards and Excellence) partners will be following the development of the work by the DFE.

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

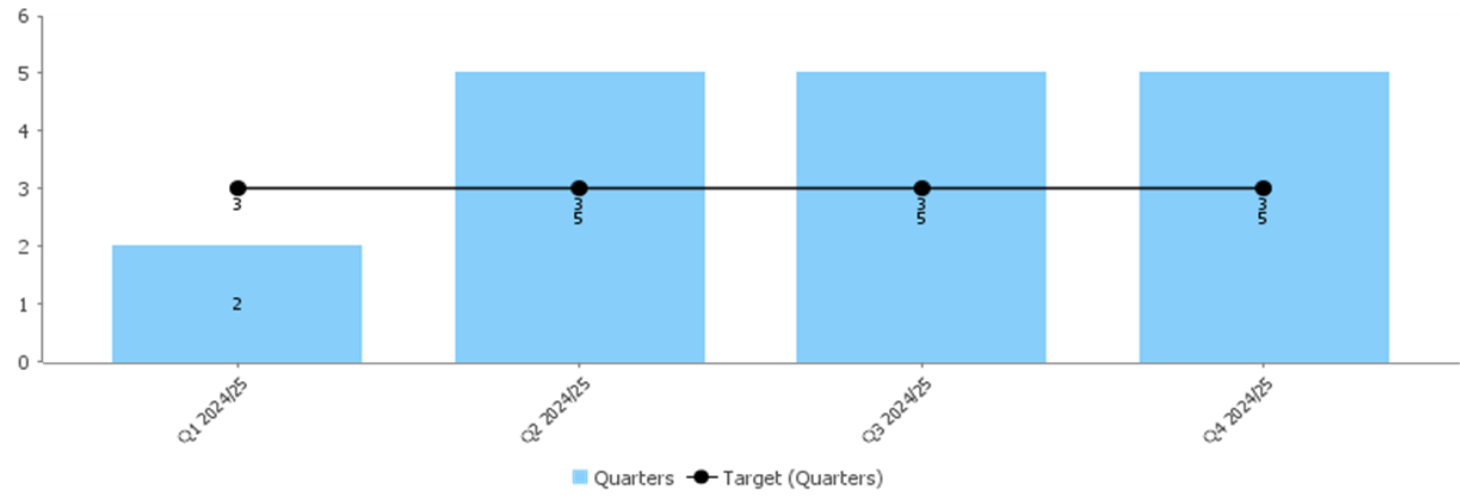
## - 2.05 By 2027/28, the Average Progress 8 (Key Stage 4, 14-16-year-olds) are the same as or above the national outcome



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

Revised data for the 2023/24 academic year has now been published. Medway's average Progress 8 score has improved by 45.5% from 2023 to 2024, (-0.11 to -0.06) contrasting the national and regional figures which have remained constant over the same period. This improvement has led to an 11-place rise in the LA rankings, to 79th . National and Regional Progress 8 scores have stayed static at -0.03 and -0.02 respectively. Progress 8 is not an absolute measure, the DfE applies upper and lower Confidence intervals (CI). The scores presented are a mid-point. Medway's midpoint of -0.06 has a lower CI of -0.11 and an upper CI of -0.02. These results sit within the range of national and regional upper and lower CIs. This means that the Medway average Progress 8 results are not statistically significantly below the National and Regional benchmark. Following Covid no Progress 8 data will be published for academic years 2024/25 and 2025/26.

**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 Red (downward trend)**

The number of NEET children in Medway has increased, with 140 self-referrals for support made between December 2024 and February 2025. This rise is attributed to many children not achieving the required GCSE grades for their preferred post-16 options, others feeling unprepared for post-16 education and a misconception that decisions can be changed. Additionally, education providers have been quick to close application processes without offering alternative provisions. Of the NEET cohort 3.5% have EET dates agreed, 3.3% are not ready for EET, 3.3% were not ready for employment or support, 3.4% were pregnant or parenting and 4.7% were not available due to illness or disability. 6% have a SEND flag. Despite the challenges, 48 children found pathways to EET during the quarter, supported by opportunities in Functional Skills and partnerships with the job centres and construction programs. The IAG Team has adapted, implementing a RAG system to focus on outcomes/engagement. Since operating from Chatham, there has been over 50% appointment attendance rates, and 100 appointments attended since January 2025. Key contributors to the NEET statistics are Mid-Kent College and the Educated at Home initiative. Strong collaboration with the Elective Home Education team has been started to help improve outcomes, though challenges remain regarding data management and support system implementation.

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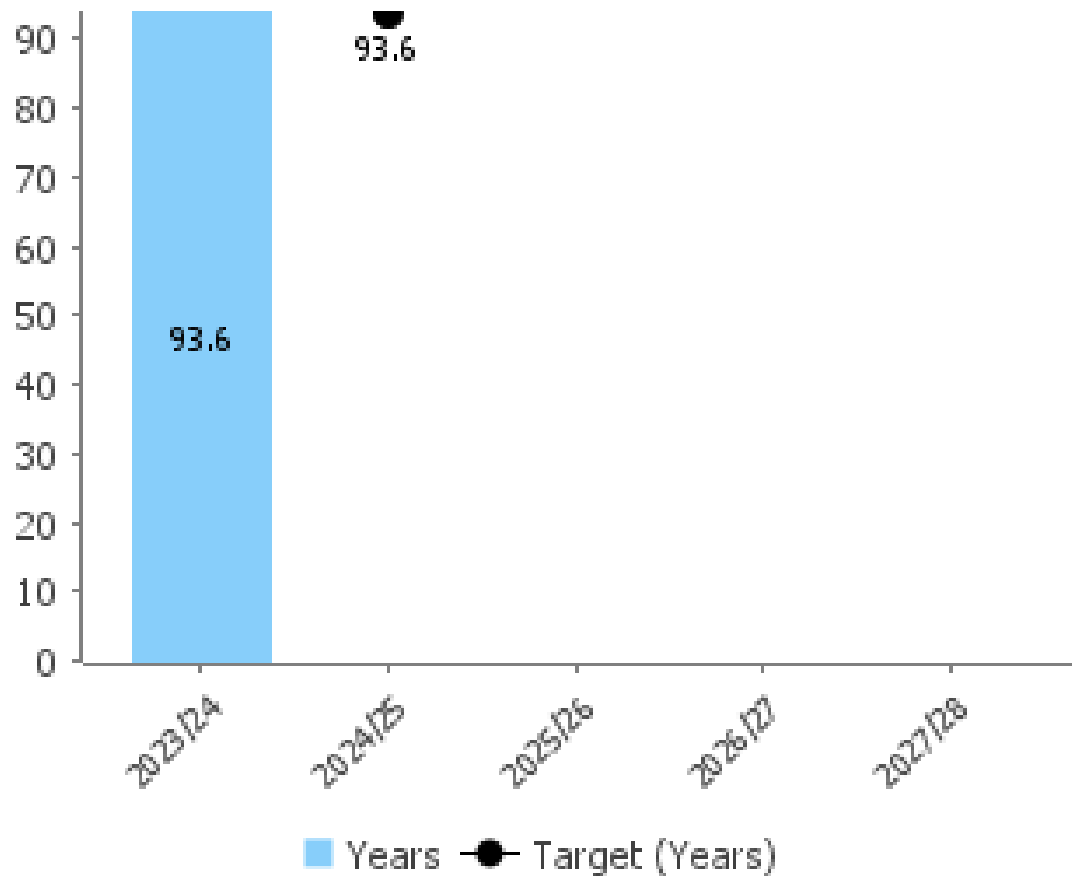
**Ensure all children and young people access a high-quality, inclusive education**  
**- 2.07 By 2027/28 Support high quality education through Medway Adult Education maintaining Good or better Ofsted rating through self-assessment, quality measures and inspection**



**Aim to Maximise  
Yes/No  
Green (no long trend)  
Annual PI.**

Medway Adult Education (MAE) strives to provide a high-quality learning experience for all learners. A key quality indicator of the information, advice, and guidance (IAG) MAE provides is the Matrix Standard Assessment. This assessment analyses all facets of the IAG offered throughout the learners' journey. In February 2025, MAE successfully achieved Matrix Accreditation. The summative report highlights MAE's strong presence in the community and indicates the learner centred approach is highly effective, which results in learners reporting significant improvements in confidence levels. The learners continue to thrive and develop new skills in a dynamic curriculum, which is tailored to meet local needs. MAE remains committed to taking learning into the heart of the community and has recently launched a "Mind Fit" campaign to attract new learners into learning and to promote the benefits of learning for life for all ages.

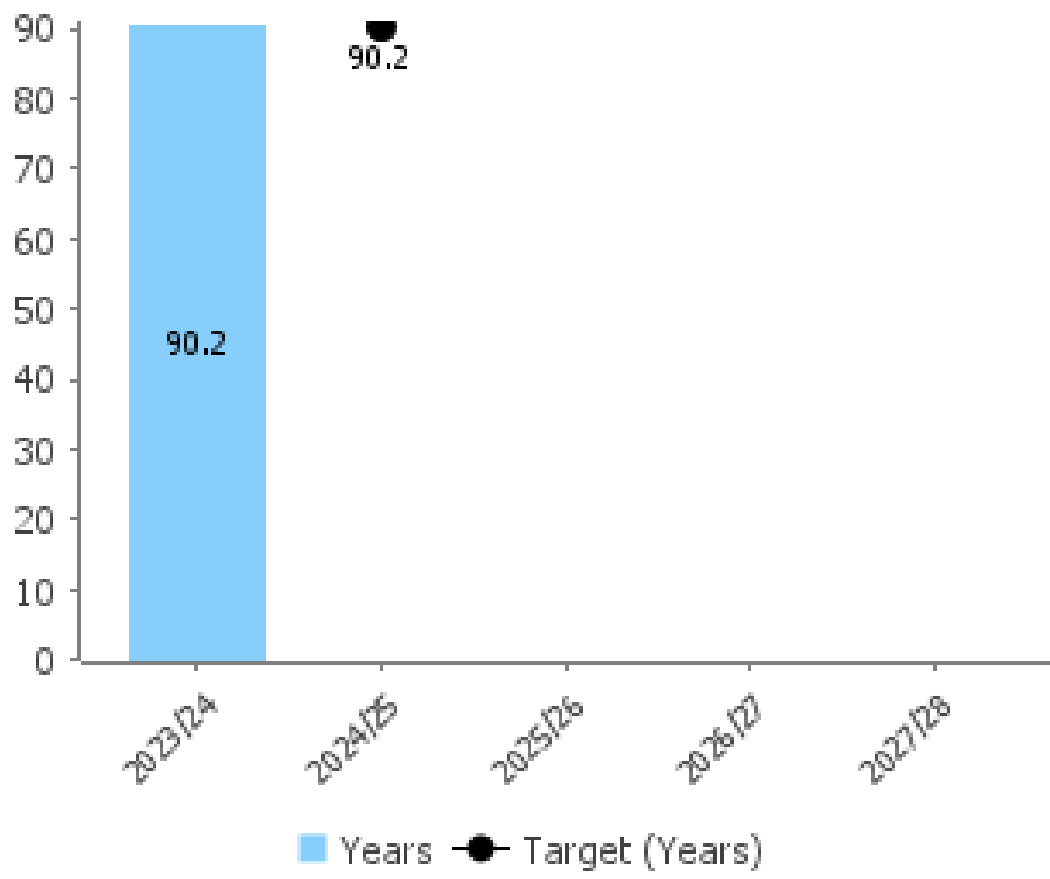
**Work with business partners to ensure education and skills development supports children, young people and adults to lead successful lives, and secure employment opportunities, with targeted support for the unemployed and vulnerable groups**  
**- 2.08a By 2027/28, Medway Qualification Level 1 will be the same or better than the national average**



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

This data relates to the latest data available on NOMIS, dated January 2023 - December 2023. We continue to promote level 1 courses running through Medway Adult Education and other training providers in Medway and the wider Kent area. Shared Prosperity Fund projects have given us new contacts for providers who run level 1 courses.

**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**  
**- 2.08b By 2027/28, Medway Qualification Level 2 will be the same or better than the national average**

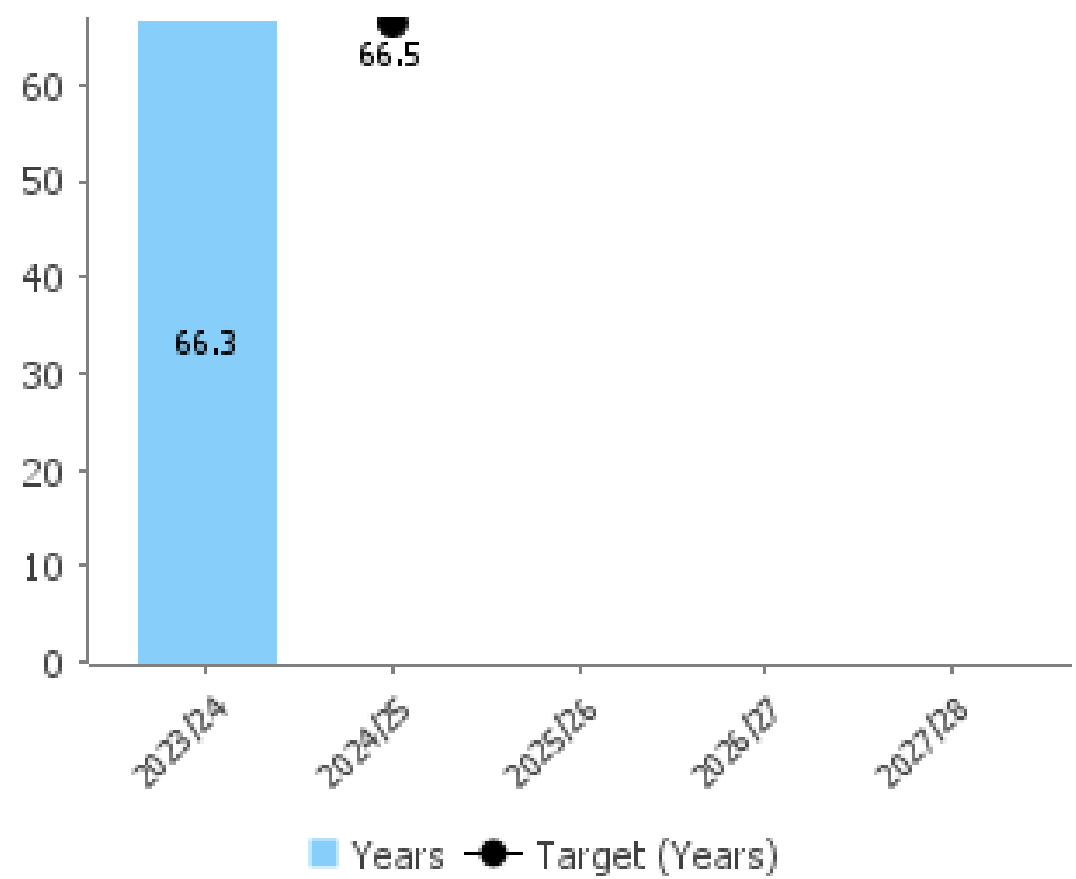


**Aim to Maximise  
Data unavailable (no long trend)  
Annual PI.**

This data relates to the latest data available on NOMIS, dated January 2023 - December 2023. Schools continue to provide level 2 courses promoting pathways to level 3 qualifications including GCSEs and more vocational course such as BTEC and other level 2 courses in key stage 4. There are additional level 2 courses available at MidKent College for young people to study should they need to re-sit their English and Mathematics or study functional skills in aged 16-18.



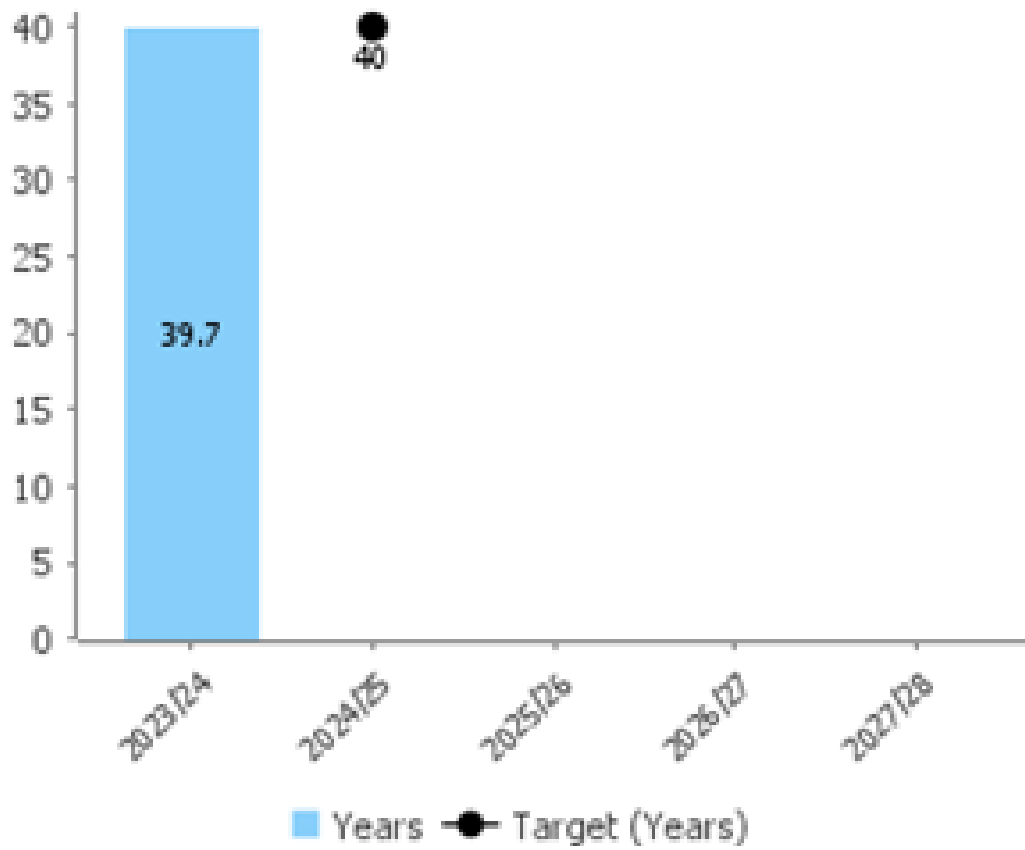
**Work with business partners to ensure education and skills development supports children, young people and adults to lead successful lives, and secure employment opportunities, with targeted support for the unemployed and vulnerable groups**  
**- 2.08c By 2027/28, Medway Qualification Level 3 will be the same or better than the national average**



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

This data relates to the latest data available on NOMIS, dated January 2023 - December 2023. We continue to work with the Kent & Medway Careers Hub, IAG Team etc. to promote positive pathways from level 2 to level 3 despite the current lack of provision in Medway apart from sixth forms, college level 3 courses and level 3 apprenticeships. Level 3 courses are accessed by achieving 5 grade 4s and above in most cases to progress. Schools aim to identify potential Not in Education, Employment or Training (NEET) young people in key stage 4, and we aim to support them to find positive destinations and inspire them to continue to level 3 qualifications. Medway do not have much in terms of NEET prevention, so schools are responsible for promoting the transition from level 2 to level 3 qualifications. Apprenticeships are available at level 3 and T Levels are also level 3 qualifications, most will still set the entry requirements for 5 grade 4s and above including English and mathematics. Medway has launched Kent Choices, a platform for young people, parents/carers, teachers etc. to access information and ways to apply for all the available provision to support schools to help their students find positive destinations at level 3 for their students. Universities are starting to run level 3 courses as foundation pathways to full degrees in science with other subjects being explored to increase people going on to the level 4 and beyond. MidKent College are hoping to increase their level 3 T Level offer.

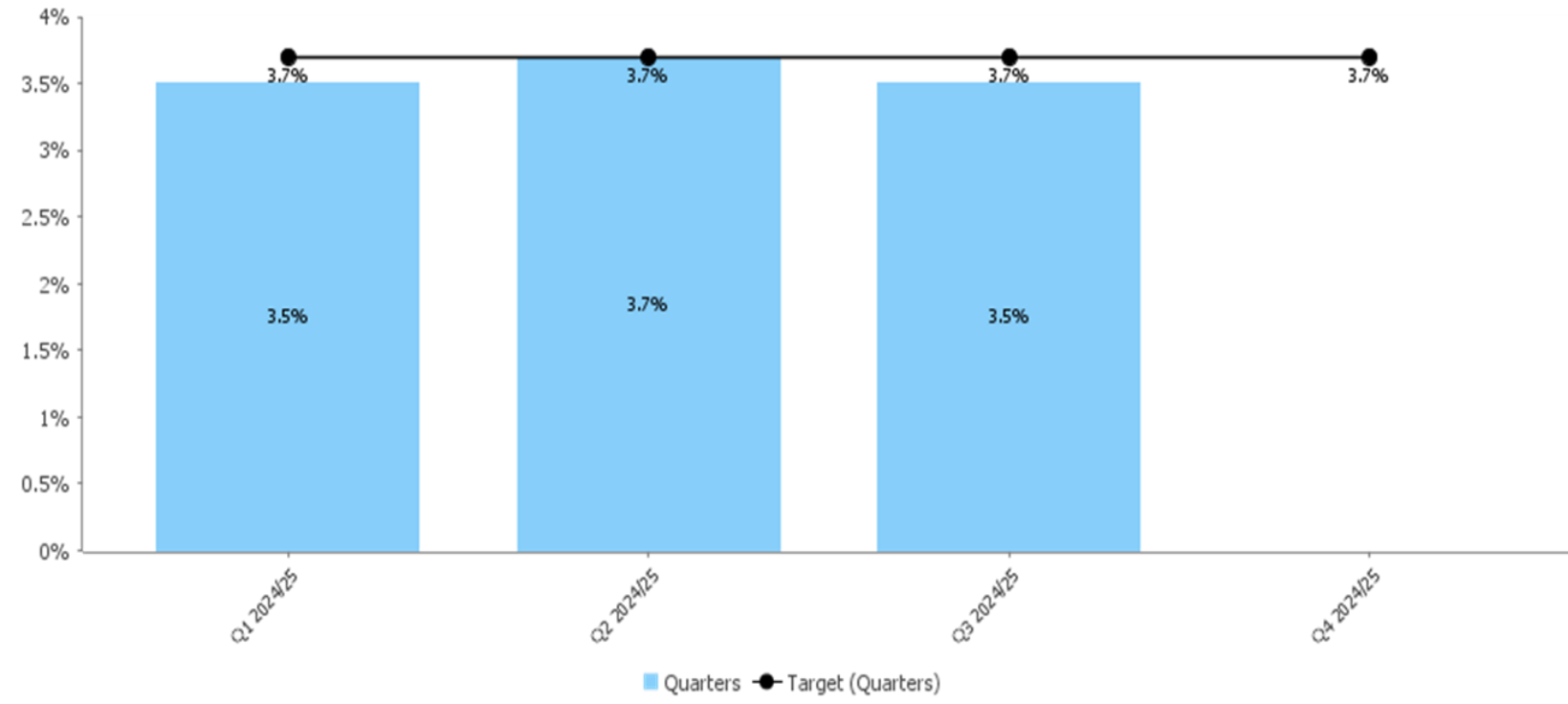
**Work with business partners to ensure education and skills development supports children, young people and adults to lead successful lives, and secure employment opportunities, with targeted support for the unemployed and vulnerable groups**  
**- 2.08d By 2027/28, Medway Qualification Level 4 will be the same or better than the national average**



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

This data relates to the latest data available on NOMIS, dated January 2023 - December 2023. To promote level 4 qualifications, we work with universities to discuss how we can improve the number of level 4 qualifications being achieved. Universities are looking at more level 3 course which creates a pathway to level 4 qualifications in science and they are exploring other subjects. Kent & Medway Progression Federation are exploring promoting higher education courses in colleges to increase footfall into level 4 courses at university, they are also considering accepting T Levels in their entry requirements. Individual skills and employment plans promote upskilling staff to higher levels of qualifications with all three universities and training providers for higher level apprenticeships. The Kent & Medway Taskforce is exploring ways to promote high value jobs and how universities can support that work to increase employment and qualification levels.

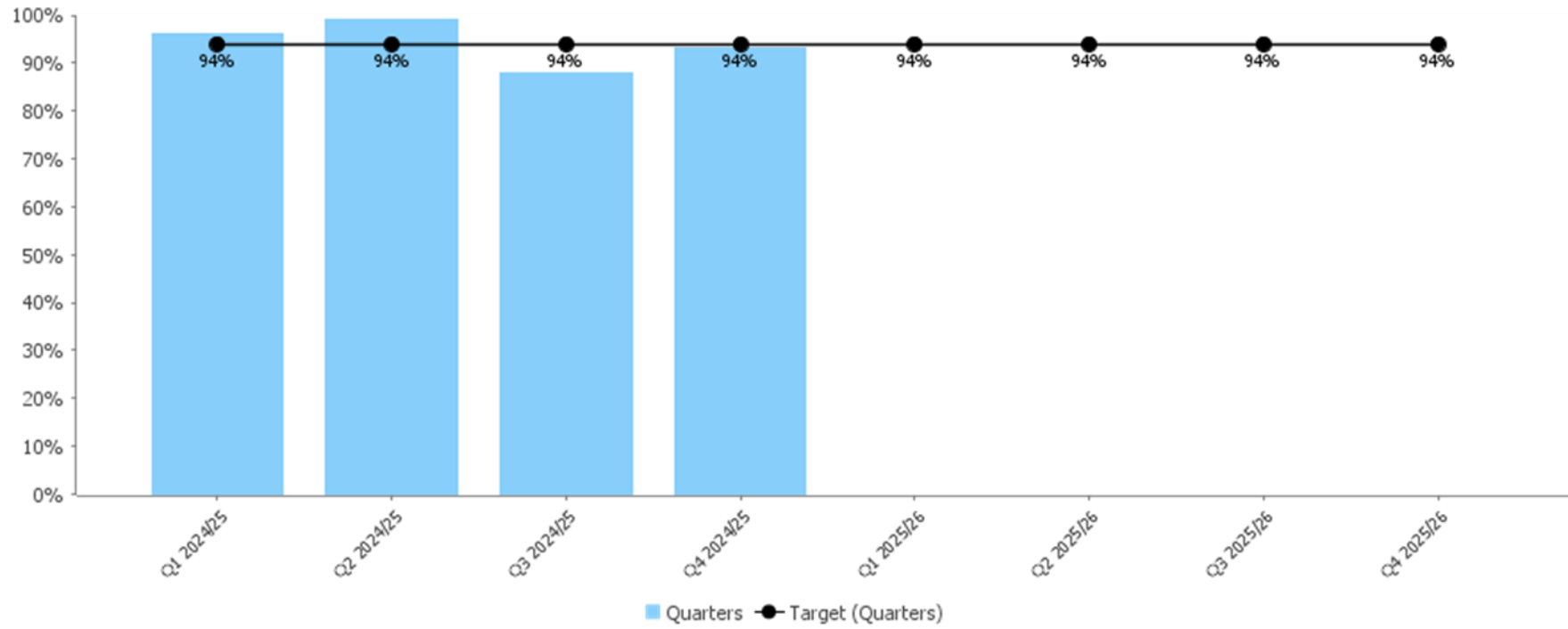
**Work with business partners to ensure education and skills development supports children, young people and adults to lead successful lives, and secure employment opportunities, with targeted support for the unemployed and vulnerable groups**  
**- 2.09 By 2027/28 unemployment levels will return to 2019 levels at 3%**



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

Reported in arrears. This data relates to the latest data available on NOMIS, dated October 2023 - September 2024. Connect To Work is planned to support in to work and should be ready for a soft launch in summer 2025. Medway Adult Education have over 250 courses aimed to help people into work. Skills team have joined the employer advisory board at HMP Rochester to support the skills team with preparing offenders for jobs on release. We share all vacancies with Job Centre and Reed. We run the Medway Apprenticeship Advisory Service and a forum of independent training providers to support all aged people into apprenticeships. We promote supported internships and supported employment for people aged up to 25 with SEND aimed at achieving positive job outcomes.

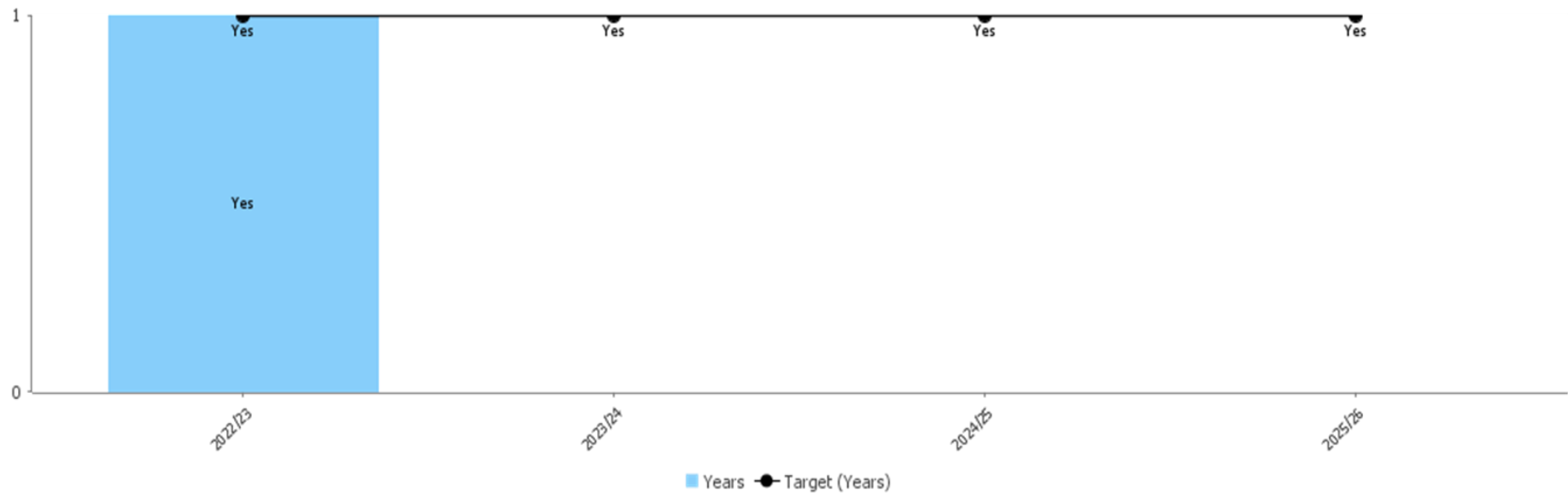
**Work with business partners to ensure education and skills development supports children, young people and adults to lead successful lives, and secure employment opportunities, with targeted support for the unemployed and vulnerable groups**  
**- 2.10 By 2027/28 Medway Adult Education maintains 94% retention rate for adults on courses per academic year**



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

Data as at 03 April for Q4 of Financial Year 24/25 (January 2025 – March 2025). Data extracted from Terms Management System for Medway Adult Education (MAE). Learner retention rates for courses have increased from 88% in Q3 to 93% in Q4. Although this is 1 percentage point below the target of 94%, it represents a 5% improvement over the last quarter. MAE has implemented a new process where learners who withdraw or are withdrawn due to non-attendance receive a short survey via email to provide feedback. The response rate to these emails is significantly higher than the previously sent letters. The survey results are shared weekly with the relevant curriculum teams to follow up and adapt courses where possible.

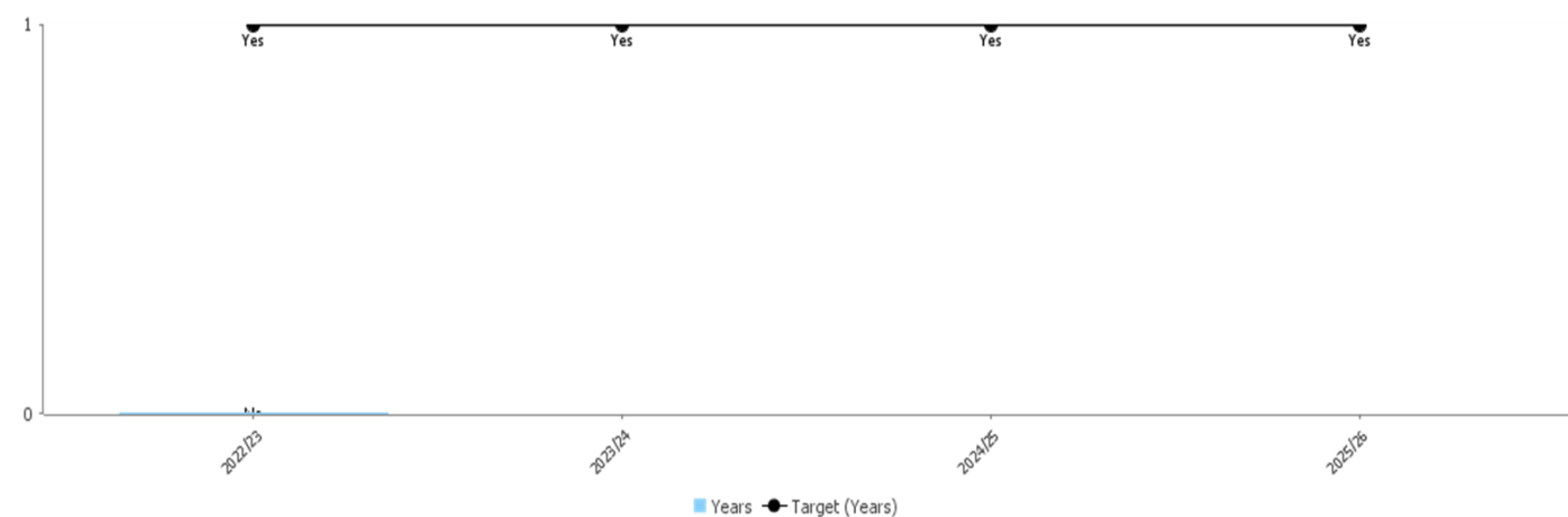
**Develop a strong mixed economy which provides training and work opportunities that support career development, increasing high value businesses and expanding high quality employment**  
**- 2.11 By 2027/28 maintain current level of GVA per filled workforce job**



**Aim to Maximise  
 Yes/No  
 Green (no long trend)  
 Annual PI.**

Gross Value Added (GVA) is a measure of the value of goods and services produced in an area, industry, or sector, and represents the contribution to the economy made. The term filled workforce job refers to the total number of jobs that are filled by employees within a specific area. The most recent data available from Office National Statistics released in 2024, is 2022 data. For Medway, the Gross Value Added per work filled job was £60,784. In 2022, UK GVA per work filled job was £61,729. GVA per work filled job in Medway has steadily increased every year since the data set was made available in 2009. This performance indicator is on track to maintain the current level of Gross Value Added (GVA) per filled workforce job by 2027/28.

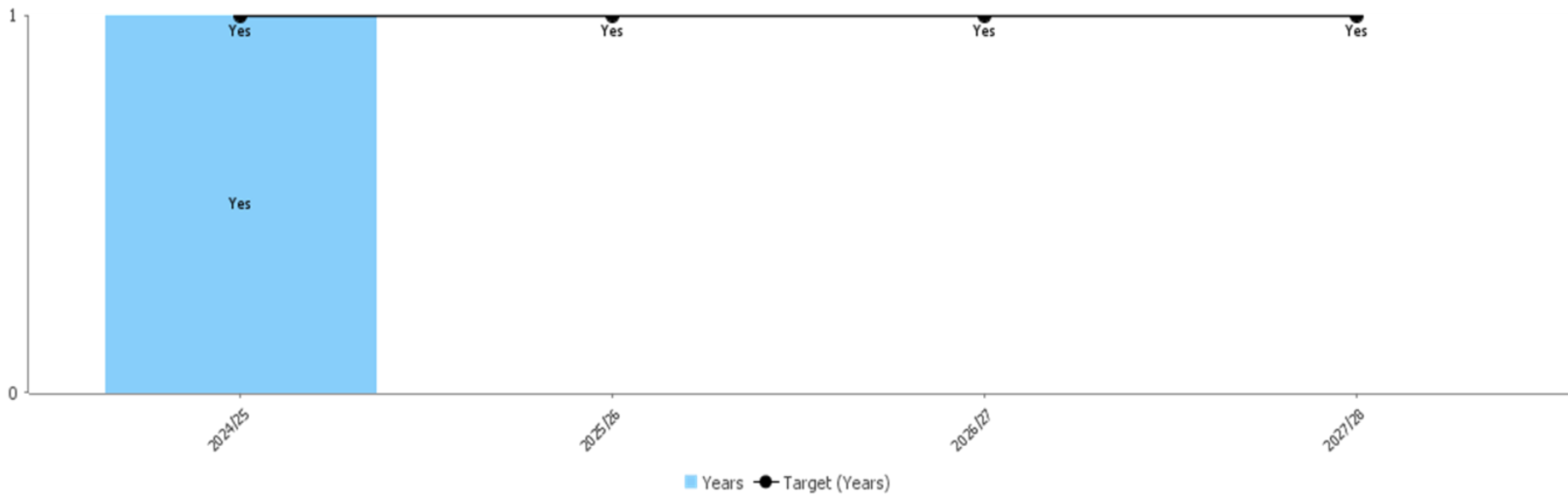
**Develop a strong mixed economy which provides training and work opportunities that support career development, increasing high value businesses and expanding high quality employment**  
**- 2.12 By 2027/28, maintain gross value added (GVA) per capita above national level**



**Aim to Maximise  
Yes/No  
Red (no long trend)  
Annual PI.**

The most recent data available from Office National Statistics released in 2024, is 2022 data. Per head Gross Value Added (GVA) for Medway is £23,753. Per head GVA for England is £33,976. Per head GVA for the South East is £35,845. Per head GVA across the Kent County Council area is £27,602. Medway saw an increase in GVA per head of 10.8% from 2021 to 2022. Kent County Council area GVA per head increased by 7.5%. South East GVA per head increased by 8.5%. England GVA per head increased by 8.6%. Over the last ten years, each year has seen an increase in GVA per head in Medway. Notably, Medway saw an increase from £21,090 in 2019 to £21,376 in 2020, whereas Kent County Council area, South East and England all saw a decrease due to the Corona virus pandemic.

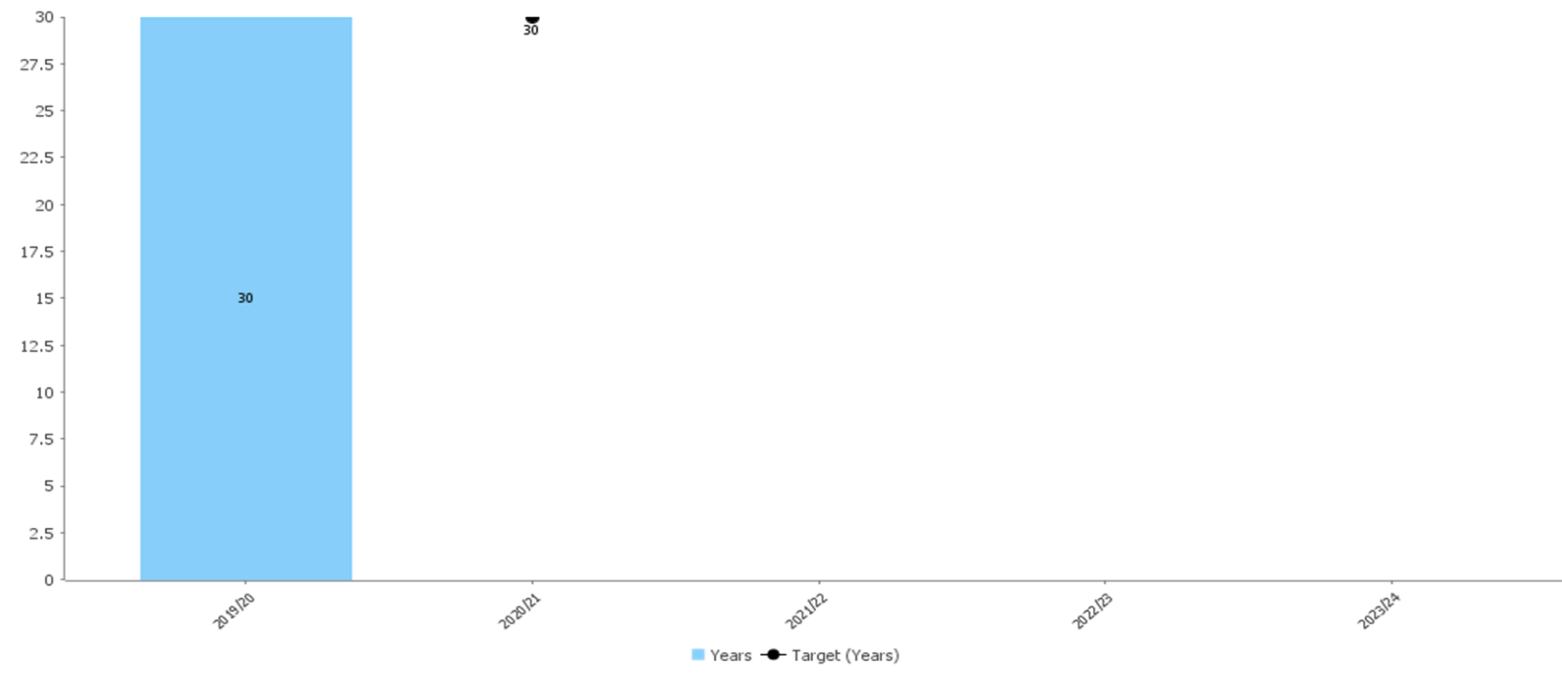
**Develop a strong mixed economy which provides training and work opportunities that support career development, increasing high value businesses and expanding high quality employment**  
**- 2.13 By 2027/28 maintain Medway average weekly income per hours worked, above national average**



**Aim to Maximise  
 Yes/No  
 Green (no long trend)  
 Annual PI.**

The most recent data available from Office National Statistics released in 2024. In Medway the mean gross weekly pay is £714.20. In the South East mean gross weekly pay is £775.10. In Kent County Council area mean gross weekly pay is £733.30. In England, mean gross weekly pay is £727.30. In the UK, mean gross weekly pay is £715.50. The mean average is a measure of the average which is derived by summing the values for a given sample and then dividing the sum by the number of observations (i.e. jobs) in the sample. In earnings distributions, the mean can be disproportionately influenced by a relatively small number of high-paying jobs. In Medway the median gross weekly pay is £626.80. In the South East median gross weekly pay is £654.80. In Kent County Council area median gross weekly pay is £632.40. In England, median gross weekly pay is £618.70. In the UK, median gross weekly pay is £613.30. The median average is the value below which 50% of jobs fall. It is ONS's preferred measure of average earnings as it is less affected by a relatively small number of very high earners and the skewed distribution of earnings. It therefore gives a better indication of typical pay than the mean.

**Develop a strong mixed economy which provides training and work opportunities that support career development, increasing high value businesses and expanding high quality employment**  
**- 2.14 By 2027/28 reduce the number of most income deprived areas nationally in Medway**

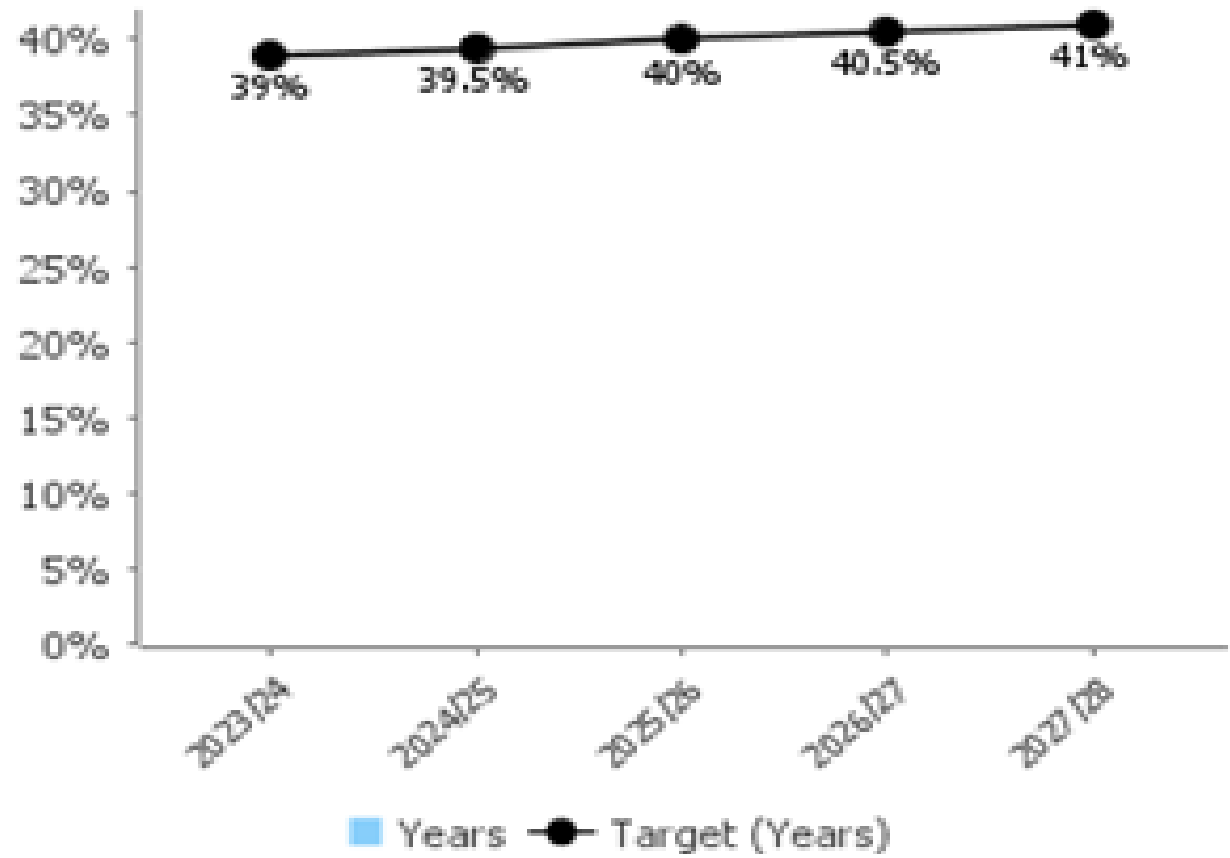


**Aim to Minimise  
Data only (no long trend)**

The overall income deprivation score for Medway is 13.4%, data provided by ONS collected in 2019. Of the 163 neighbourhoods in Medway, 30 were among the 20% most income deprived In England.



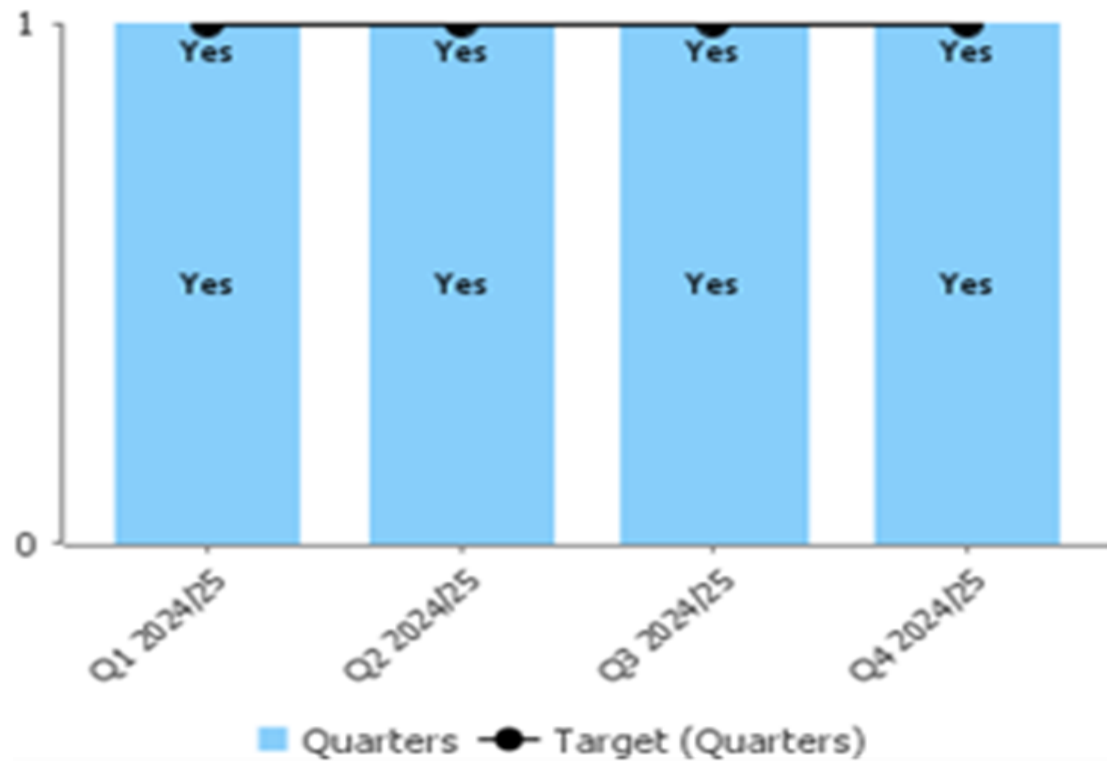
**Develop a strong mixed economy which provides training and work opportunities that support career development, increasing high value businesses and expanding high quality employment**  
**- 2.15 By 2027/28, raise the business survival rate to 41%**



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

This annual performance indicator is measured a year in arrears. The expected year on year change is varying due to the economic conditions over the previous five years. There is a positive trajectory for businesses starting in 2018/19, surviving the Covid19 pandemic with a potential drop in survival rates next year reflecting the Covid19 difficulties with access to loans, grants and funding limited to start ups during that time. There has been no annual update to the business survival rate as published by the Office of National Statistics, remaining at 42.7%. The next release of data has yet to be announced by ONS.

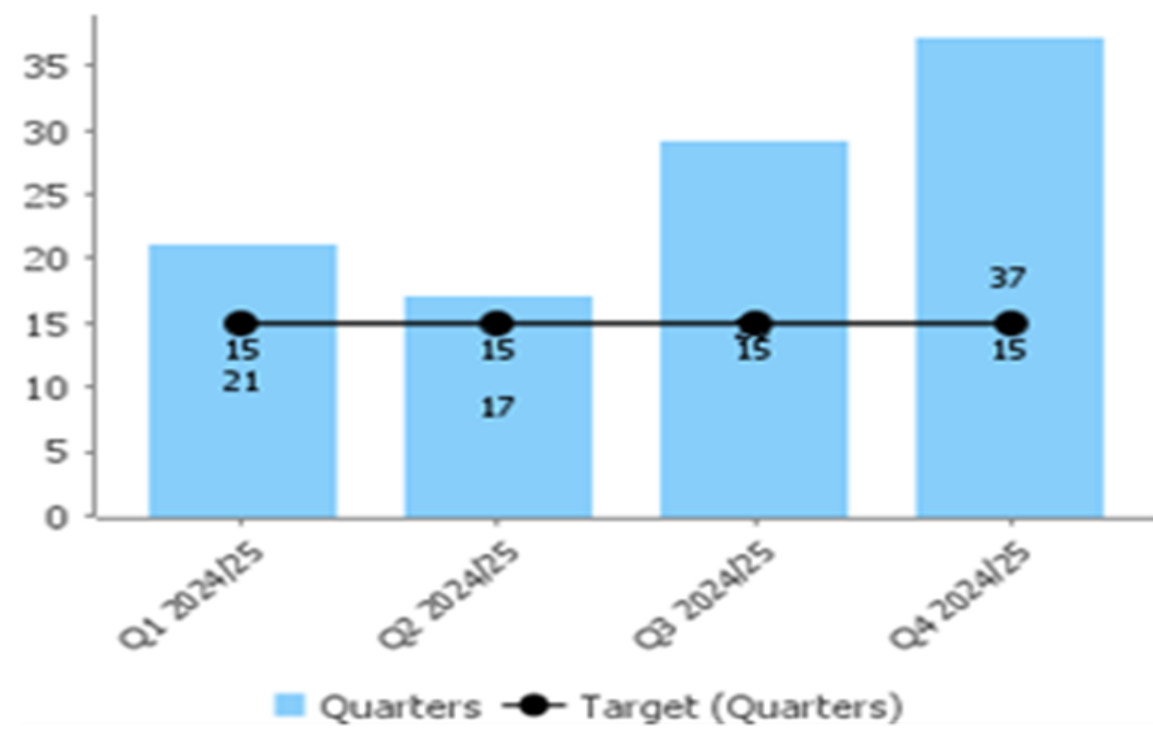
**Develop Medway's reputation as a home for creative, cultural, and green industries to support a growing economy, maximising our national recognition as a Priority Place for culture and heritage**  
**- 2.16a By 2027/28 Support Creative Medway Compact and partners to deliver four quarterly board meetings and an annual public conference to support delivery of the cultural strategy and action plan**



**Aim to Maximise  
 Yes/No  
 Green (static long trend)**

Creative Medway has registered as a CIC and is in the process of setting up banking and policies which will complete its formal separation from the Council. Funding and staffing capacity remain a key challenge, and a three-year funding plan is being developed to ensure the sustainability of the model going forward. A board away day is being planned for this summer to focus on developing and strengthening the Creative Medway model over the coming years. Creative Medway is planning to mark the mid-way point in the Creative Medway Cultural Strategy this year and is working in partnership with the Culture Team to develop a strategic application to Arts Council England which will include a new evaluation model for the next five years of the cultural strategy, and activity around key areas of focus for the remainder of the strategy period. Creative Medway have recruited members to this year's working groups which have begun to meet to focus on youth engagement across the sector, supporting diverse creatives and economic sustainability. Creative Medway is continuing to promote the access and inclusion resources and pledge developed by last year's working group in partnership with Attitude is Everything and Medway Council to venues and festivals. This month saw a county-wide roll-out of the pledge in partnership with the Inclusivity Network Kent & Medway and the Gulbenkian as part of the Elevate accessibility conference.

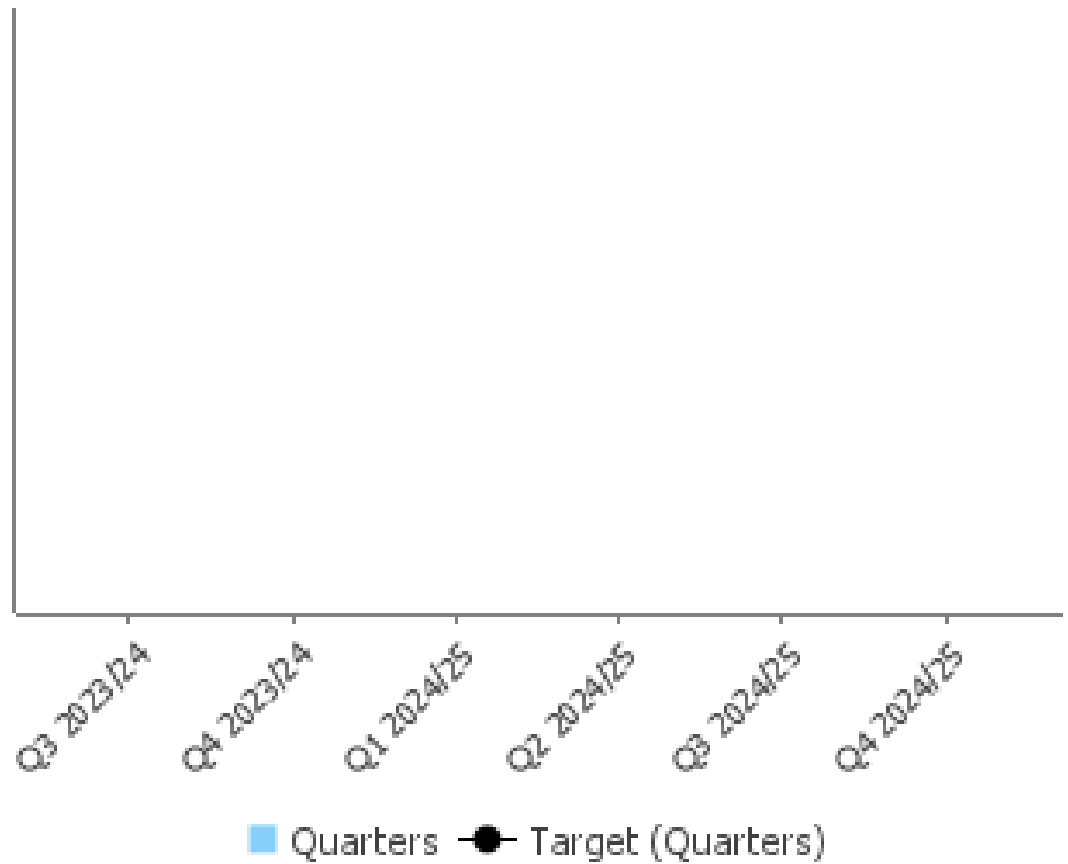
**Develop Medway's reputation as a home for creative, cultural, and green industries to support a growing economy, maximising our national recognition as a Priority Place for culture and heritage**  
**- 2.16b By 2027/28 Undertake 5 monthly sector surgeries, 60 a year, 240 by 2027/28**



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

Q4 has seen 37 advice and support meetings and surgery sessions. These include **Peekaplayers** – advice on networking and funding opportunities **Big Cheese Company** – advice on Arts Council Music fund & connectivity in Medway. **Rainham Church** – advice on marketing support and sector freelance support available. **Creative Estuary/Estuary Festival** – to hear of successful applicants to their commissioning programme and explain each other's roles to help with connectivity for the Estuary Festival and associate programme. **Climate Change team** to discuss ideas for a film to be commissioned as part of Electric Medway Festival. **Electric Medway** to talk about their upcoming plans, funding opportunities and support the Culture Team can provide. **Fleur de Lis Theatre Company** – advice on the Medway Cultural Sector, networking and collaborative opportunities. Support for their ACE application for a London project that will have a legacy to tour in Medway. **Steve Blacker** – advice alongside colleague Sara Moreland in Public Health Team about funding opportunities with the Suicide Prevention Team. **Mini Gabi World** to help with funding application for a digital projection project at Eastgate House. **Youth Service/ Medway Culture Club** to discuss funding opportunities for MCC Carnival. **Gun Wharf refurbishment team** – Visual Arts Lead advising on early discussions about a public art programme throughout the building. **Intra Community Trust** – 3 steering group meetings attended this quarter. Supporting their Blooming Intra and Eco projects through connectivity to VE Day.

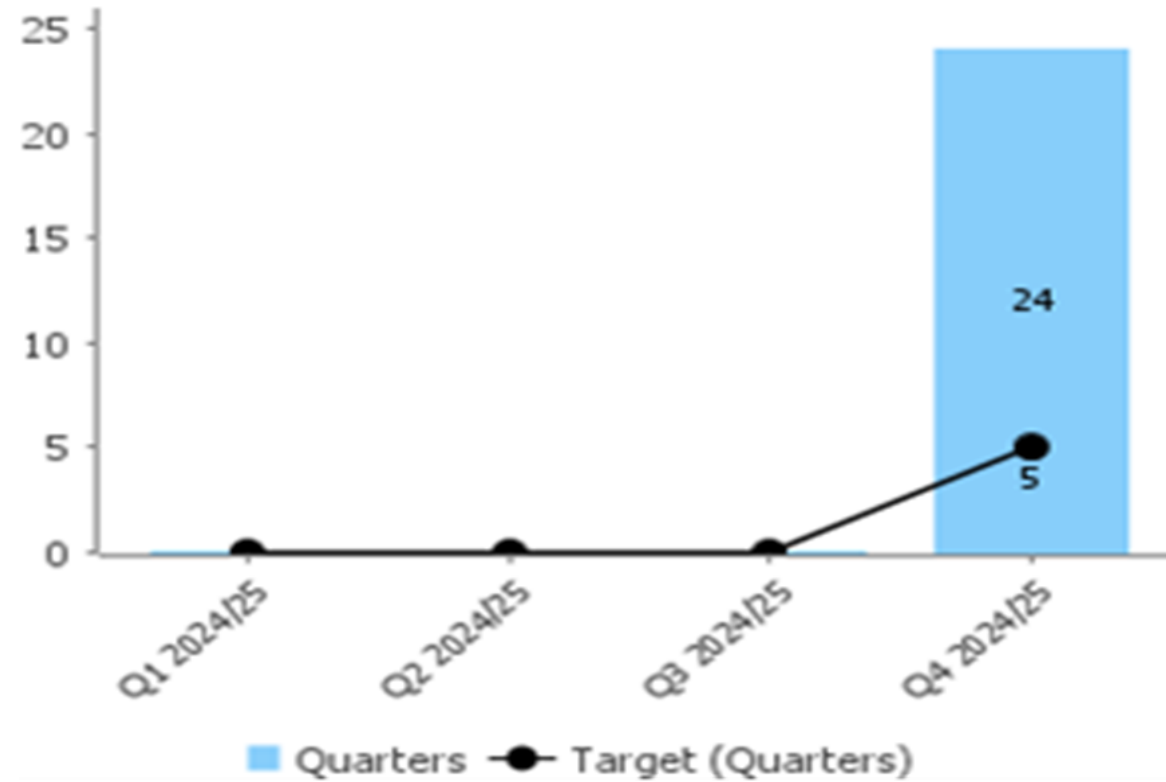
**Develop Medway's reputation as a home for creative, cultural, and green industries to support a growing economy, maximising our national recognition as a Priority Place for culture and heritage**  
**- 2.16c Working in partnership to generate positive media coverage and promotion of the creative and cultural sector in Medway**



**Aim to Maximise**  
**Data unavailable (no long trend)**

As agreed by Full Council in February this indicator will be removed for 25/26 due to data being unavailable.

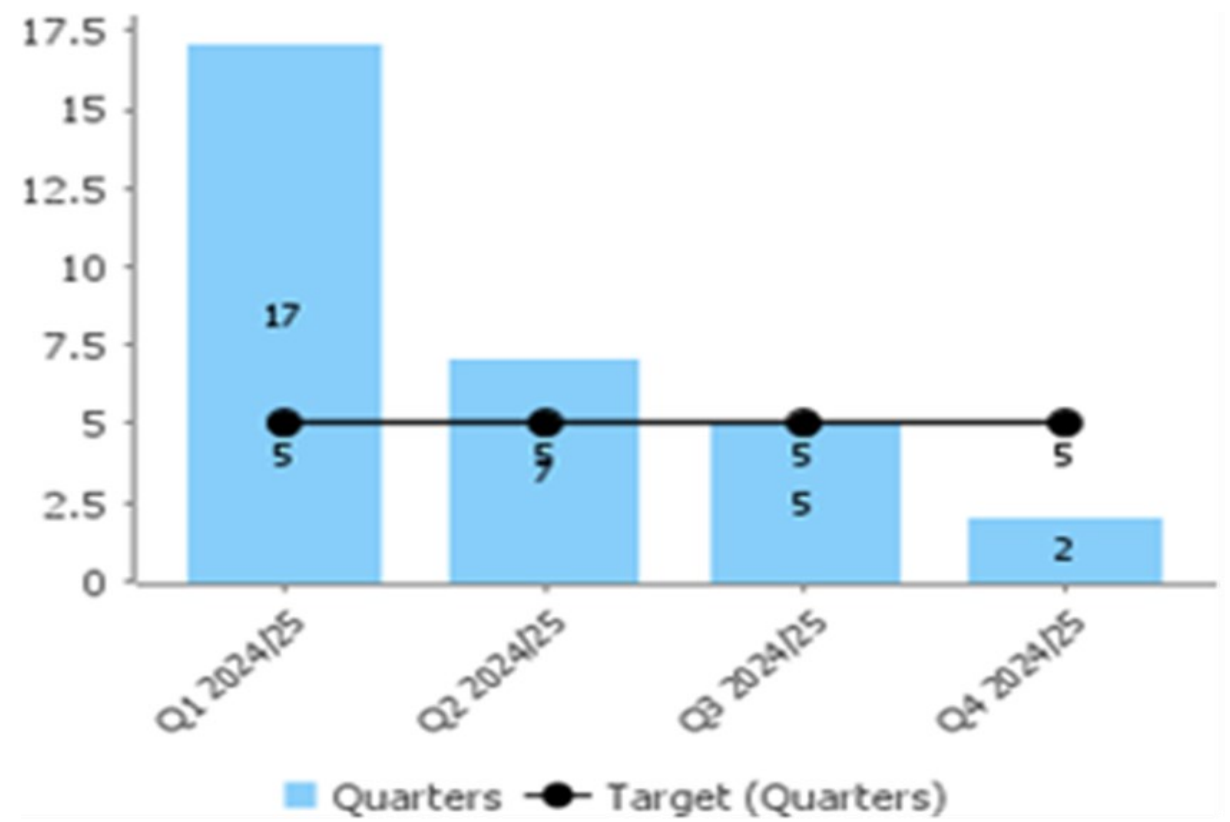
**Develop Medway's reputation as a home for creative, cultural, and green industries to support a growing economy, maximising our national recognition as a Priority Place for culture and heritage**  
**- 2.17 By 2027/8 implement a minimum of five community led pilot projects which showcase heritage- driven regeneration**



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

As part of the initial investment phase, Medway Council is supporting Medway's heritage community to shape a long-term shared ambition for heritage in Medway, develop new ideas and approaches and unearth new stories which deserve to be told. Last summer we invited applications from across the community in Medway for projects which piloted new approaches or ways of working, engaged new audiences, told new stories or expanded your skills. From 111 applications our panel selected 24. No two projects are alike, and all highlight the significance of our high streets, town centres, houses and estates, parks and green spaces, the River Medway as well as our cultures and traditions. They reflect the diversity of geography, people and perspectives across Medway and how important our local heritage is to the communities who call Medway home. The outputs from these projects into Medway Archives to form part of the official record of Medway's history for future generations.

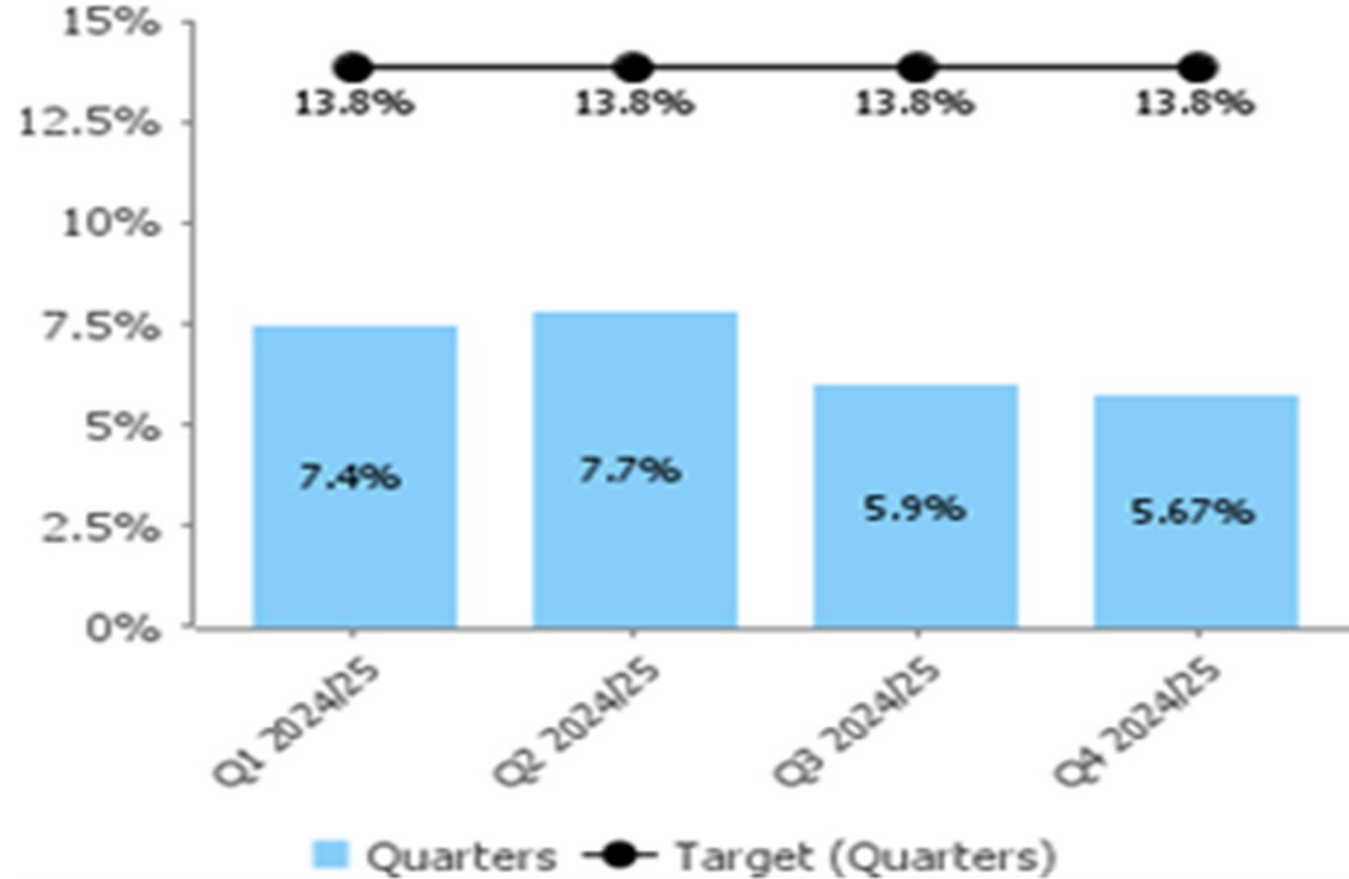
**Develop Medway's reputation as a home for creative, cultural, and green industries to support a growing economy, maximising our national recognition as a Priority Place for culture and heritage**  
**- 2.18 By 2027/28 increase the number of Medway businesses to become green by 80**



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

A green business prioritises environmental sustainability, reduces carbon emissions, uses resources efficiently, and aligns with eco-friendly practices. A major green business is determined by the scale of its operations, impact on reducing carbon emissions, and significant contributions to sustainability goals in Medway. Completing a net zero audit indicates the business is progressing towards reducing emissions, but ongoing sustainable practices are key for the business to count as a 'green business'. In Q4 seven businesses applied for a green grant but only one was awarded a grant. Four of the applications came in the final week of Q4 and are yet to be assessed and several look promising. One business completed a net zero audit.

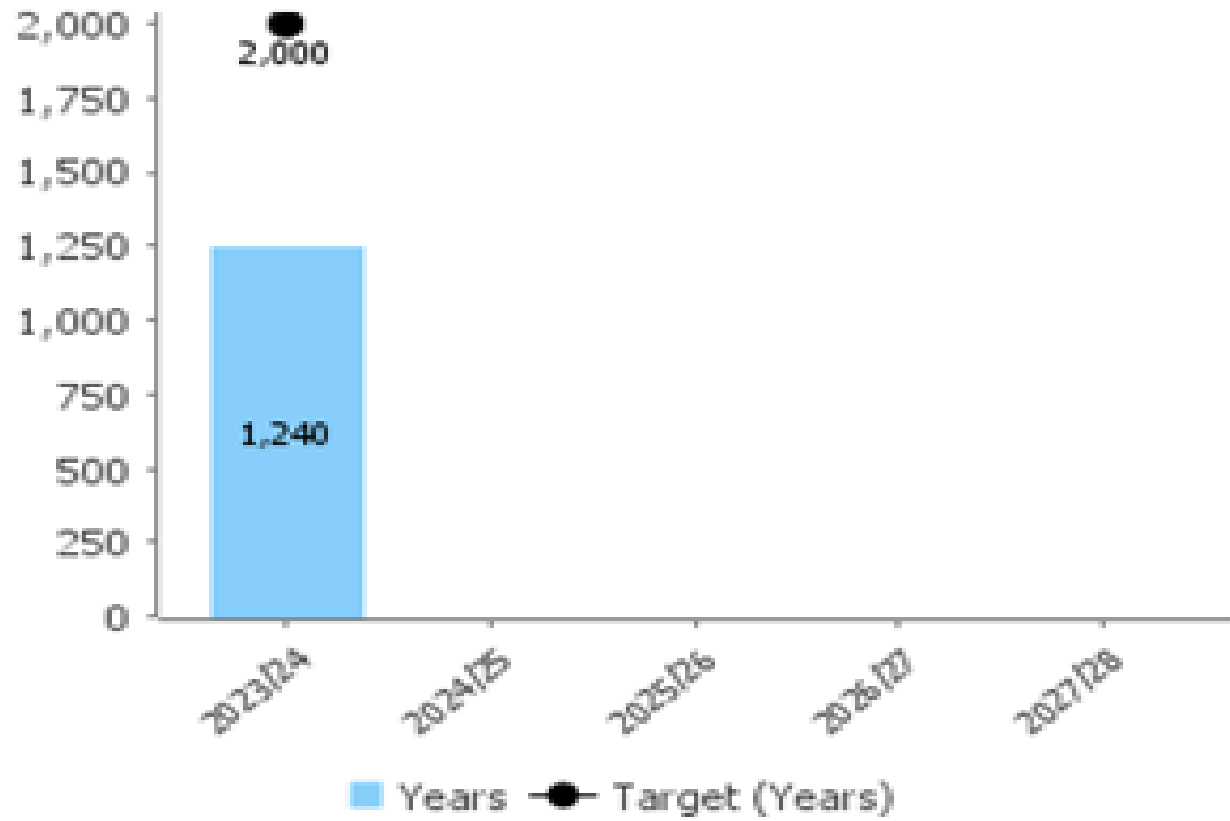
**Support the growth and diversification of business in our town centres, reflecting the importance of placemaking and regeneration**  
**- 2.19 By 2027/28, vacancy rates are below the national average across Medway's town centres**



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

Average vacancy rate for Medway's town centres is 5.67% in Q4. This has fallen from Q3. Given the latest national vacancy rate is 14% (Experian Goad) - this is a very promising position.

**Support the growth and diversification of business in our town centres, reflecting the importance of placemaking and regeneration**  
**- 2.20 By 2027/28 8,000 new businesses will have been created in Medway**



**Aim to Maximise**  
**Red (downward long trend)**  
**Annual PI. Due November 2025**

The target set for 2024/25 is 2,000. The ONS reports this statistic annually and an update is not expected until 2025/26.



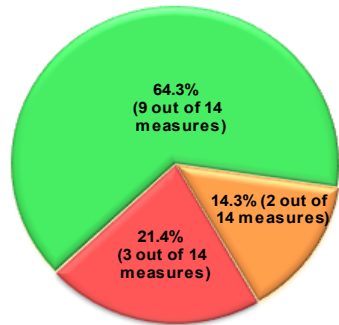
# Enjoying clean, green, safe and connected communities

- 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 21 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. There are 2 indicators that are data only and 5 indicators where data is unavailable so we reporting on 14 performance indicators this quarter.

## Performance



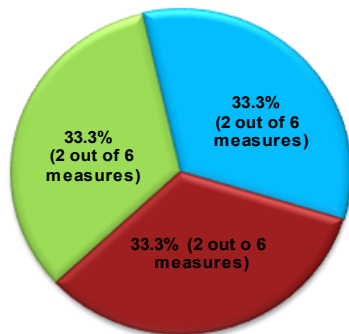
### Performance - key

**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows the performance for 14 of the measures:

- 64.3% (9 out of 14 measures) met or exceeded target.
- 14.3% (2 out of 14 measures) were slightly below target (less than 5%).
- 21.4% (3 out of 14 measures) were significantly below target (more than 5%).

## Direction of Travel



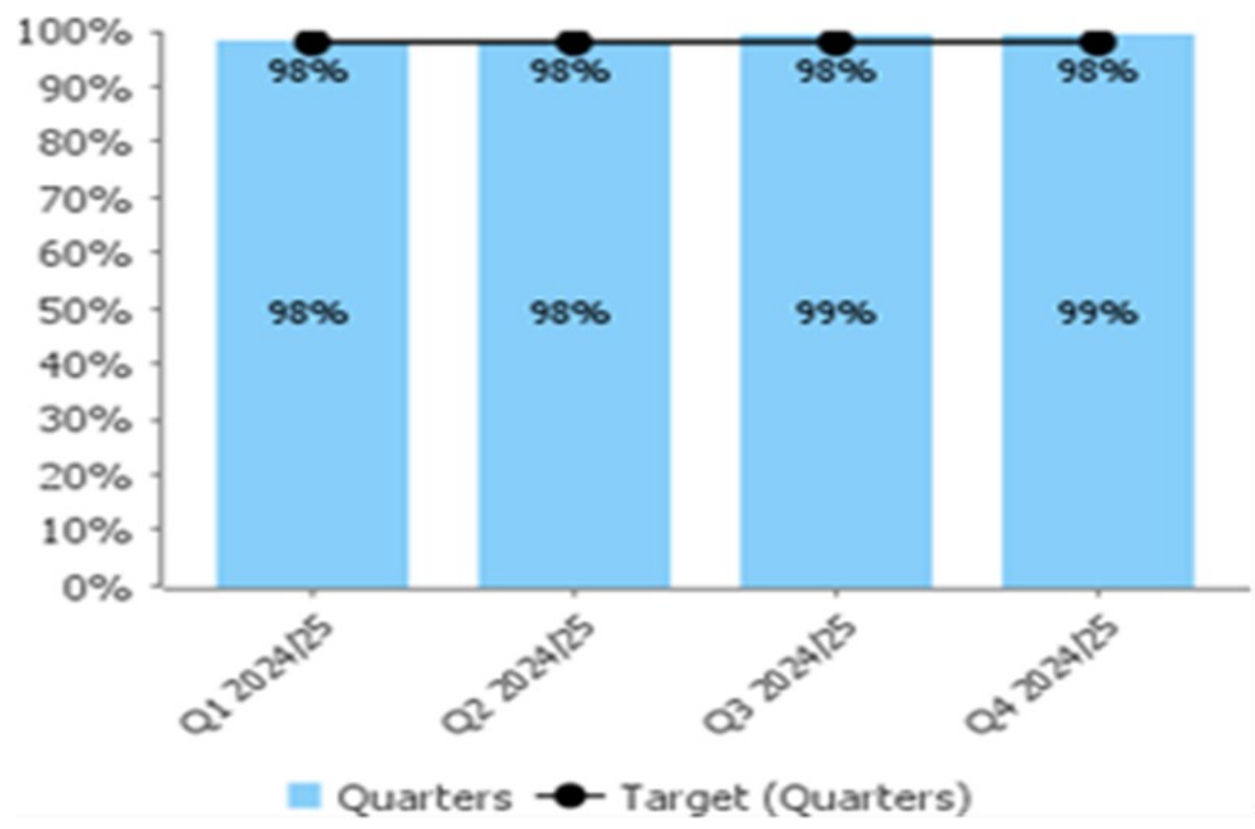
### Direction of Travel - key

**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 6 measures:

- 33.3% (2 out of 6 measures) had an upward long trend.
- 33.3% (2 out of 6 measures) had a static long trend.
- 33.3% (2 out of 6 measures) had a downward long trend.

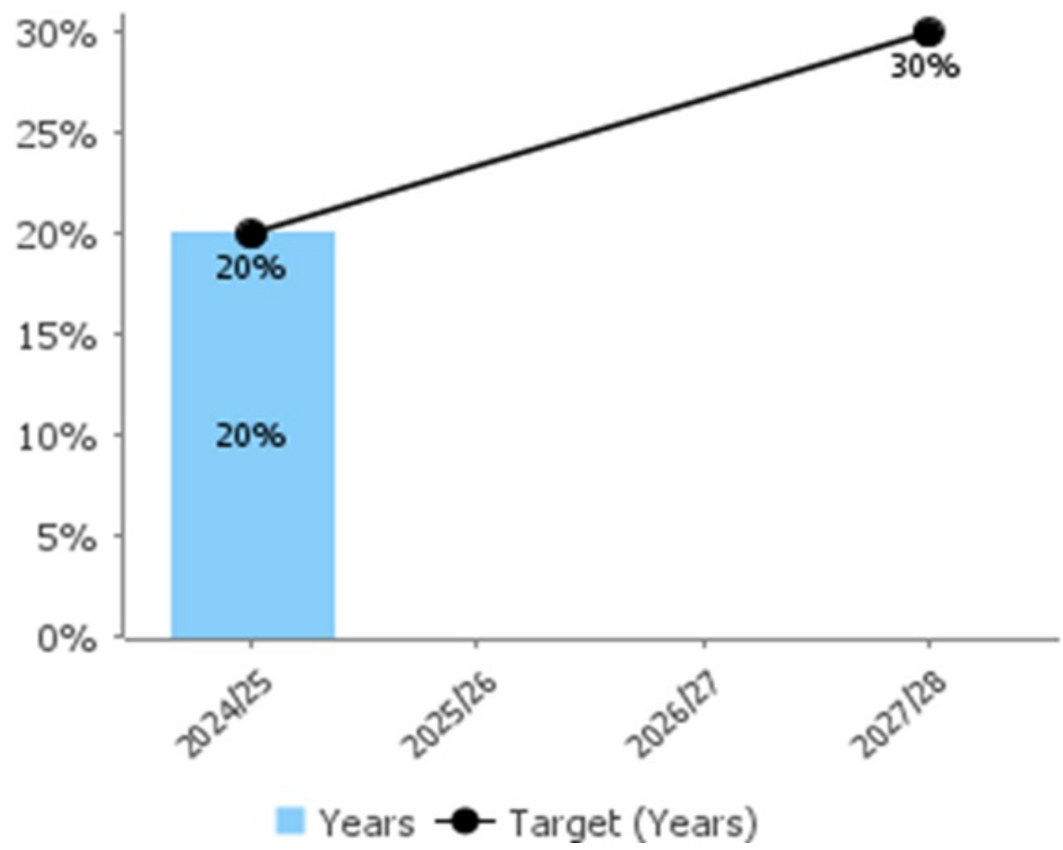
**Create child-friendly communities which ensure all people in Medway will feel safe and live free from harm and abuse**  
**- 3.01 By 2027/28, 99% of streetlights are in illumination**



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

During Q4, 98.9% of our streetlights were in illumination. Through our LED Replacement programme, we've been able to replace and convert streetlights and taken advantage of implementing a central management system (CMS) to compliment that work, which enables automatic fault reporting. Through an end-to-end intelligent street lighting system which consists of wireless nodes connected to individual streetlights, Engineers can quickly identify columns that are not working and arrange repairs on them promptly, often before being reported by members of the public.

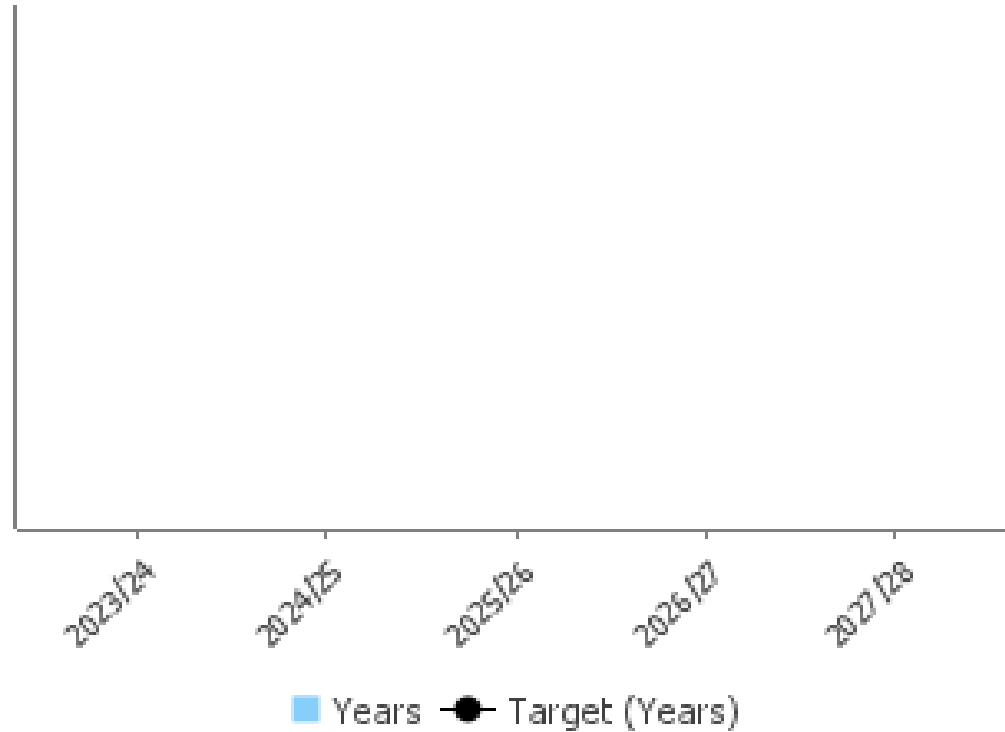
**Create child-friendly communities which ensure all people in Medway will feel safe and live free from harm and abuse**  
**- 3.02 By 2027/28, 30% of roads where maintenance should be considered are actioned**



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

As of Q4 a total of 12 sites have been resurfaced. This equates to 23,700m2. All these schemes were identified for resurfacing in 2023/24 for delivery in 2024/25 and all have been delivered.

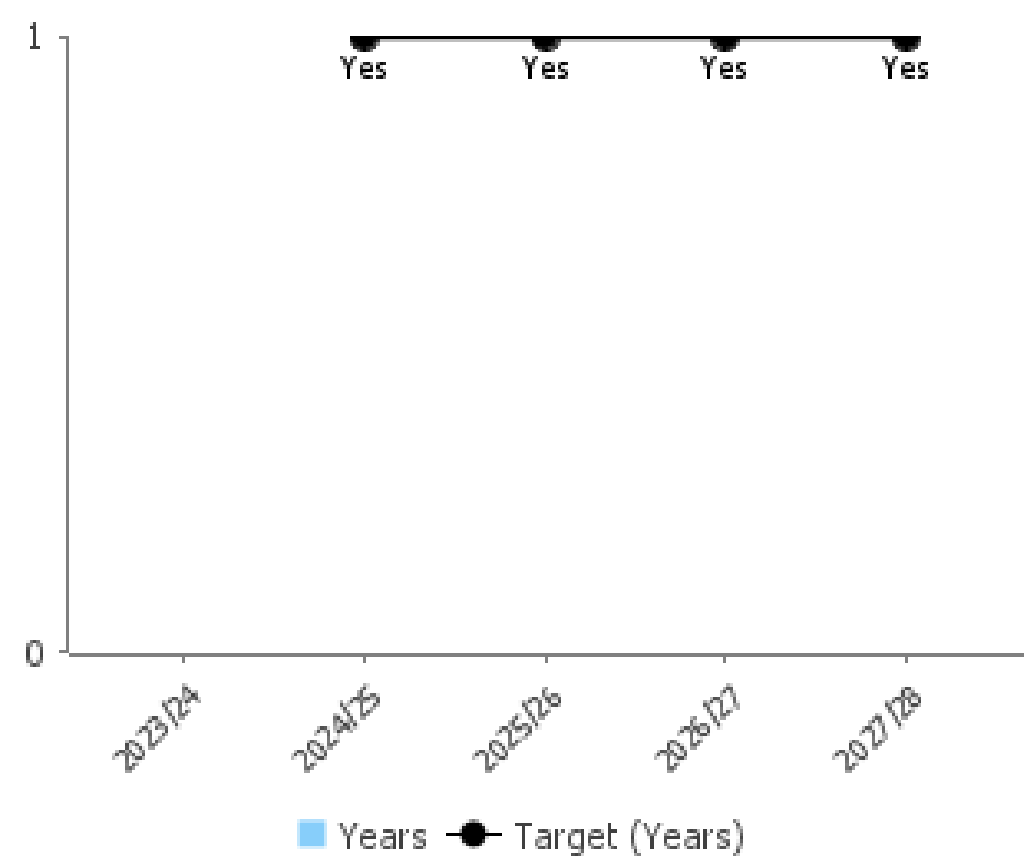
**OMCP 3.03 By 2027/28, increase the community satisfaction survey levels in Medway**



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

A community satisfaction survey is being planned for 2026/27. Medway's existing Shared Prosperity Fund programme has a key priority of funding 'Communities and Place' interventions. Government has now confirmed funding for the programme into next year, year 4 of the programme has launched and will now be able to fund creation of a survey to measure community satisfaction levels in Medway. The SPF programme has built a strong network of communities to promote and share the survey once available.

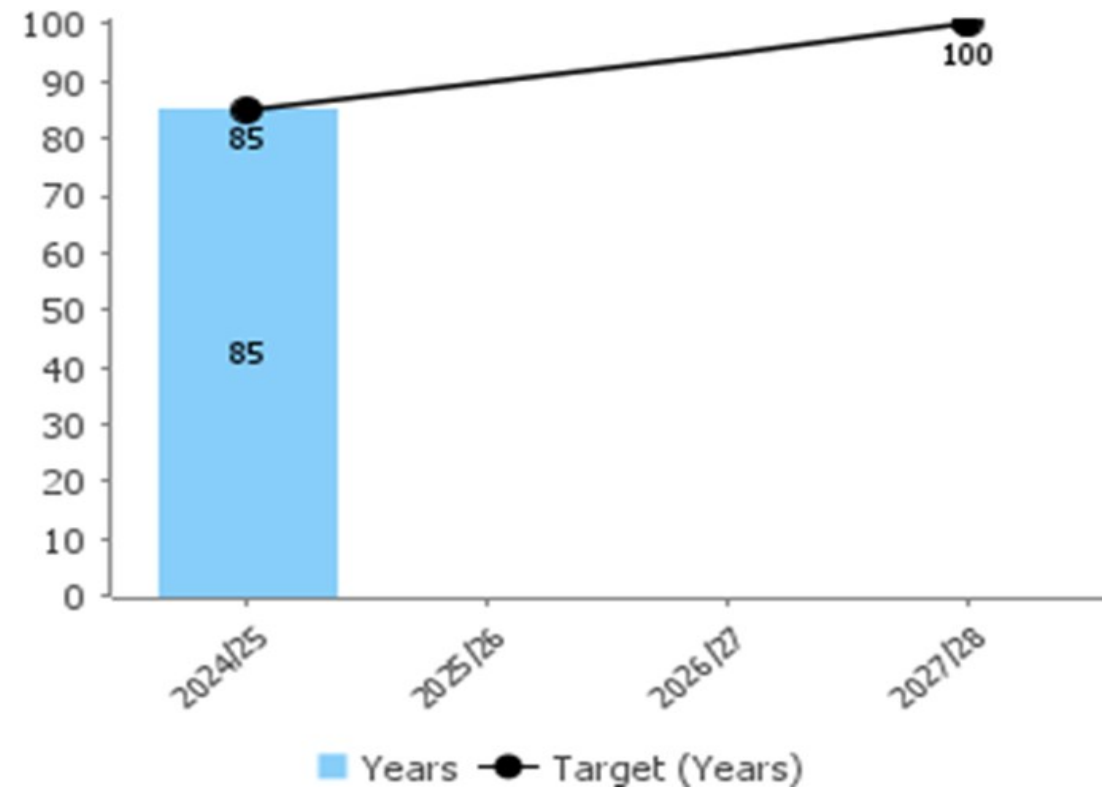
**Celebrating the individuality of all parts of the Medway community, ensuring services, events and activities reflect and support the diverse communities of Medway**  
**- 3.04 By 2027/28, the participation in service led and service funded events and activities match the demographic profile of Medway as determined by data from the 2021 Census**



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

As agreed by Full Council in February this indicator will be removed for 25/26 due to data being unavailable.

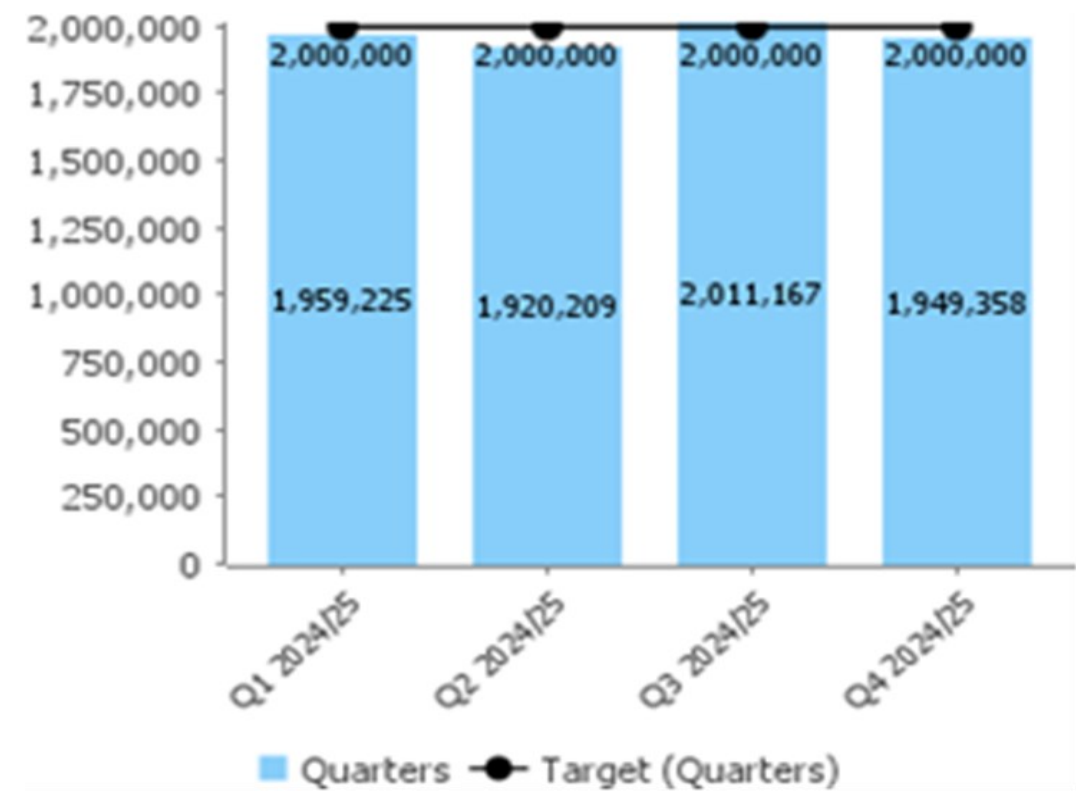
**Provide improved opportunities to walk, cycle, use public transport and electric vehicles, reducing carbon emissions and improving air quality  
- 3.05 By 2027/28, residents and visitors have access to 100 miles of signed cycle routes in Medway**



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

During Q4 the public-facing Local Cycling & Walking Infrastructure Plan (LCWIP) was approved by Cabinet. The next stage will be to publish the LCWIP on Medway Council's website. High-level scheme concepts involving priority walking and cycling routes will be considered further, in conjunction with external Active Travel Fund capital and Capability revenue grant allocations, with the two funding streams combined for 2025/26.

**Provide improved opportunities to walk, cycle, use public transport and electric vehicles, reducing carbon emissions and improving air quality**  
**- 3.06 By 2027/28, increase the number of bus passengers on local services to 9 million journeys per year**

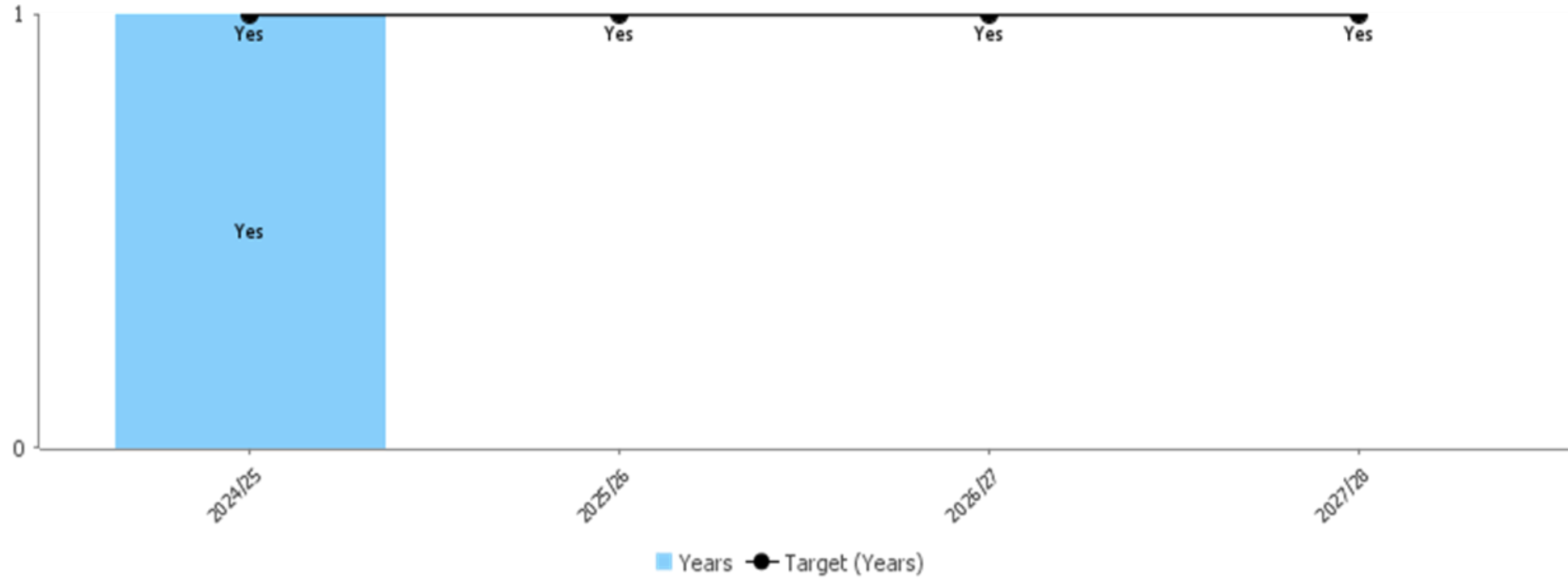


**Aim to Maximise  
Amber (downward long trend)**

During Q4 the number of bus journeys undertaken in Medway was 1,949,358. Whilst this was a slight drop on the previous Q4 figure, the overall figure for 2024/25 was 7,839,959. This is the fourth year in a row patronage has increased, continuing the return to pre-pandemic levels of travel.



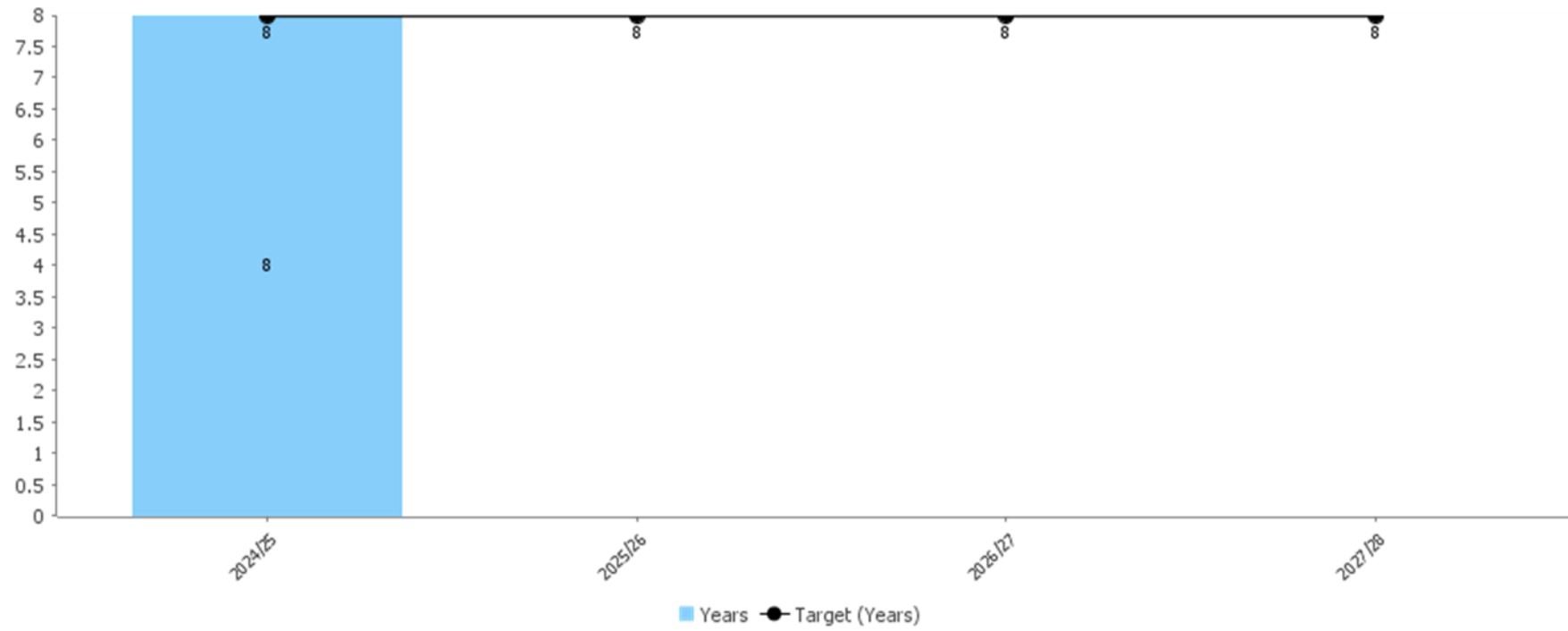
# Provide improved opportunities to walk, cycle, use public transport and electric vehicles, reducing carbon emissions and improving air quality - 3.07 Progression of the Authorities Air Quality Act Plans (AQAP)



**Aim to Maximise  
Yes/No  
Green (no long trend)  
Annual PI. Due June 2025**

Results of the statutory consultation on the 2025-2030 air quality action plan have been included in the final action plan together with amendments which take into account comments from UKHSA and DEFRA. The final action plan has been submitted to DEFRA for appraisal who have accepted the plan. Subject to approval from DMT the action plan is due for consideration by Overview and Scrutiny Committee and Cabinet for formal adoption in June and July respectively. The EP team are currently in the process of producing the Annual Status Report (ASR) submission to DEFRA, which is due by the end of June 2025. The ASR will contain an update on monitoring trends for 2024 together with an update on action plan progress for the Four Elms Hill air quality action plan, and a final update on progress for the 2015 air quality action plan.

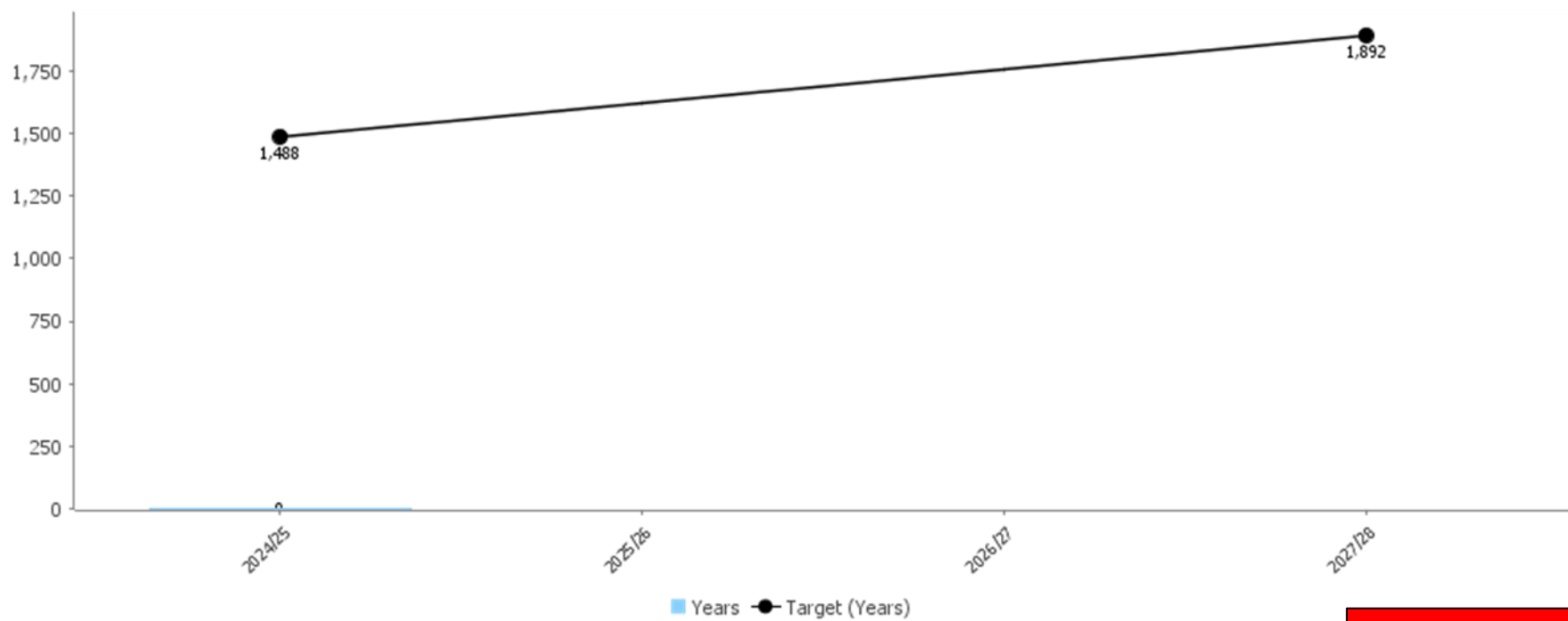
**Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change**  
**- 3.08 By 2027/28, maintain the Green Flag accreditation of 8 parks**



**Aim to Maximise  
Green (no long trend)  
Annual PI Due August 2025**

All 8 Green Flag Award site applications submitted in January 2025. Full judging due from May 2025 onwards at Hillyfields, Gillingham Park, The Vines, Riverside CP and Capstone CP. Ranscombe Farm, Broomhill Park and Great Lines will be by mystery shop later this summer. Announcement of the awards is usually July/August 2025.

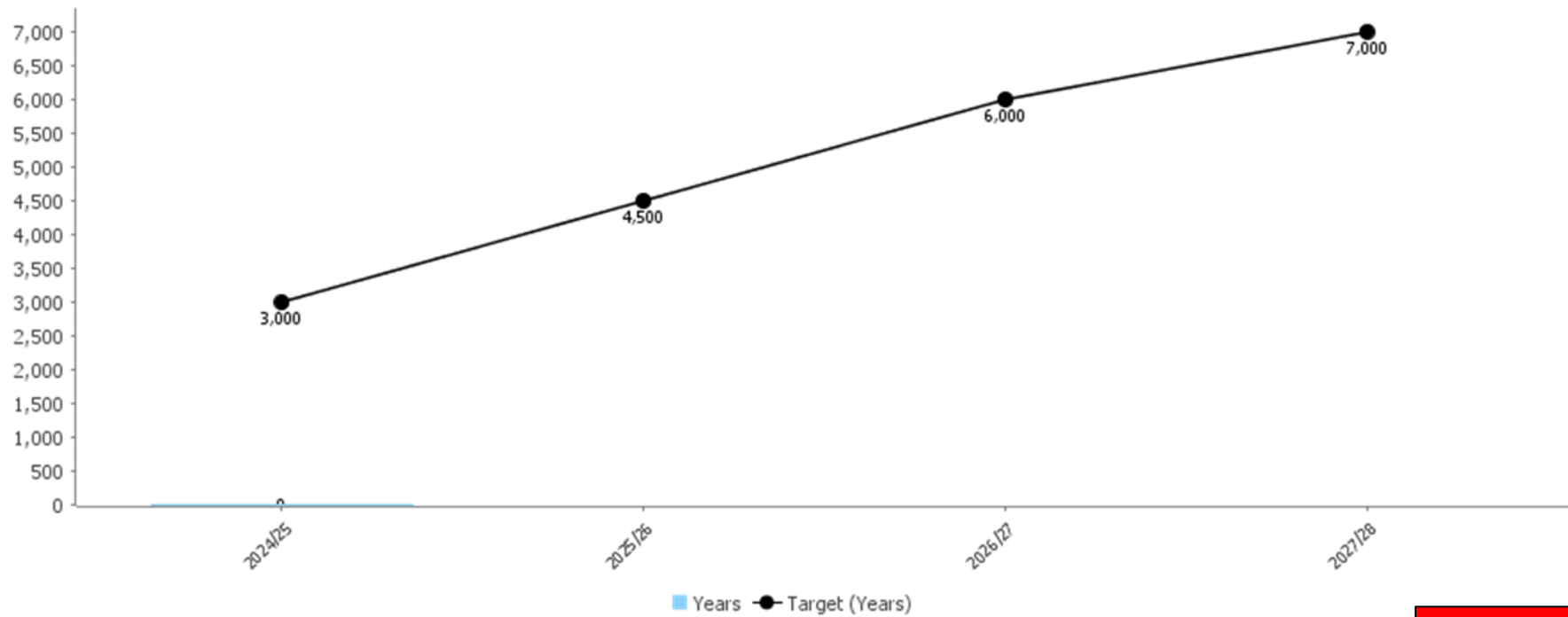
**Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change**  
**- 3.09 By 2027/28, increase the annual river leisure traffic (yacht club members) visiting Medway as part of the rally season to 1,892**



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

This is an annual performance indicator. Seeking opportunities to work with Medway Queen to create events to encourage visitors to arrive at Gillingham Pier by boat  
Improving facilities at Gillingham Pier to establish visitor moorings to increase leisure boat visits. Sun Pier pontoons to be dry docked and repaired followed by improved facilities for visiting boats. Engagement with yacht clubs to provide welcome flotilla for paddle steamer Waverley in September. Event designed to highlight maiden berth at Limehouse Landing of paddle steamer and attract additional leisure craft.  
Improvements to facilities at Gillingham Pier to enable visits by leisure craft to see Medway Queen & historic tugs. X3 historic tugs to be moored on western arm.

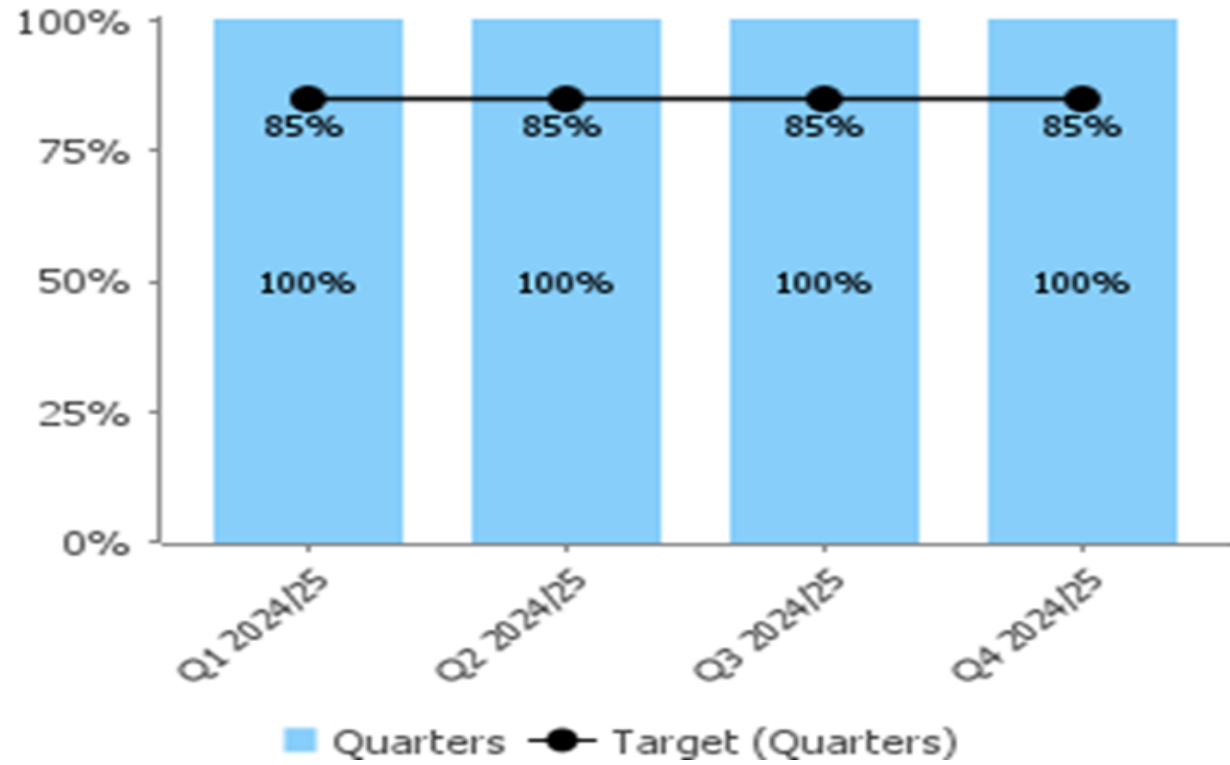
**Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change**  
**- 3.10 By 2027/28, increase the annual river tour boat visitors to 7,000**



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

This is an annual performance indicator. March 2025 Limehouse Wharf landing platform 96% complete  
Fendering posts to be installed to facilitate safe visit by Waverley Paddle Steamer x3 date late Sept/early Oct 2025. 200 passengers leaving ship at Rochester expected  
Jetstream Tours confirm first sailing to Limehouse Landing @Rochester: Sat May 3 arriving from Southend - 200 passengers on each sailing.  
Jetstream tours continue sailings over Sweeps festival May 4/5. Ongoing discussions with X-Pilot boat to bring additional passengers to Rochester from Whitstable and Queenborough - Summer 2025. Installation of Limehouse Landing at Rochester Riverside to enable river boat tours to Rochester from Southend, Gravesend and Queenborough complete. Jetstream tours begin sailing May - Sept. predicted passengers to Medway 750. Waverley Paddle steamer to make x3 sailings in late Sept - early Oct. predicted passengers to Medway 600. Forecast of 1300 passengers arriving at Rochester between May & Oct 2025.

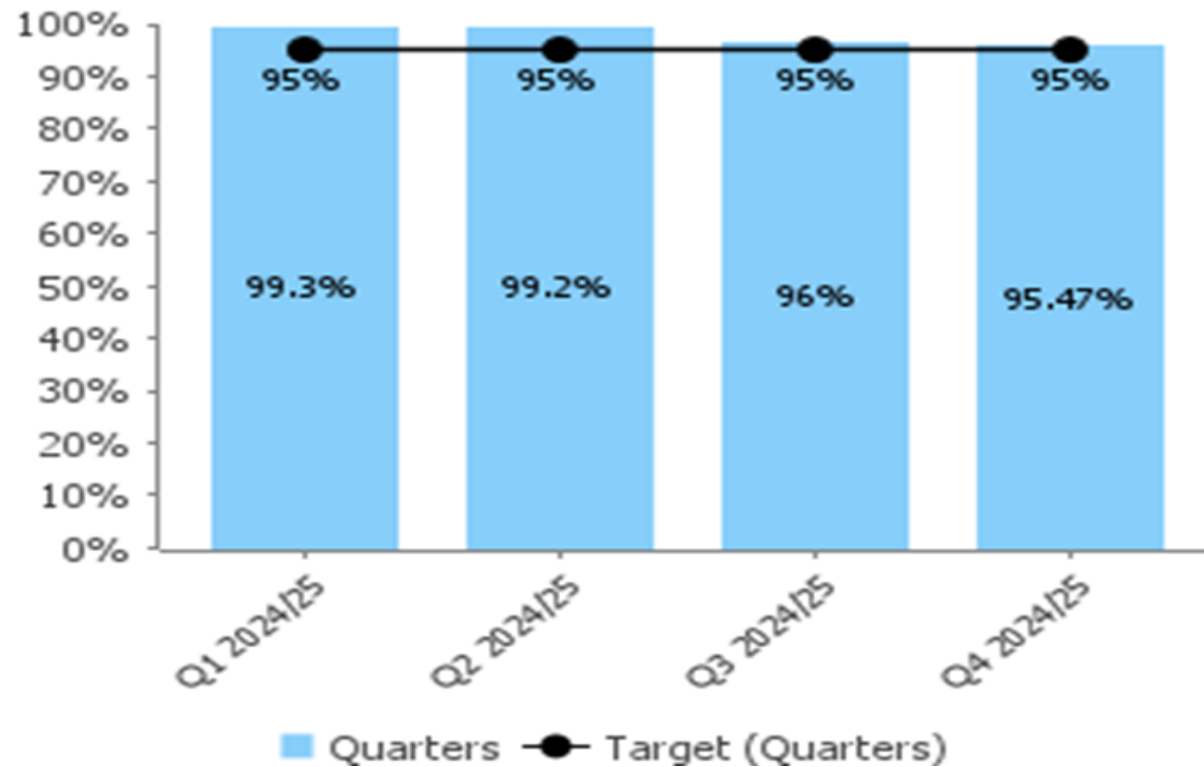
**Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change**  
**- 3.11a By 2027/28, 100% of highway network inspections are carried out on time**



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

In Q4, 919 Highway Inspections were carried out, all of which were on time. Our Confirm Asset Management System enables the Highway Inspectorate to plan Highway Inspections in advance to ensure they are all completed within the appropriate timeframe. Each Highway Inspector follows an inspection regime up to 12 months in advance in order that they can adapt routes where necessary to ensure no inspections are missed or carried out late. This robust regime enables us to defend claims for damages for non-repair of the highway. To rely on it, the highway authority must prove that it has taken reasonable care to ensure that the part of the highway, to which the action relates, was not dangerous at the material time and by ensuring our inspections are carried out on time, supports our defence.

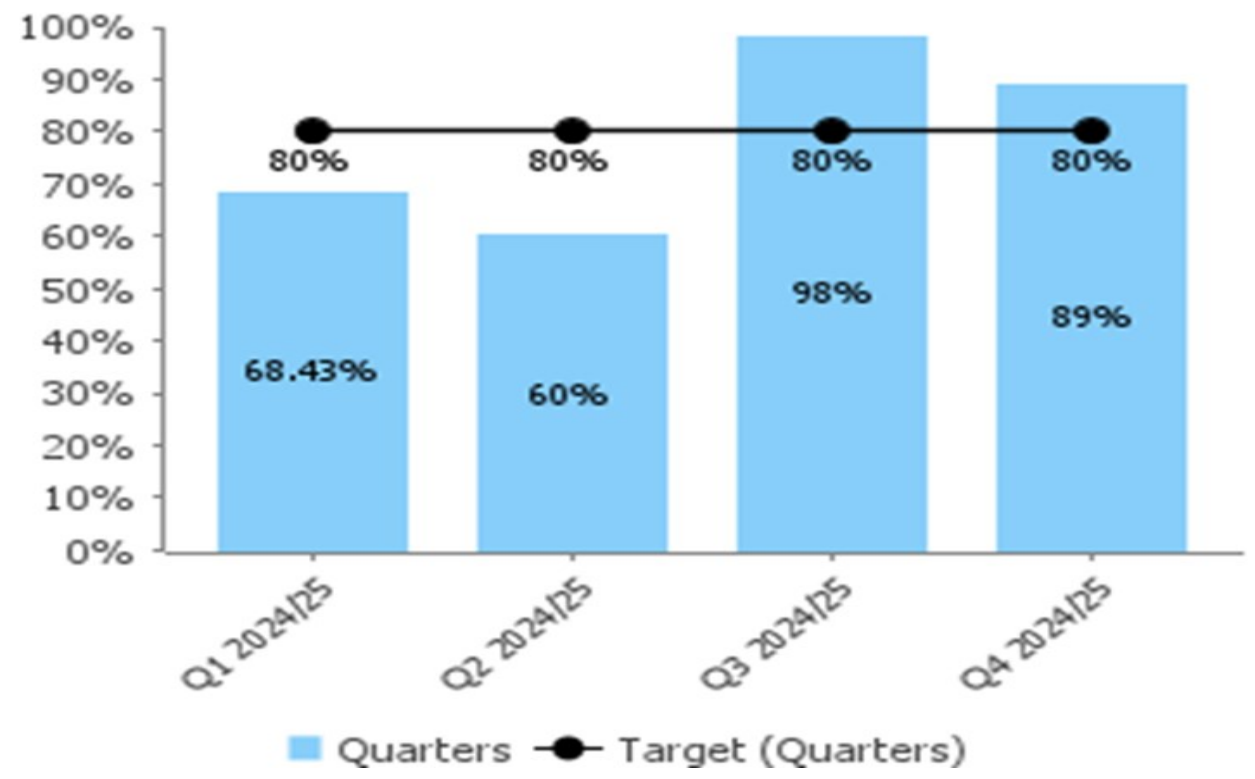
Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change  
- 3.11b By 2027/28, 95% of identified highway network defects are repaired within the priority timeframe allocated



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

During Q4, 3,158 jobs were completed, of which 143 were beyond the target completion date. Late completion of jobs is a Key Performance Indicator (KPI) within the Highway Infrastructure Contract and as such is subject to monthly monitoring. With the integration of Confirm and the Contractor's system Causeway, there is improved management of works orders, with early identification of jobs approaching target completion, which the Contractor can then prioritise to ensure the KPI is met for most of the time.

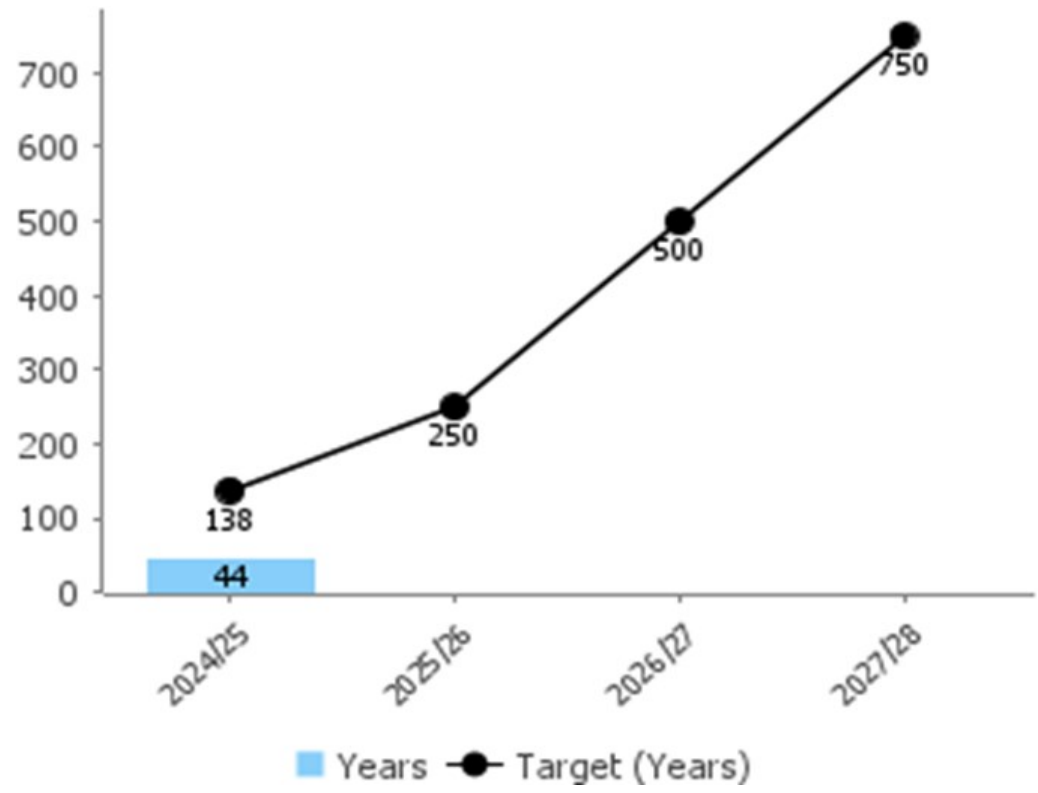
Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change  
- 3.12 By 2027/28, 95% of roadworks are completed on time



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

The roadworks completed in Q4 is taken from the volume of roadworks carried out in that period. This figure will fluctuate regularly depending on the number of permits applied for. This measure is looking at all roadworks from Utilities and Council works and will be used to improve performance throughout the year ahead.

**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**  
**- 3.13a By 2027/28, residents and visitors have access to 750 publicly available electric vehicle charging point sockets in Medway**

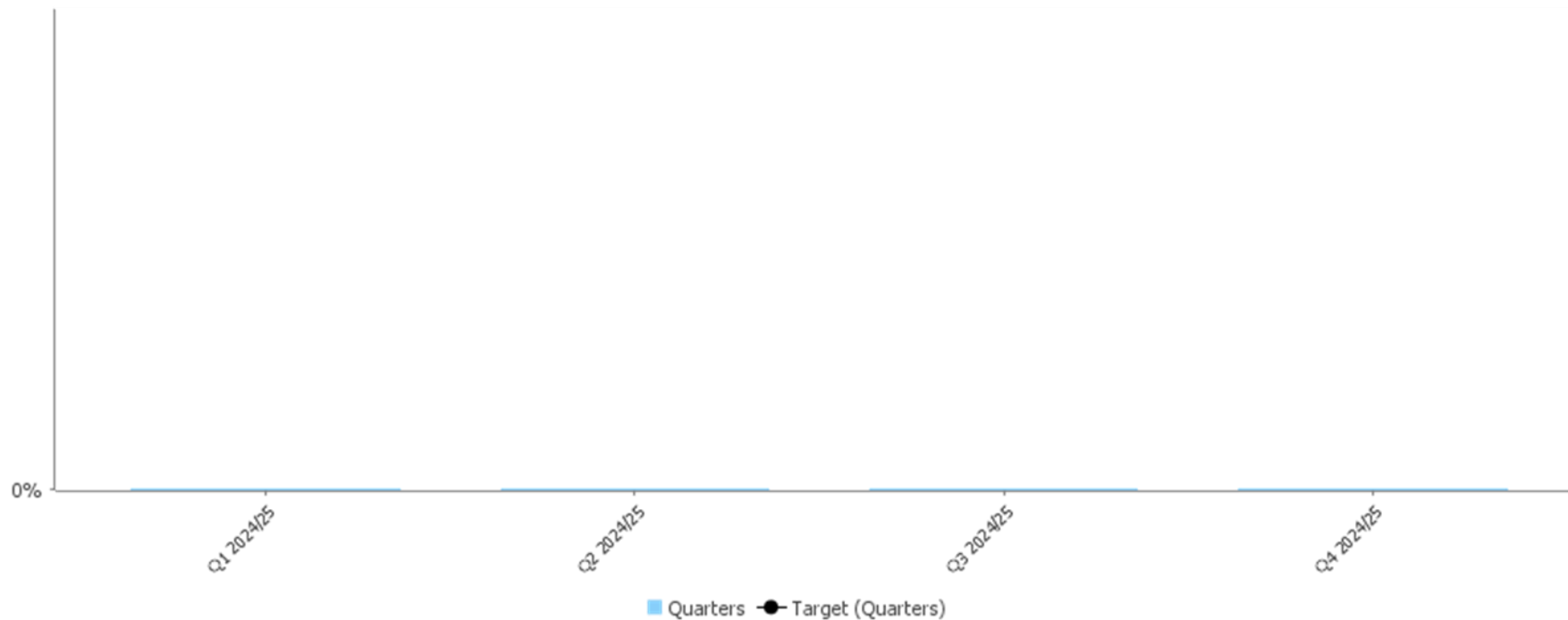


**Aim to Maximise  
Red (no long trend)  
Annual PI.**

Our LEVI Capital funding to deliver an On-Street EV Charging Infrastructure has been received and works are now underway to prepare our route to market. It is expected that alongside the 44 existing charge points in Council Car Parks, that LEVI will deliver a minimum 140 new charge points in the first year of the contract.



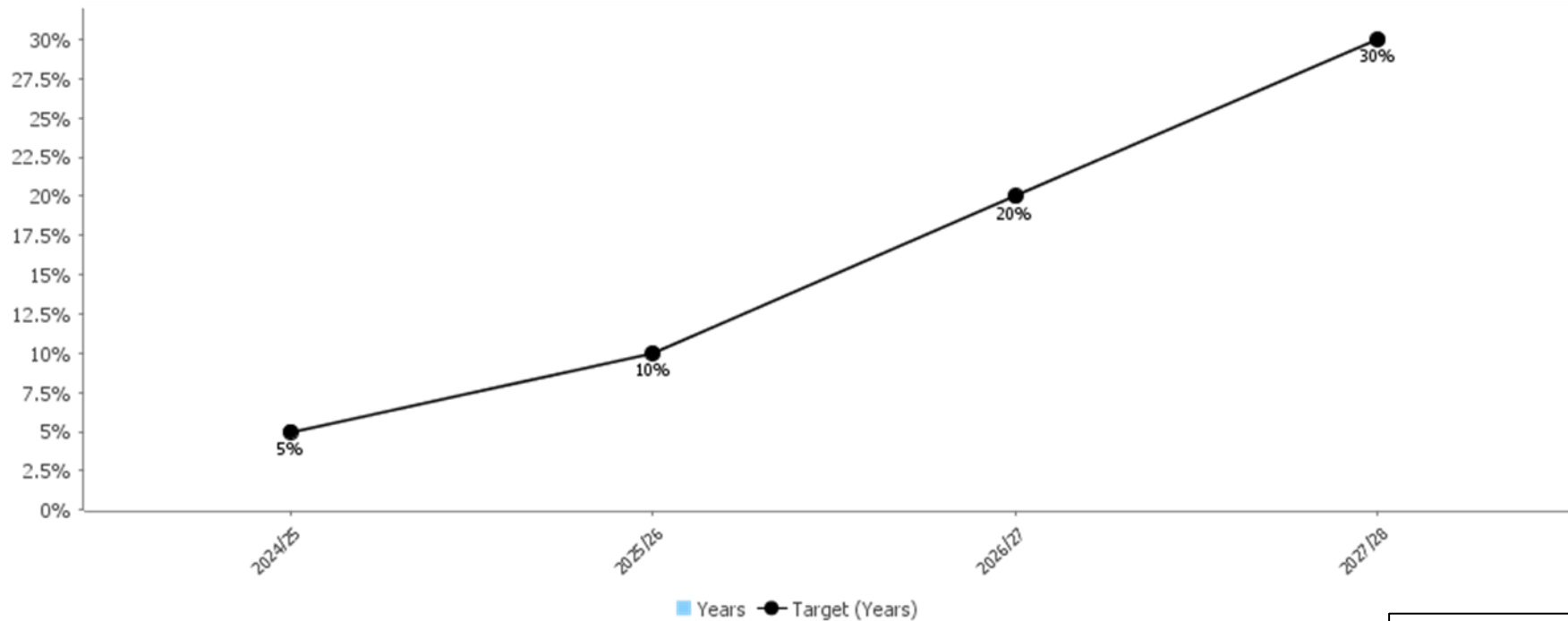
**Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change**  
**- 3.13b By 2027/28, on-street electric vehicle chargers achieve 100% utilisation**



**Aim to Maximise**  
**Data unavailable (static long trend)**

We have just been awarded our LEVI Capital Funding bid of £2.1m to deliver an on-street EV Charging infrastructure and will be able to supply updates as the installation programme commences, which is expected from October 2025, subject to successful tender submissions. At present, there are no on-street chargers in Medway and we cannot therefore provide any data.

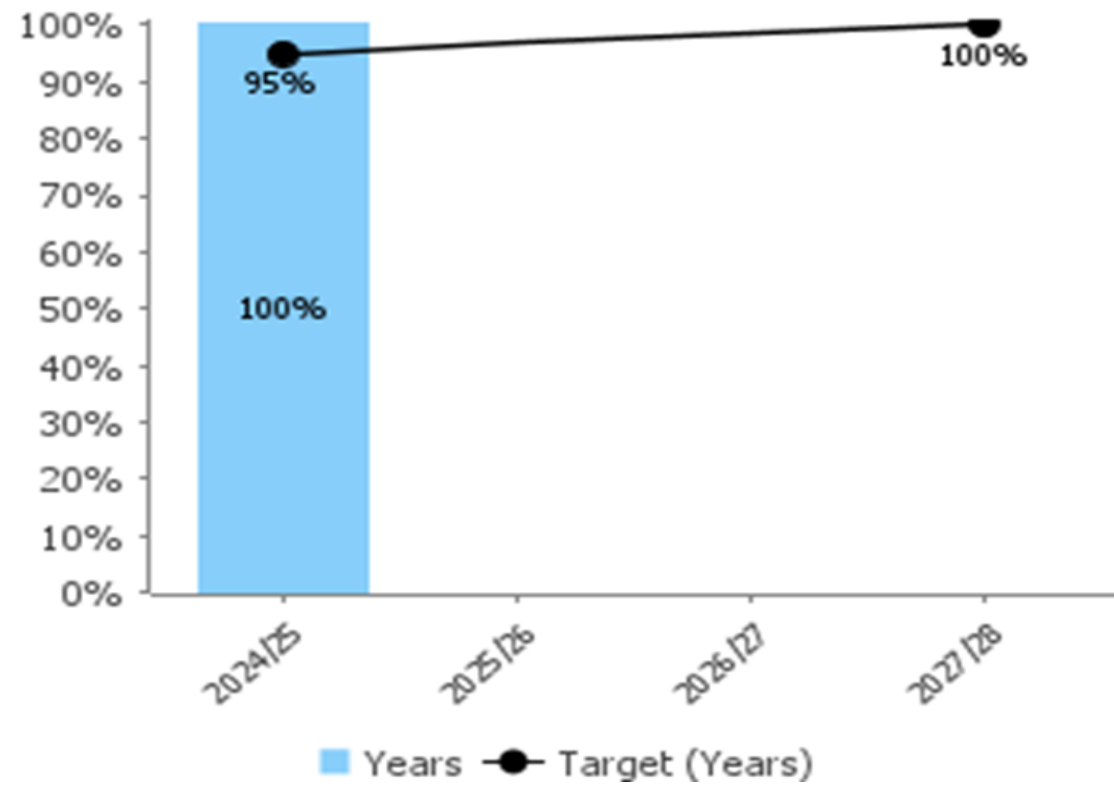
**Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change**  
**- 3.14a By 2027/28, use at least 30% recycled material on highway maintenance schemes**



**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. 2024/25 data due Q1 25/26**

As at Q4, we completed our commitment to deliver 12 carriageway resurfacing schemes, totalling 23,700m2. We are working with the contractor to establish the quantity of recycled material used. All material from site is diverted from landfill to be recycled. The annual figure cannot be provided by the contractor at this time. The 2024/25 data should be available in Q1 2025/26.

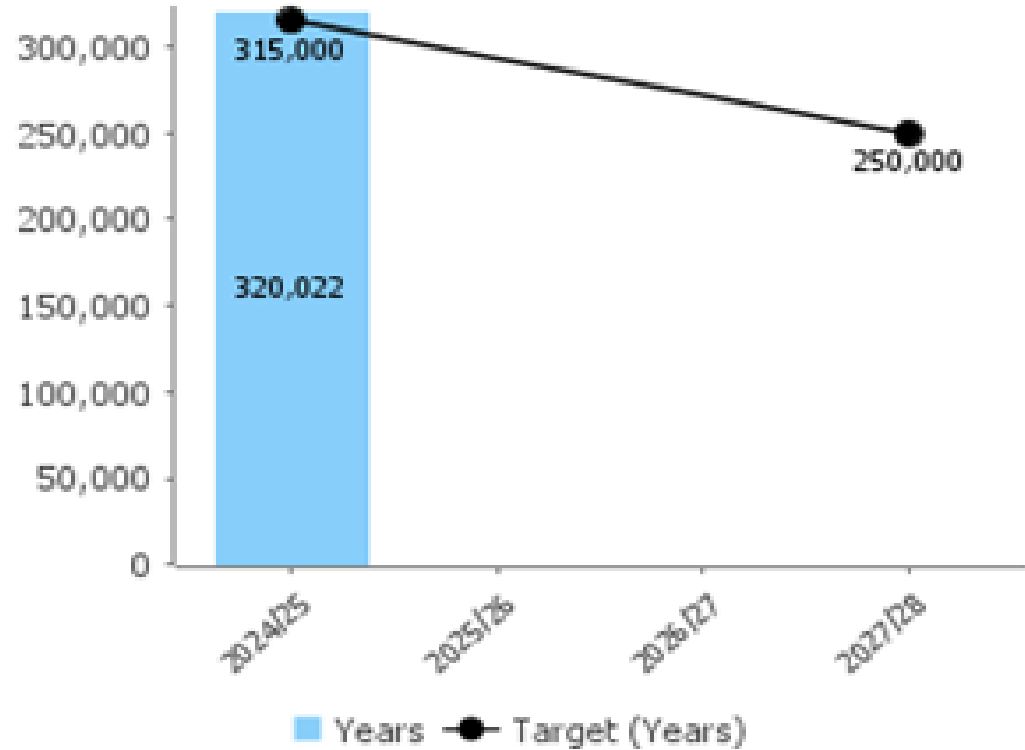
**Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change**  
**- 3.14b By 2027/28, 100% of material removed from roads is diverted from landfill for recycling**



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

As at Q4, 100% of material removed from our 12 carriageway resurfacing schemes was diverted from landfill for recycling.

**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  
Amber (no long trend)  
Annual PI.**

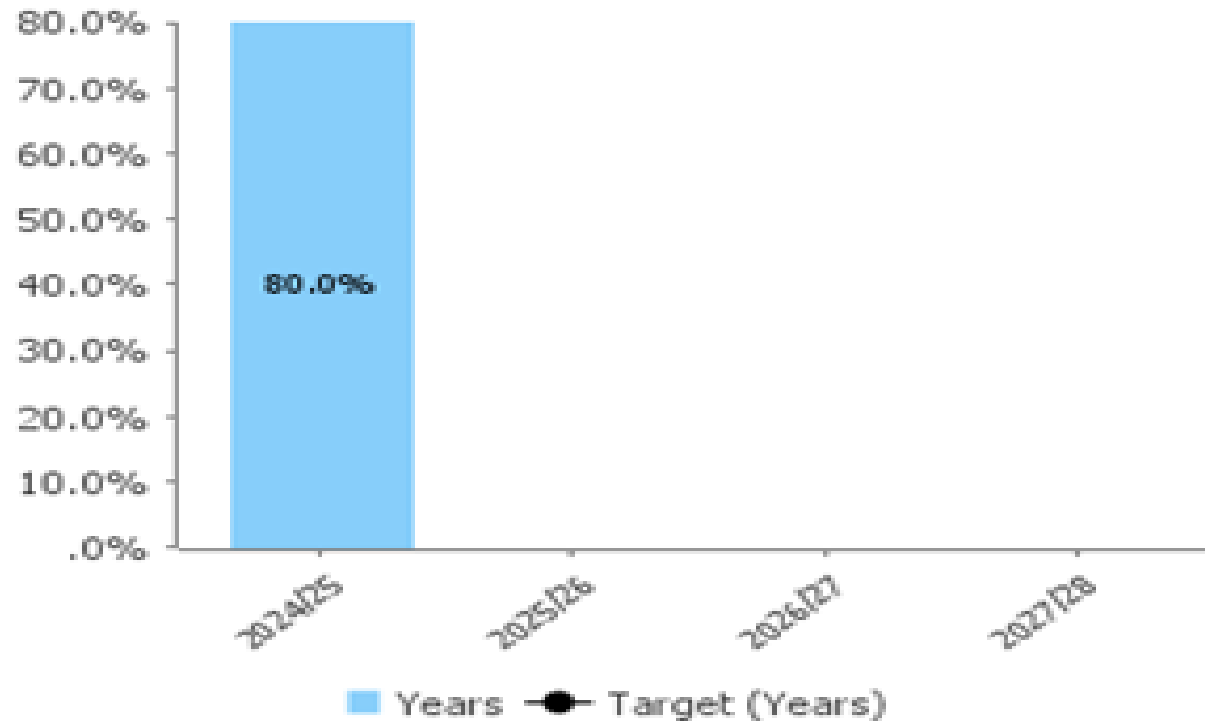
Calls delivered in Q4 totalled 79,797 across all phone lines. This equates to a 26% call reduction vs Q4 in the baseline year of 2019/20.

Demand traditionally increases in January across all queues following a December lull, and additional demand during the quarter would have been driven from several functional areas, including annual allotment billing activity, council tax annual billing and secondary school offers.

Year End - Calls delivered in 2024/25 totalled 320,022 across all phone lines. Monthly and quarterly call volumes fluctuate but, overall, this equates to a 36% reduction vs the baseline year of 2019/20. The total calls for 2024/25 were 1.6% higher than the intended target for the year.

-It is still too early to record significant further call reduction due to transformation activities, but benefits would have been derived from changes to the disabled bays application process, nuisance vehicle and illegal encampment reporting, including the use of an interactive map to illustrate cases already reported. The number of residents signed up to the My Council Tax Online (MCTO) portal has reached around 20% of households, which will have helped reduce call volumes.

**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**



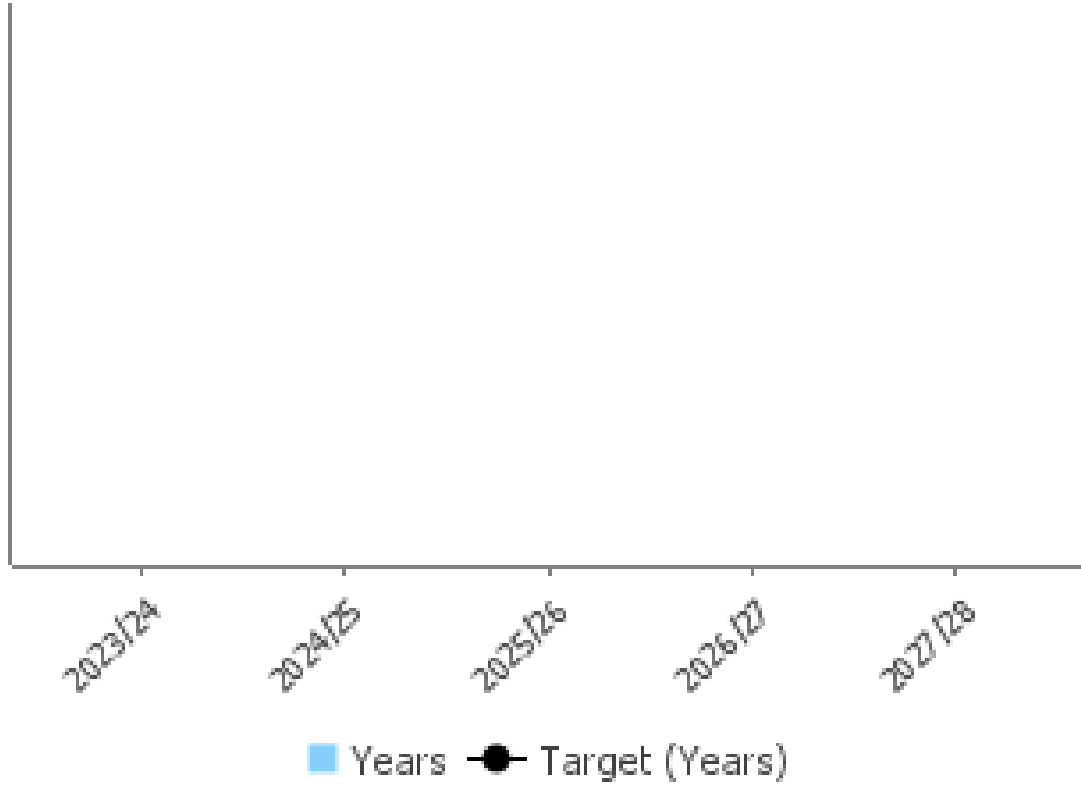
**Aim to Maximise  
Data Only (no long trend)  
Annual PI.**

Q4 2024/25 - The accessibility score for the website was 80%. **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 8% since Q3 2024/25. This is partly because we're working to remove unnecessary categories and outdated pages and documents.

The Data and Design Service will welcome its new Accessibility Specialist on 7 April 2025 following successful recruitment second time round. This role will take on a mix of reactive and proactive work to improve accessibility within the organisation, including on the medway.gov.uk website.

**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**

**OMCP 3.17 By 2027/28, 80% of customers will rate our digital services as 'very easy' or 'easy' to use**

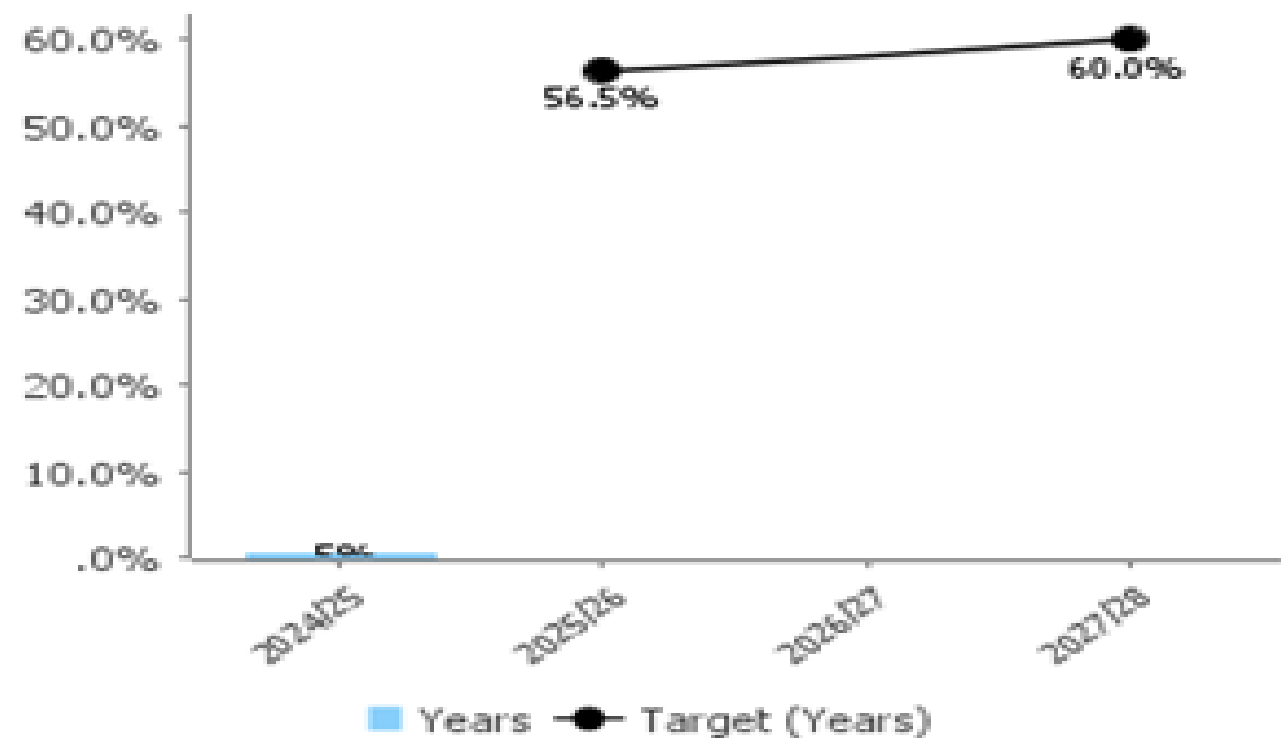


**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI.**

An initial draft survey has been designed and is now in testing. The survey will likely be implemented during Q1 2025/2026. This timescale should allow a baseline to be developed during 2025/26.

# 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  
Data only (no long trend)  
Annual PI.**

In 2024/25, 53.5% of resident interactions were digital. Performance is influenced by telephony demand, the main alternative access method for residents, which had a 1.6% higher volume of calls than its target this year. This difference was due to increased demand across specialist phonelines. A key step to increasing digital interactions with residents is to ensure that our web content and forms are easy to find, clear in purpose, user-friendly, consistent, inclusive, and responsive to change, ensuring users can achieve their goals efficiently and effectively. Consequently, efforts over the course of 2024/25 have been concentrated on the revision of some outdated forms. This work aims improve the overall design, efficiency, and user experience for both residents and council staff. The updated forms will be launched in early 2025/26. Forms relating to bookings for Medway’s household waste and recycling centre, parking, blue badges, and older person’s bus passes were the most popular forms used during the year.

# Improving health and wellbeing for all

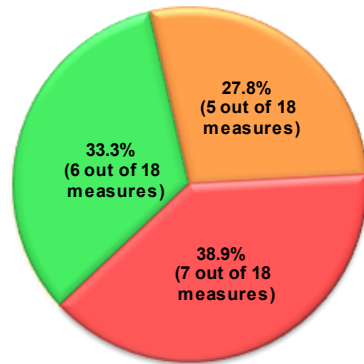
- Empowering people to achieve good health and wellbeing through prevention, with access to local activities and services that will enable and support them to lead independent, active and healthy lifestyles.
- Support families to give their children the best start in life.
- Work collaboratively to grow 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 21 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. There are 3 indicators where data is unavailable so we reporting on 18 performance indicators this quarter.

## Performance

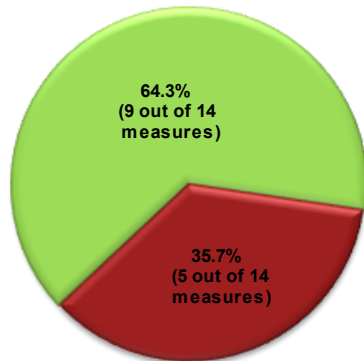


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows performance for 18 the measures:

- 33.3% (6 out of 18 measures) met or exceeded target.
- 27.8% (5 out of 18 measures) were slightly below target (less than 5%).
- 38.9% (7 out of 18 measures) were significantly below target (more than 5%).

## 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 14 measures:

- 64.3% (9 out of 14 measures) had an upward long trend.
- 35.7% (5 out of 14 measures) had a downward long trend.

# 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

## - 4.01 Smoking prevalence in adult (18+ yrs)



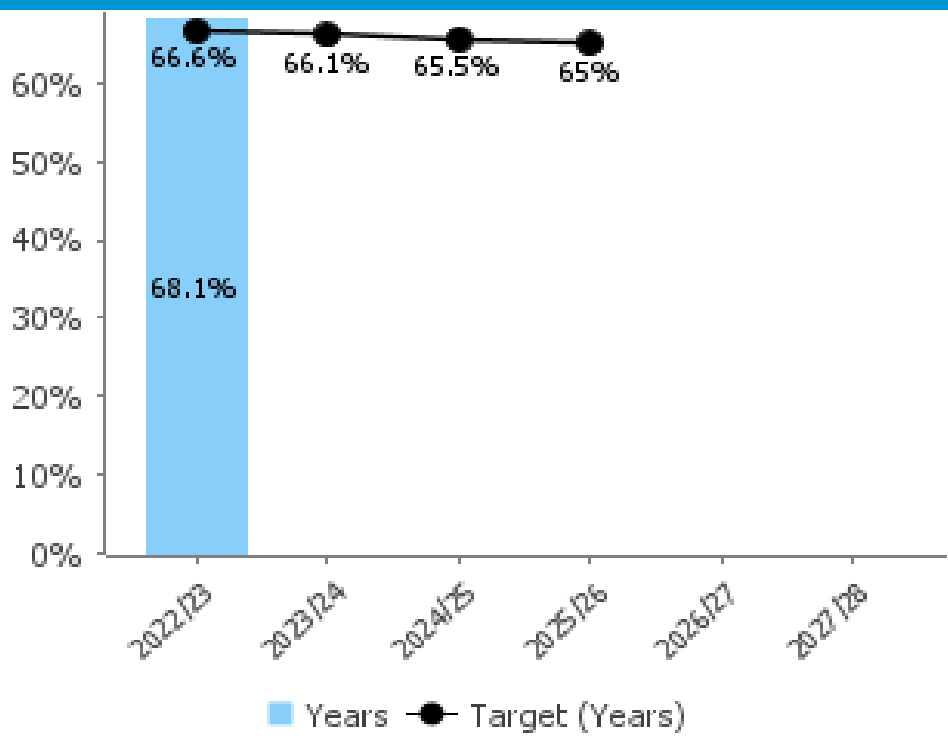
**Aim to Minimise  
Green (downward long trend)  
Annual PI**

By 2027/28, the proportion of adults (18+ years) who are self-reported smokers is statistically similar to, or lower than, the England average (comparing England and Medway values in 2026).

**Achievements** - The Varenicline Patient Group Directions (PGD) was successfully launched and 30 pharmacies across Medway have signed up to deliver the PDG, providing good coverage to residents who wish to use this method to quit. Comms have designed a campaign to promote its availability which is proving popular. The Stop Smoking Local Incentive Scheme had 19 GP practices sign up, offered via the Sustainable Health Care Unit at the Integrated Care board. Practices were required to run a week long campaign, texting all smokers within the practice to promote Medway Stop Smoking Service and signpost them to self-referring for a quit attempt. The Local Stop Smoking Service (LSSS) Section 31 grant has been awarded 2025/26. The specialist Mental Health Smoking Cessation service has been launched.

**Actions** - Planning is underway for 2025/26 LSSS Section 31 grant. Testing and launch of the AI tool for Medway residents who smoke. A deeper dive will be conducted to understand the smoking habits and barriers to quit for people from Poland, Romania and Bulgaria following on from the insights work conducted in 2024/25. The Swap-to-Stop programme will be funded for 2025/26 providing free vapes to Local Authorities who apply and are approved. Medway's application will be submitted in April 2025.

**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**  
**- 4.02 Overweight (including obesity) prevalence in adults (18+ yrs)**



**Aim to Minimise**  
**Amber (upward long trend)**  
**Annual PI**

By 2027/28, the percentage of adults (18+) classified as overweight or obese is the same as or below 65%. The five-year target is 65%, with the incremental target for 2022/23 being 66.6%.

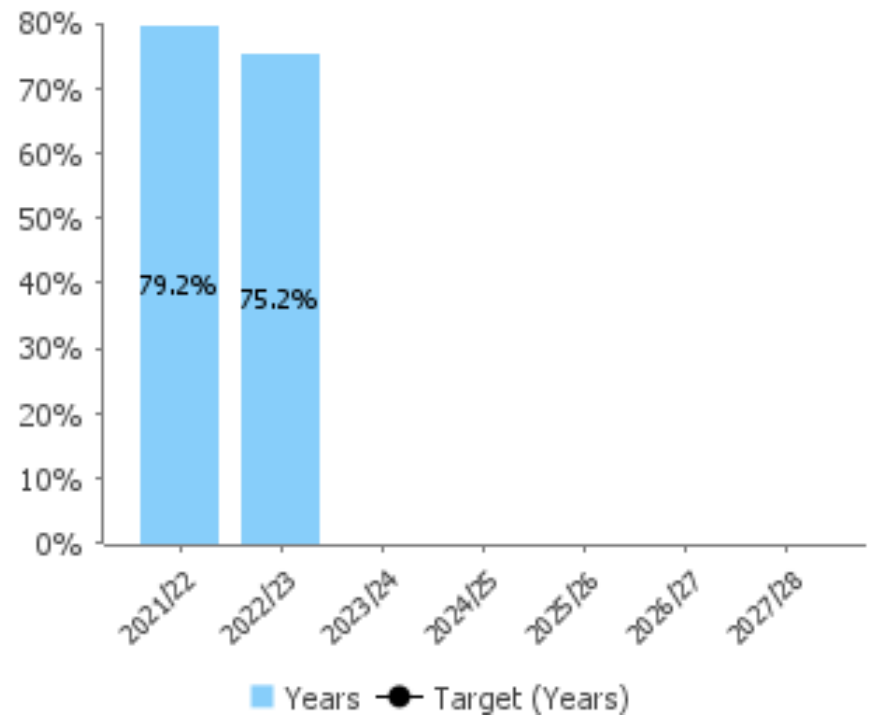
This performance indicator is reported 2 years in arrears.

Significant steps are being implemented to reduce adult obesity rates in Medway, across a range of programmes. These include: **Medway Food Partnership:** Collaborating with a food business expert to advance the Food Business Action from the Food Strategy and exploring funding options to develop a local food hub/social supermarket.

**Healthy Way Courses:** Sixteen courses were booked for this quarter, including men's only, evening, online, and Saturday courses. Neurodiversity training and a facilitator team day were held. **Healthy Way Plus (HW+) Initiatives:** Voluntary sector organisations started HW+ delivery in January with over 15 participants each. Holcombe Health Clinic is to start in March 2025. Future plans include Medway Deaf Training and Medway Diversity Forum. **Training and Outreach:** Delivered the Talking About Weight With Confidence (TAWWC) training course, presented at Greenwich University, and delivered an Eatwell guide presentation to Medway Voluntary Action (MVA) service users. **Tipping the Balance:** Exploring a redesign from Tier 3 to a Tier 2.5 service in line with National Institute for Health and Care Excellence (NICE) Guidance. **Community Oral Health Survey:** Commissioning Community Dental Services Community Interest Company (CDS CIC) to conduct the National Care Homes Oral Health Survey in Medway. The Adult Oral Health chapter of the Joint Strategic Needs Assessment (JSNA) has been approved by the Joint Commissioning Management Group (JCMG).

# 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

## - 4.03 High life satisfaction score



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

By 2027/28, the proportion of people who report “high” or “very high” levels of life satisfaction will be similar or higher compared to the England average. This data comes from the Annual Population Survey (APS) and the Office for National Statistics. The data for 2023/24 has not yet been released. Data from the APS 2022/23 indicates that 75.2% of people reported “high” or “very high” levels of life satisfaction. All Medway Public Health interventions and actions are intended to support people to have better health outcomes and address health inequalities, these can often take years to demonstrate improvements on a population level and are influenced by macroeconomic level policies. Self-reported health, marital status and economic activity have the strongest associations with how positively we rate our life satisfaction.

**Actions and Achievements**

Development of the work and health strategy progresses. Devolved funding for Connect2Work programme will deliver targeted Individual Placement Support employment programmes. Life satisfaction is linked to the social determinants of health, work is underway for Medway to be a Marmot Place where health equity is a priority. Embedding the Marmot principles in strategic decision making is likely to have a positive impact on life satisfaction in the long term. Medway is hosting a stage of the prestigious Baton of Hope Tour 2025, a high-profile partnership event with small grant funding for local community groups to promote the message of hope, mental wellbeing and support.



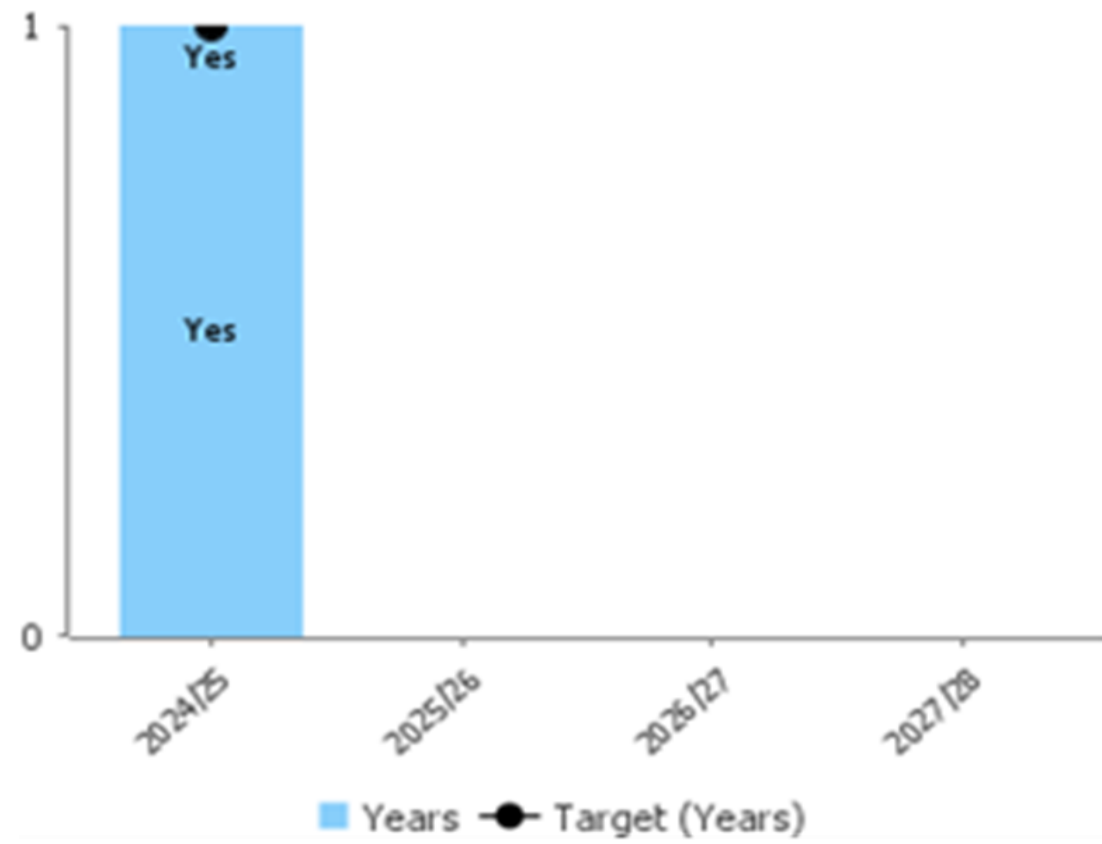
**Aim to Maximise  
Red (upward long trend)  
Annual PI.**

By 2027/28 the proportion of the population aged 60 to 74 screened for bowel cancer will be similar or higher compared to the national average. The latest value in Medway is 69.7%, which is statistically worse than the England value of 71.8% as the confidence intervals do not overlap. This is a slight decrease from the previous year's value of 70.1%.

**Achievements** - Bowel screening in Medway falls under Theme 1 of the Joint Local Health and Wellbeing Strategy: "Healthier and Longer Lives for Everyone." Screening is offered biennially to men and women aged 50–74. Locally it is supported by NHS England's South East Regional Public Health Commissioning Team and the Kent & Medway Screening and Immunisation Team (K&M SIT), in collaboration with the Kent and Medway Cancer Alliance (KMCA). Medway and Swale Health and Care Partnerships (HaCP) work with the VCSEF sector on place-based initiatives, including the integration of community champions promoting screening across diverse groups. Between 2021–2024, 30% of bowel cancer cases in Medway and Swale were identified via screening. The highest diagnosis rate was observed in the least deprived quintile, while the lowest rate was in quintile 3.

**Actions** - The NHS Long Term Plan aims for 75% of cancers to be diagnosed at stages 1 or 2 by 2028. Increasing screening uptake is key to early diagnosis and treatment. K&M SIT is embedding training and resources across workplaces and, leading an inequalities workstream focused on improving disparities, employing NHS England's CORE20+5 approach, to improve outcomes for all Medway residents.

**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**  
**- 4.05 Health facilities**

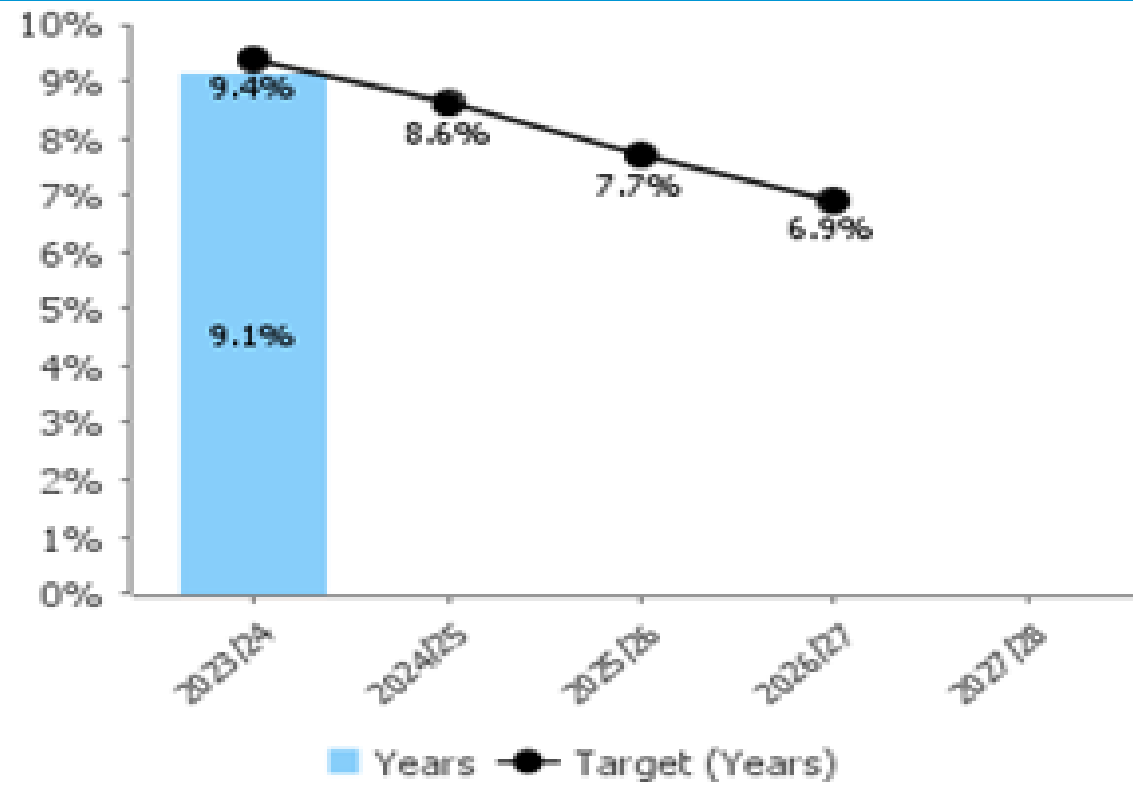


**Aim to Maximise  
Yes/No  
Green (no long trend)  
Annual PI.**

The Infrastructure Funding Statement along with S106 performance for first half of year was reported to RCE Overview and Scrutiny in January 2025. Q3 S106 performance was reported to the Planning Committee on 12 March 2025. Meetings have taken place with NHS and public health colleagues regarding both use of S106 funding and input to emerging Infrastructure Delivery Plan which will come to Full Council in June 2026 as part of Reg 19 Local Plan report

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

## - 4.06 Mothers smoking at the time of delivery



**Aim to Minimise  
Amber (upward long trend)  
Annual PI. Due November 2025**

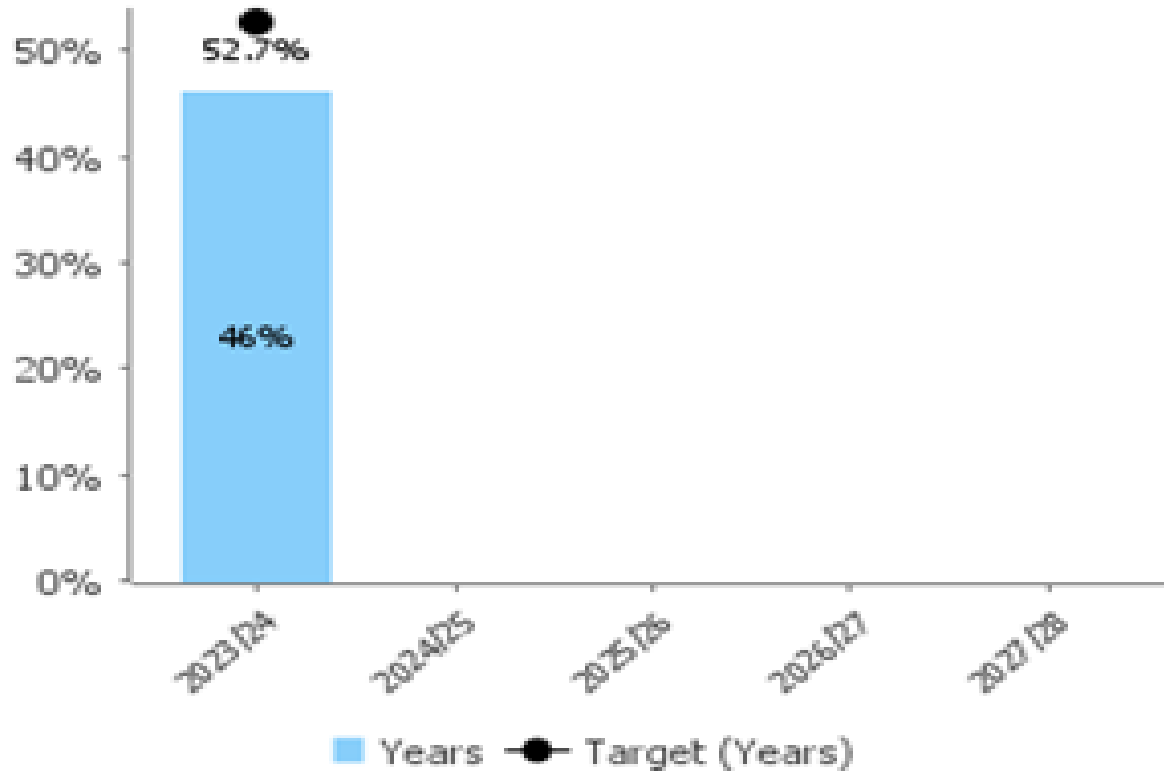
By 2027/28, the proportion of mothers smoking at time of delivery will be less than 7%. The four-year target is 7%, with the incremental target for 2023/24 being 9.4%. This performance indicator is reported a year in arrears. This data is calculated by the Office for Health Improvement and Disparities and is based on data from NHS England.

**Achievements**  
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 people who smoke NHS-funded tobacco treatment services. From January 2025, a smoke-free pregnancy pathway, with participation in the National Smoke-free Pregnancy Incentive Scheme (NSPIS), has been established with the Public Health (PH) team's invaluable guidance, expertise and investment. The PH team continue to focus efforts on engaging and treating postnatal people to reduce risk of relapse.

**Actions**  
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.

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

## - 4.07 Breastfeeding prevalence at 6 to 8 weeks



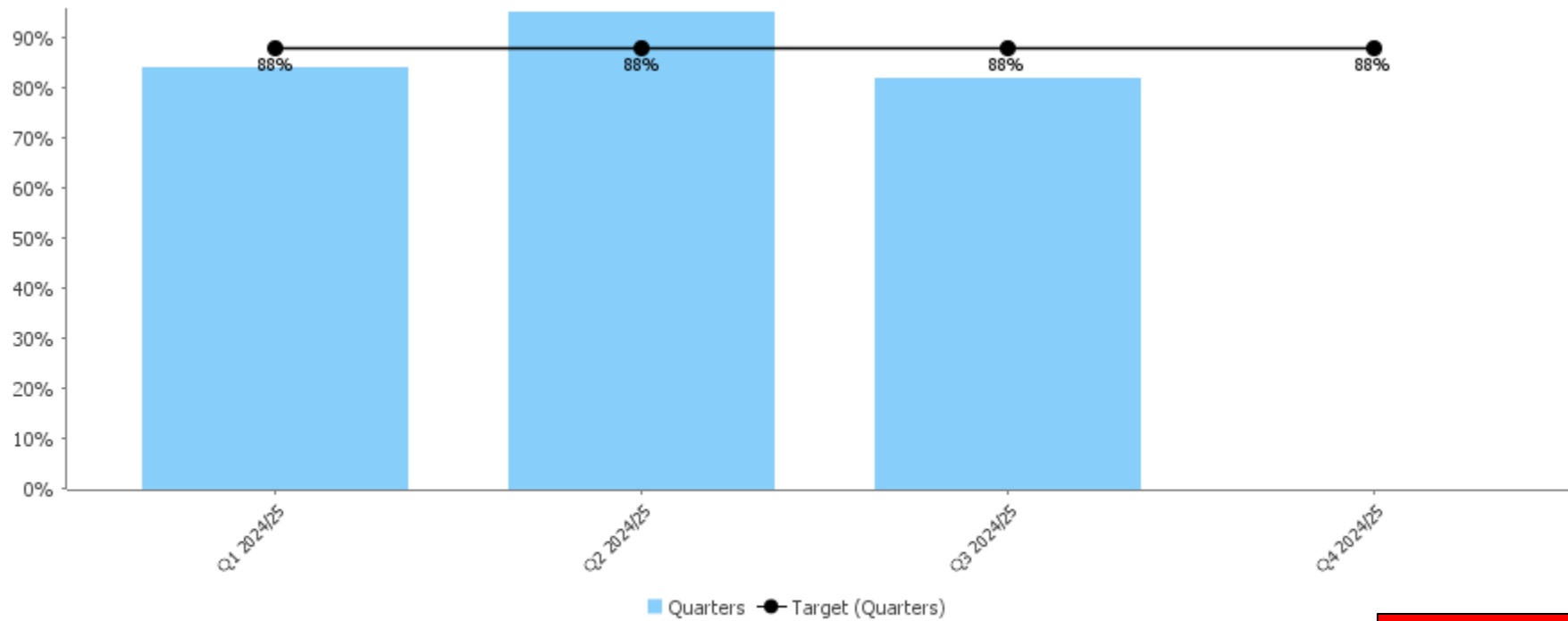
**Aim to Maximise  
Red (upward long trend)  
Annual PI. Due December 2025**

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. Although behind the target of 52.7%, recent data shows a considerable increase in breastfeeding continuation prevalence from the 2022/23 baseline. The proportion of infants that were still receiving breastmilk at 6-8 weeks old was 46% in 2023/24, which is a marked improvement from 41.9% the previous year. The Medway Community Healthcare (MCH) provided Health Visiting service record and reported breastfeeding status at a number of the mandated early years checks. The Medway Infant Feeding Strategy group are a subgroup of the Medway Healthy Weight Network, with the responsibility of delivering the Medway Infant Feeding Strategy. This strategy group is made up of midwives, health visitors, family hubs, public health and other professionals. The group meets quarterly to discuss shared working projects and progress against the strategy goals. The new Infant Feeding specialist team at Medway Hospital has been extended by another year thanks to Family Hub and Start for Life funding and plans are underway to update the Beside You website with more information for parents.



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

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

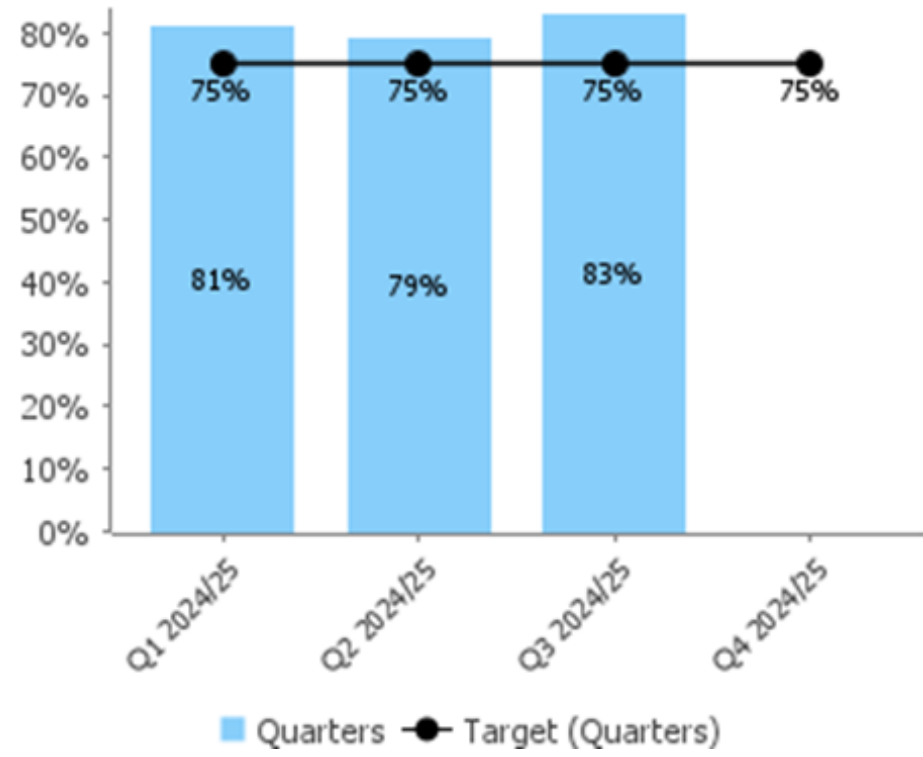


**Aim to Maximise  
Red (downward long trend)**

By 2027/28, 75% of children receive a 2-2½ year health and development review. Performance bounced back in Q3 2024/25 to 83% from the dip in Q2 2024/25, and the target of 75% was met and exceeded. The commissioner worked with the provider to address the challenges from Q2, which were staffing issues such as staff vacancies, sickness absence and maternity leave. The provider is exploring whether restarting clinics on a Saturday may help by providing more opportunities for working parents to attend appointments. The Medway Commissioner has spoken to the Kent service provider about their methodology and agreed that a review of the data collection process is needed. This is to identify areas for service, data capture and extraction improvement. By going through case records in depth where people were not seen within the prescribed time, they aim to detect and explore missed opportunities to see the parent and child in the timeframe. Actions will then be put into place to ensure the likelihood of those opportunities being missed again are minimised. This includes instances where a where data accurately reflected a missed target time, or instances where individual case notes were not extracted accurately due to coding errors. Staffing changes and sickness in the Public Health team have delayed this.

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

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

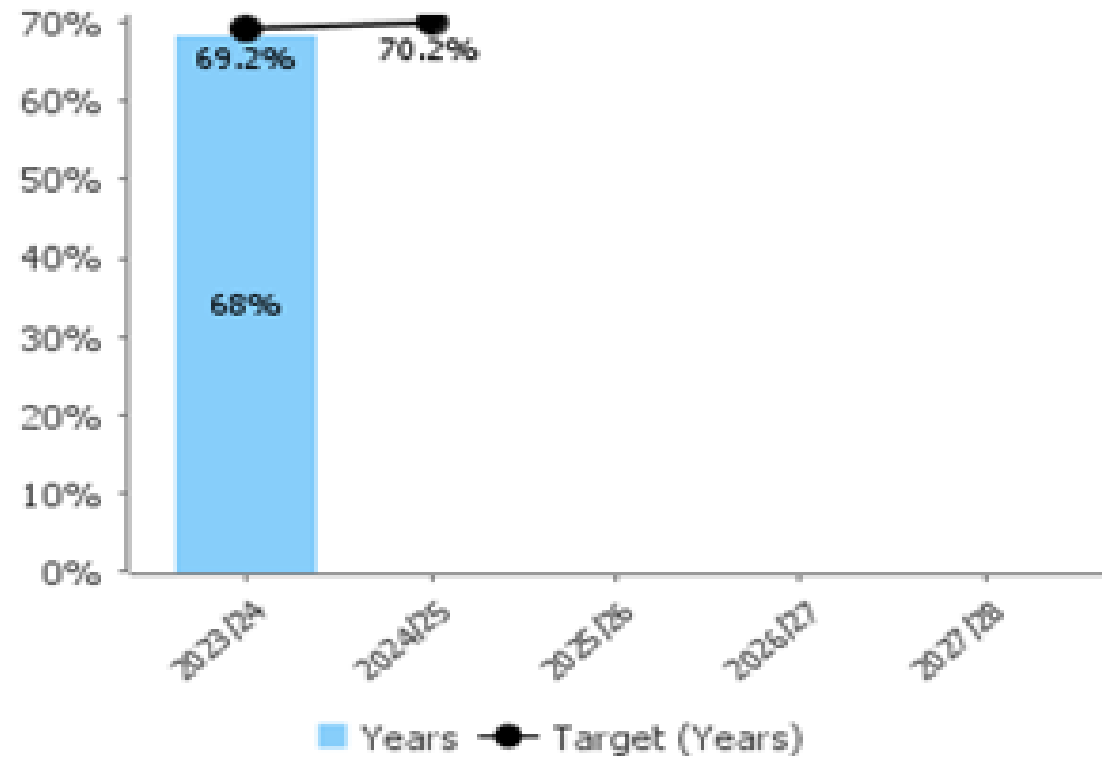


**Aim to Maximise Green (upward long trend)**

By 2027/28, 75% of children receive a 2-2½ year health and development review. Performance bounced back in Q3 2024/25 to 83% from the dip in Q2 2024/25, and the target of 75% was met and exceeded. The commissioner worked with the provider to address the challenges from Q2, which were staffing issues such as staff vacancies, sickness absence and maternity leave. The provider is exploring whether restarting clinics on a Saturday may help by providing more opportunities for working parents to attend appointments. The Medway Commissioner has spoken to the Kent service provider about their methodology and agreed that a review of the data collection process is needed. This is to identify areas for service, data capture and extraction improvement. By going through case records in depth where people were not seen within the prescribed time, they aim to detect and explore missed opportunities to see the parent and child in the timeframe. Actions will then be put into place to ensure the likelihood of those opportunities being missed again are minimised. This includes instances where a where data accurately reflected a missed target time, or instances where individual case notes were not extracted accurately due to coding errors. Staffing changes and sickness in the Public Health team have delayed this.

# 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



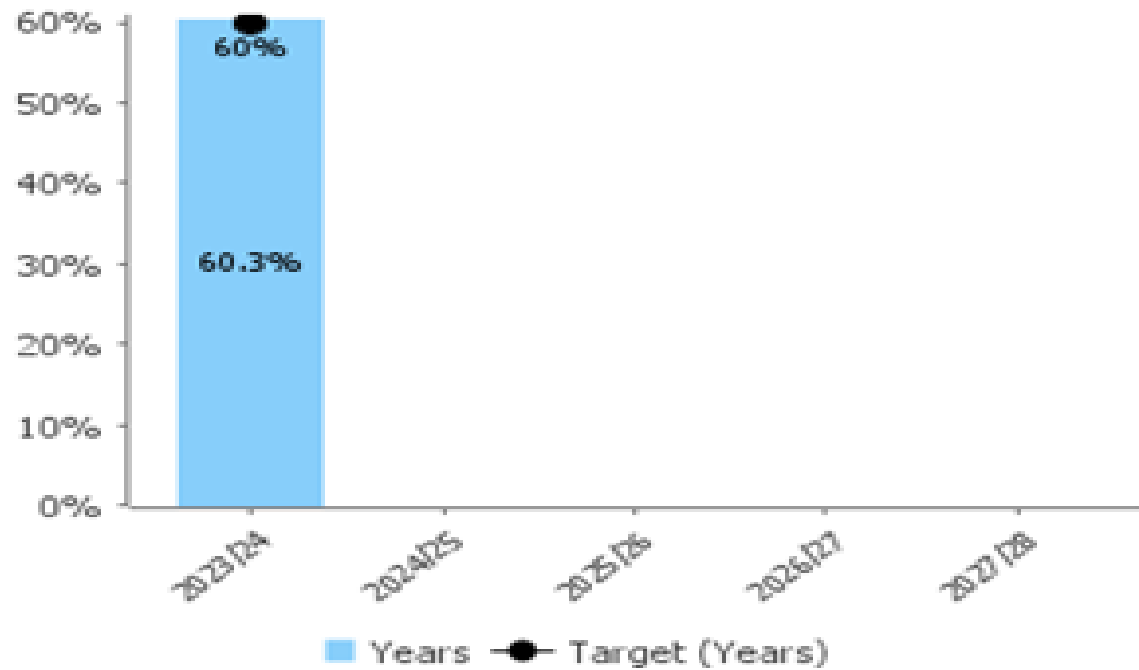
**Aim to Maximise  
Amber (no long trend)  
Annual PI. Due Autumn 2025**

In Medway, 68.0% of children had a good level of development which is marginally better than the national GLD score of 67.7%. Medway are ranked 74th out of 153 local authorities. Medway saw a slight decline on the previous year, against a 0.7% increase at national level, which has resulted in a 15-place fall in the LA rankings. Medway have narrowed their lead over national from 1.5% (1pp) better in 2022-23 to just 0.4% (0.3pp) better in 2024.

The service is monitoring this slight reduction and carry out further evaluation to determine if this has a specific cause. A review of the Early Years service has been commissioned.

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

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

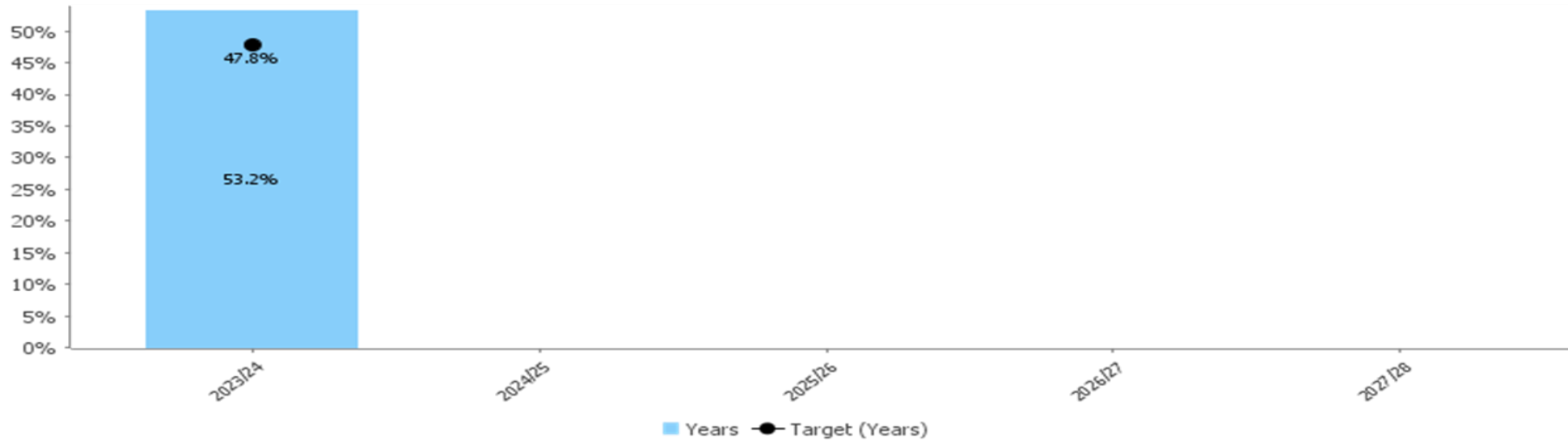


**Aim to Maximise  
Amber (upward long trend)  
Annual PI. Due November 2025**

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 data comes from the Office for Health Improvement and Disparities and is based on data from NHS England. The public health team's aim is to support children's weight management by promoting healthy eating and physical activity through engaging programmes. Specialist training is delivered to key workers and health professionals, addressing weight, safeguarding, and obesity, and ensuring every contact counts. **Tri Cookery for Families and Children:** A free, 6-week course in Medway for children aged 5-7 and their families, focusing on cookery skills, balanced diets, and healthy recipes. In 2024-25, 13 sessions were delivered to 89 families. **Tri Club Programmes:** Healthy lifestyle programmes for families with children above a healthy weight, now condensed from 12 weeks to 6 weeks based on feedback. 55 children have accessed Tri Clubs to date. **FitFix:** A programme for 13-17-year-olds in Medway to improve diet, exercise habits, self-esteem, and energy levels. Includes guided exercise, personal training, nutritional education, and a free gym membership for up to a year. 37 young people have engaged with the programme to date. **TriTasters:** Short sessions for school-aged children to introduce healthy eating, physical activity, and self-esteem improvement. Currently running at Bligh Primary School and English Martyr School, with engagement challenges. 79 children have accessed TriTasters to date. **Holiday Activities and Food (HAF) Programme:** Known as MedwayGo, it offers free activities for children from Reception to Year 11 during holidays, including sports, arts, and drama, with a free balanced meal. Funded by the Department for Education, it aims to improve children's health and wellbeing, support families, enhance provider capacity, and foster community resilience. Thirty providers offer over 60 Easter activities, with a new booking system, insights gathering, and a three-year impact study underway with Brighton University. Training sessions include SEND Awareness, Safeguarding, Social Media promotion, and Nutritional Education.

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

By 2027/28, the percentage of physically active children and young people will be similar or higher compared to the England average. This data comes from the Office for Health Improvement and Disparities and is based on data from Sport England. It is reported a year in arrears. The value for 2023/24 is 53.2%, which is statistically better than the England value of 47.8%. This is also an increase from the previous year's value of 41.6%. The successful campaign of Medway Can run throughout 2023/24, which saw residents log how far they walked, run or cycled in a bid to travel enough miles to make it around the world.

### **Achievements**

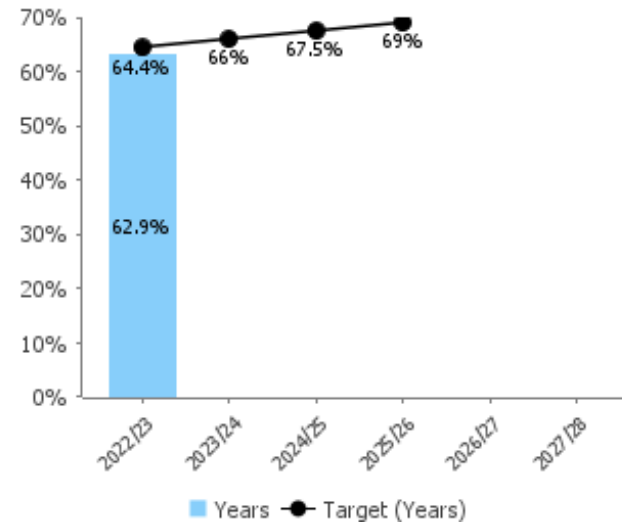
Medway held its first meeting in a bid to secure Place Partnership funding for up to £2 million to get Medway moving. It was attended by a wide range of stakeholders to demonstrate how Medway can work together to increase physical activity levels for our residents. Active Kent and Medway are the lead partners, and the aim is for funding to be secured in 2025.

### **Actions**

Recruit to the role of a Project Officer focusing on Children and Young People, supporting the 5-year Childhood Obesity Plan. This role will be working across sectors including Education and Primary Care.  
A second meeting to shape Medway's application for Place Partnerships funding will happen in May 2025.

# 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

## - 4.13 Physically active adults (19+ yrs)



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

By 2027/28, the percentage of physically active adults will have increased to 69%. The four-year target is 69%, with the incremental target for 2022/23 being 64.4%. Medway Public Health continue to offer a range of interventions to support people to become more active. Medway held its first meeting in a bid to secure Place Partnership funding for up to £2 million to get Medway moving. It was attended by a wide range of stakeholders to demonstrate how Medway can work together to increase physical activity levels for our residents. Active Kent and Medway are the lead partner, and the aim is for funding to be secured in 2025.

For 2024/25 the outcomes for Public Health interventions:

656 patients referred (year to date – YTD) for Active Referral Programme

359 people attended Small Steps, Big Changes courses

10,902 footfall for Let's Get Active classes. Classes are for a range of people including Rehab, Stroke, Neurology, Cardiac and ethnic minority groups

4,815 footfall in older adults' programmes including Extra Care Schemes, Care Homes and Walk in the Park expansion to 10 walks across Medway

12,448 footfall YTD for Wellbeing Walks with 272 new walkers

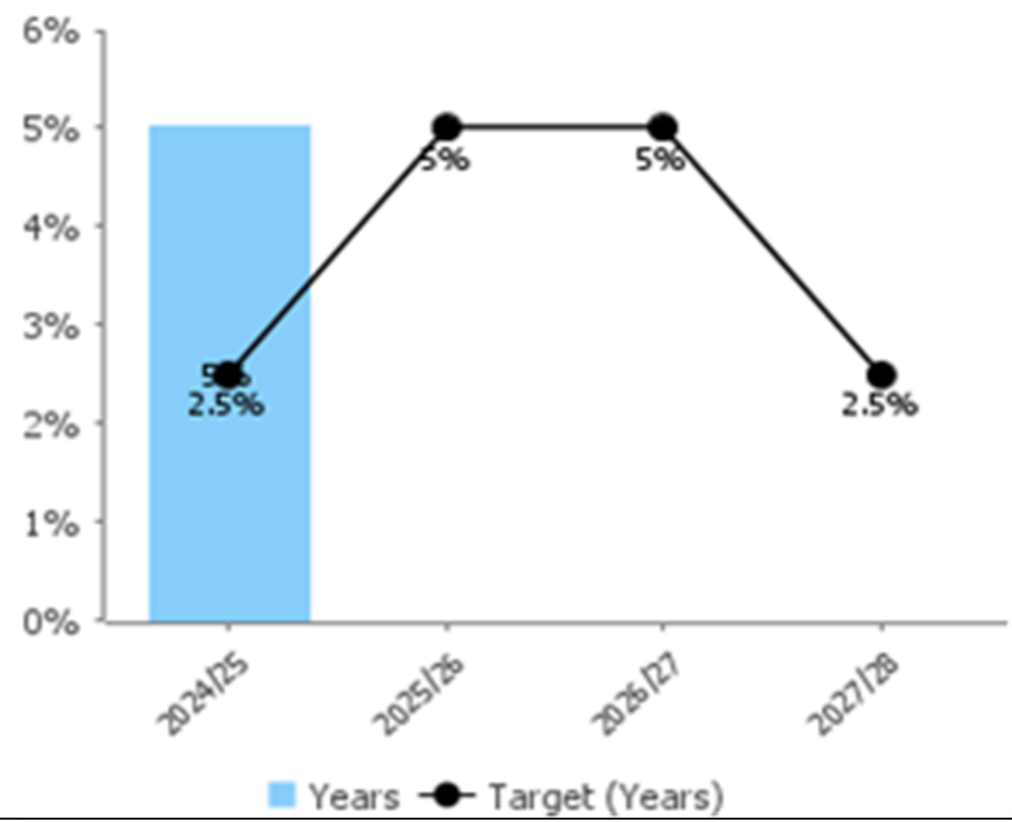
1,792 footfall YTD for Nordic Walking with 48 new walkers

15-20 attendees for Nordic for Parkinsons each week

624 footfall for cycling groups

Actions: The Better Care Fund funded Primary Falls Prevention Programme has been launched and work is underway with primary care to refer patients into the service. A second meeting to shape Medway's application for Place Partnerships funding will happen in May 2025.

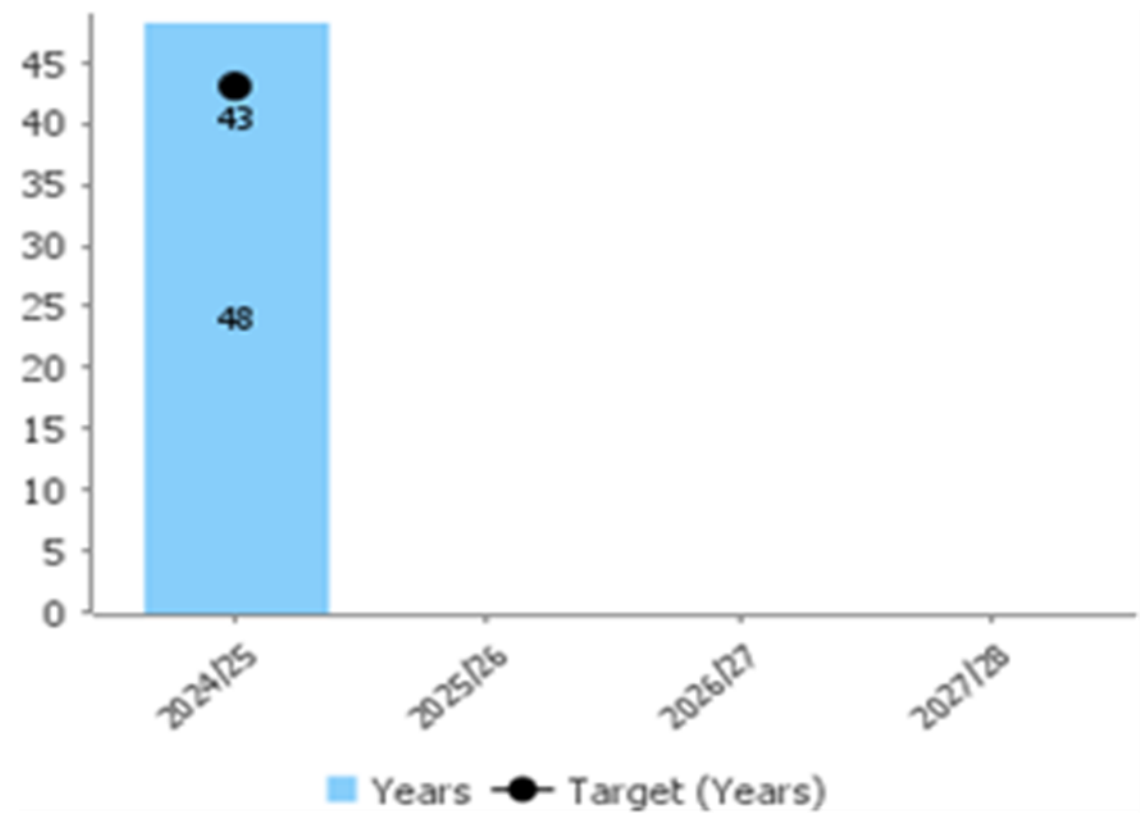
**Work collaboratively to grow participation year on year in recreational play, sport and physical activity as a means of promoting improved physical and mental health and wellbeing**  
**- 4.14 By 2027/28, increase by a minimum of 15% the number of children and young people swimming lessons held at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



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

2024/25 swimming lesson participants across the sites, demonstrating an increase of 15%, target is 68,250 participants  
 This target has been exceeded for 2024/25 increasing the total annual number of children and young people in swimming lessons at our sports centres - 30% increase  
 Current participation numbers (weekly average) x 39 weeks (1st April 2024 to 31 March 2025)  
 Medway Park 824 x 39 weeks = 31,312  
 Strood 691 x 38 weeks = 26,258  
 Hoo 476 x 38 weeks = 18,088  
 Cozenton Park 523 x 25 weeks (part year) = 13,075  
 Total = 88,733 participants across our swimming lessons this budget year, which is an increase of 20,483 on last years total target 68,250

**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**

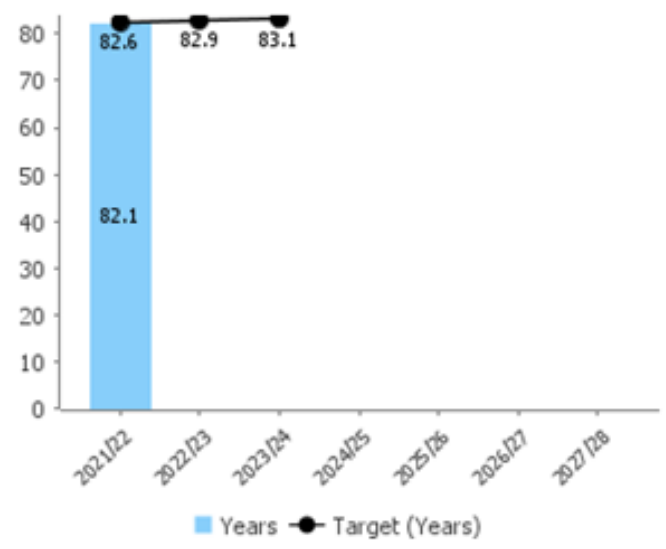


**Aim to Maximise  
Green (no long trend)  
Annual PI.**

In 2024/25, 48 primary schools per year entered a minimum of two Mini youth Games events  
The target was met and exceeded. School events continue throughout the school year, the current series 24/25 runs from September 24 to July 25, these target figures reflect budget year, schools continue to sign up prior to each event so we can report on that quarterly.



**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**  
**- 4.16a Life expectancy at birth (Female, 3 year range)**



**Aim to Maximise  
Red (upward long trend)  
Annual PI**

By 2027/28, life expectancy at birth for females will have increased by 1 year. The final target is 83.1, taken from the baseline value of 82.1 from 2019/20. The incremental target for 2021/22 is 82.6.

This performance indicator is measured 3 years in arrears.

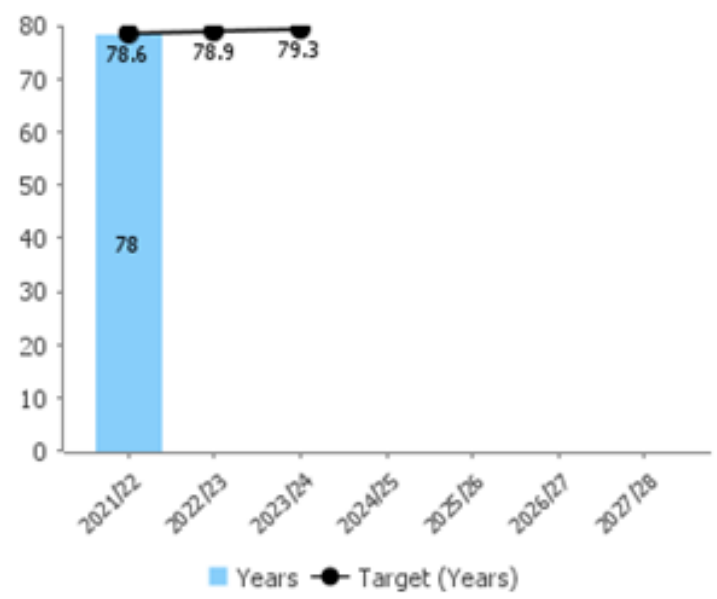
Life expectancy in Medway for females was 82.1 years in 2021-23, lower than the England average of 83.1 years. Factors like smoking, obesity, and deprivation impact this. Everything that Medway Council and the NHS do has an overarching aim to increase life expectancy, as highlighted in the outcomes of the Joint Local Health and Wellbeing Strategy and the Integrated Care Strategy.

The Medway Public Health (PH) team offers various healthy lifestyle services under the 'A Better Medway' banner, with many accepting self-referrals. In Q4 2024/25, Medway PH have been preparing to launch a new primary Falls Management and Exercise (FaME) service for Medway residents. This 20-week programme includes physical activity and wellbeing support. Medway PH colleagues' 'Let's Get Active' class was featured in the 'The Social Value of Group Exercise' report, highlighting the importance of group exercise for overall wellbeing and reducing loneliness.

Medway is also in the process of becoming a 'Marmot Place', an initiative set up by the Institute of Health Equity. This means that Medway will be recognised as placing the reduction in health inequalities and the needs of the community at the centre of their approaches, interventions, and policies.

Additionally, the Medway Public Health Intelligence Team are currently carrying out an exploratory piece of work into healthy life expectancy in Medway.

**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**  
**- 4.16b Life expectancy at birth (Male, 3 year range)**



**Aim to Maximise  
Red (upward long trend)  
Annual PI**

By 2027/28, life expectancy at birth for males will have increased by 1.5 years. The final target is 79.3, taken from the baseline value of 77.8 from 2019/20. The incremental target for 2021/22 is 78.6.

This performance indicator is measured 3 years in arrears.

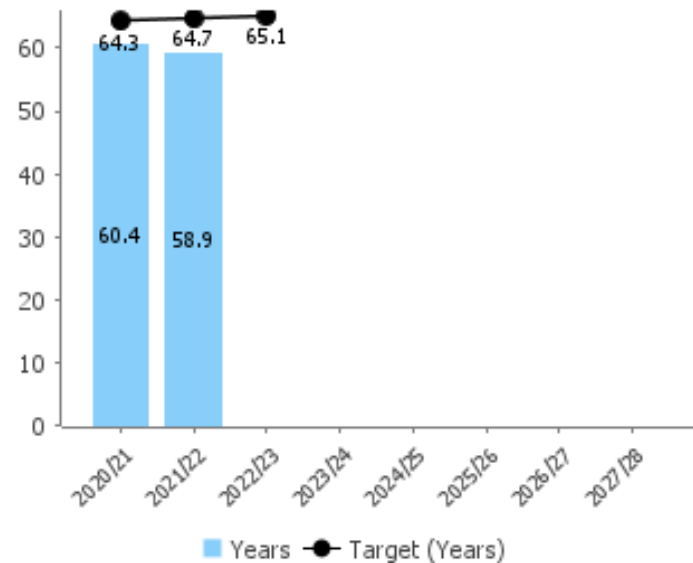
Life expectancy in Medway for males was 78 years in 2021-23, lower than the England average of 79.1 years. Factors like smoking, obesity, and deprivation impact this. Everything that Medway Council and the NHS do has an overarching aim to increase life expectancy, as highlighted in the outcomes of the Joint Local Health and Wellbeing Strategy and the Integrated Care Strategy.

The Medway Public Health (PH) team offers various healthy lifestyle services under the 'A Better Medway' banner, with many accepting self-referrals. In Q4 2024/25, Medway PH have been preparing to launch a new primary Falls Management and Exercise (FaME) service for Medway residents. This 20-week programme includes physical activity and wellbeing support. Medway PH colleagues' 'Let's Get Active' class was featured in the 'The Social Value of Group Exercise' report, highlighting the importance of group exercise for overall wellbeing and reducing loneliness.

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Additionally, the Medway Public Health Intelligence Team are currently carrying out an exploratory piece of work into healthy life expectancy in Medway.

**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**  
**- 4.17a Healthy life expectancy at birth (Female, 3 year range)**



**Aim to Maximise  
Red (downward long trend)  
Annual PI.**

By 2027/28, healthy life expectancy at birth will have increased by 1.5 years for females. The methodology for Healthy Life Expectancy has changed and published figures are rebased. Figures in previous reports may have changed. The originally agreed targets are based on data from before this change, and new targets are being discussed.

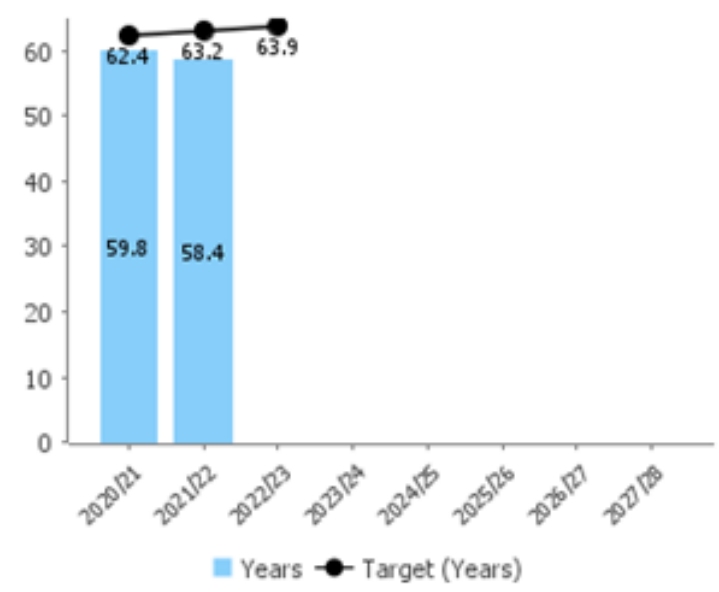
Healthy life expectancy at birth is the average number of years a person would expect to live in good health. In Medway, the healthy life expectancy for females was 58.9 years in 2021-23, statistically similar (overlapping confidence intervals) to the England average of 61.9 years. The Global Burden of Disease suggests that key contributing factors to disability-adjusted life years (a measure for years of healthy life lost due to premature mortality and disability) since 2011 are anxiety, depression, diabetes, and COVID-19, amongst others.

The Medway Public Health (PH) team offers various healthy lifestyle services under the 'A Better Medway' banner, with many accepting self-referrals. In Q4 2024/25, Medway PH have been preparing to launch a new primary Falls Management and Exercise (FaME) service for Medway residents. This 20-week programme includes physical activity and wellbeing support. Medway PH colleagues' 'Let's Get Active' class was featured in the 'The Social Value of Group Exercise' report, highlighting the importance of group exercise for overall wellbeing and reducing loneliness.

Medway is also in the process of becoming a 'Marmot Place', an initiative set up by the Institute of Health Equity.

Additionally, the Medway Public Health Intelligence Team are currently carrying out an exploratory piece of work into healthy life expectancy in Medway.

**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**  
**- 4.17b Healthy life expectancy at birth (Male, 3 year range)**



**Aim to Maximise  
Red (downward long trend)  
Annual PI.**

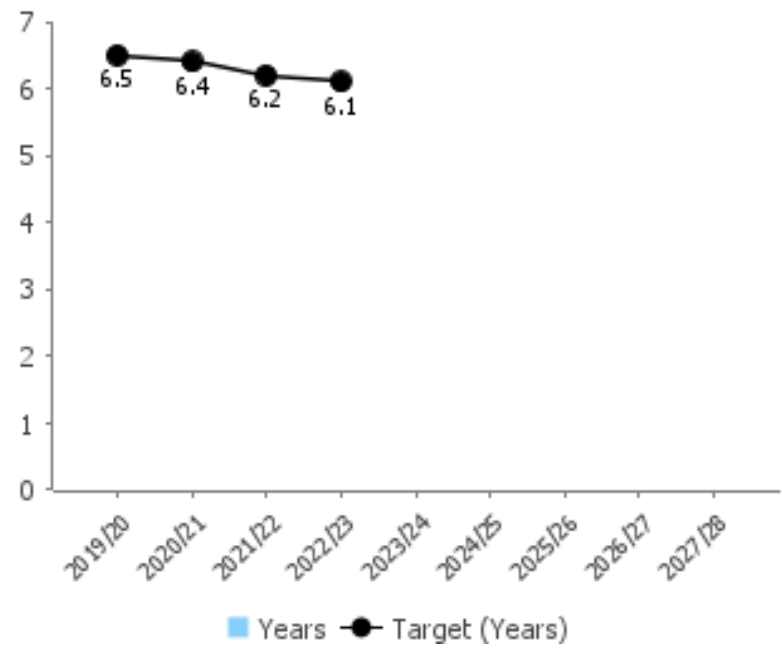
By 2027/28, healthy life expectancy at birth will have increased by 3 years for males. The methodology for Healthy Life Expectancy has changed and published figures are rebased. Figures in previous reports have changed. The originally agreed targets are based on data from before this change, and new targets are being discussed.

Healthy life expectancy at birth is the average number of years a person would expect to live in good health. In Medway, the healthy life expectancy for males was 58.4 years in 2021-23, statistically similar (overlapping confidence intervals) to the England average of 61.5 years. The Global Burden of Disease suggests that key contributing factors to disability-adjusted life years (a measure for years of healthy life lost due to premature mortality and disability) since 2011 are anxiety, depression, diabetes, and COVID-19, amongst others.

The Medway Public Health (PH) team offers various healthy lifestyle services under the 'A Better Medway' banner, with many accepting self-referrals. In Q4 2024/25, Medway PH have been preparing to launch a new primary Falls Management and Exercise (FaME) service for Medway residents. This 20-week programme includes physical activity and wellbeing support. Medway PH colleagues' 'Let's Get Active' class was featured in the 'The Social Value of Group Exercise' report, highlighting the importance of group exercise for overall wellbeing and reducing loneliness.

Medway is also in the process of becoming a 'Marmot Place', an initiative set up by the Institute of Health Equity. Additionally, the Medway Public Health Intelligence Team are currently carrying out an exploratory piece of work into healthy life expectancy in Medway.

**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**  
**- 4.18a Inequality in life expectancy at birth (Female, 3 year range)**



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

By 2027/28, inequalities in life expectancy at birth will have decreased by 0.5 years for females. The final target is 6.1, taken from the baseline value of 6.6 from 2018/19. The incremental target for 2019/20 is 6.5.

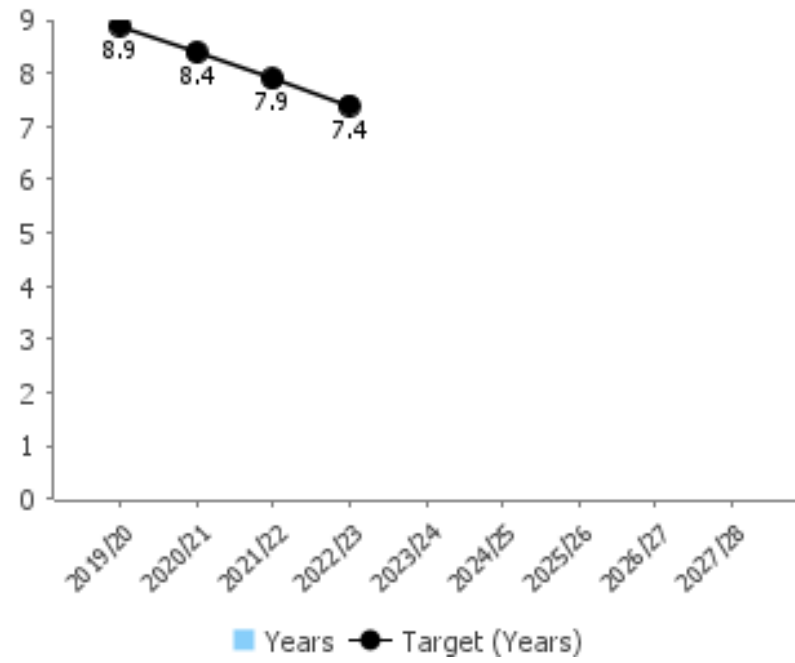
Data reported will be for 2019 - 2021. This data is calculated by the Office for Health Improvement and Disparities, using Office for National Statistics and Department for Levelling Up, Housing and Communities data. It is reported five years in arrears. The COVID-19 pandemic had a significant impact on data collection which is causing delays in the release of subnational data.

Life expectancy is a key measure of population health. Differences in life expectancy are often linked to socioeconomic factors (like income and education), demographic traits (such as ethnicity and gender), geographic regions, or specific population groups. These differences can cause inequalities in life expectancy and can be measured using levels of deprivation.

The inequality in life expectancy at birth in Medway for females was 6.6 years, compared to England (7.9 years) in 2018-20. This is in the middle quintile nationally, suggesting a smaller inequality gap compared to males in Medway.

# 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

## - 4.18b Inequality in life expectancy at birth (Male, 3 year range)



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

By 2027/28, inequalities in life expectancy at birth will have decreased by 2 years for males. The final target is 7.4, taken from the baseline value of 9.4 from 2018/19. The incremental target for 2019/20 is 8.9.

Life expectancy is a key measure of population health, often linked to socioeconomic factors, demographic traits, geographic regions, or specific population groups. These differences can cause inequalities in life expectancy, often measured using levels of deprivation.

The inequality in life expectancy at birth in Medway for males was 9.4 years, compared to England (9.7 years) in 2018-20, placing Medway in the second worst quintile nationally. This suggests a large gap in life expectancy between more and less deprived areas in Medway.

The Medway Public Health (PH) team offers various healthy lifestyle services under the 'A Better Medway' banner, with many accepting self-referrals. In Q4 2024/25, Medway PH have been preparing to launch a new primary Falls Management and Exercise (FaME) service for Medway residents. This 20-week programme includes physical activity and wellbeing support. Medway PH colleagues' 'Let's Get Active' class was featured in the 'The Social Value of Group Exercise' report, highlighting the importance of group exercise for overall wellbeing and reducing loneliness.

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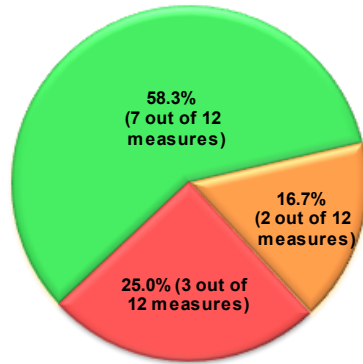
# Living in good quality, affordable homes

- Increase the supply of good quality, energy efficient and sustainable homes that reflect the needs of the communities in Medway.
- Implement a Local Plan which reflects the needs of the communities in Medway, supporting a transition to a low-carbon future promoting affordable, energy efficient and sustainable homes.
- Assist people with specific accommodation needs including older people, people with disabilities, people needing specialist support and those who find themselves homeless.
- Engage with communities to identify ways to improve streets, parks and local surroundings which create vibrant places to live and enhance the quality of people's lives.
- Ensure the Council's housing stock is good quality, efficient, free from damp and mould and tenants are at the heart of decision making.

# Summary of all performance indicators for this priority

There are 16 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. There are 4 indicators where it is data only so we reporting on 12 performance indicators this quarter.

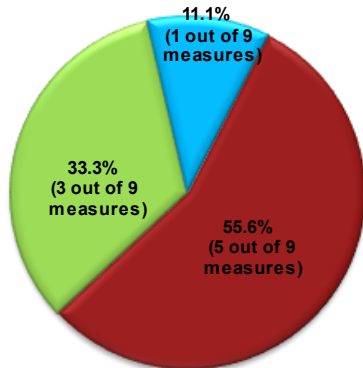
## Performance



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

This chart shows the performance for 12 measures:  
58.3% (7 out of 12 measures) met or exceeded target.  
16.7% (2 out of 12 measures) were slightly below target (less than 5%).  
25.0% (3 out of 12 measures) were significantly below target (more than 5%).

## Direction of Travel

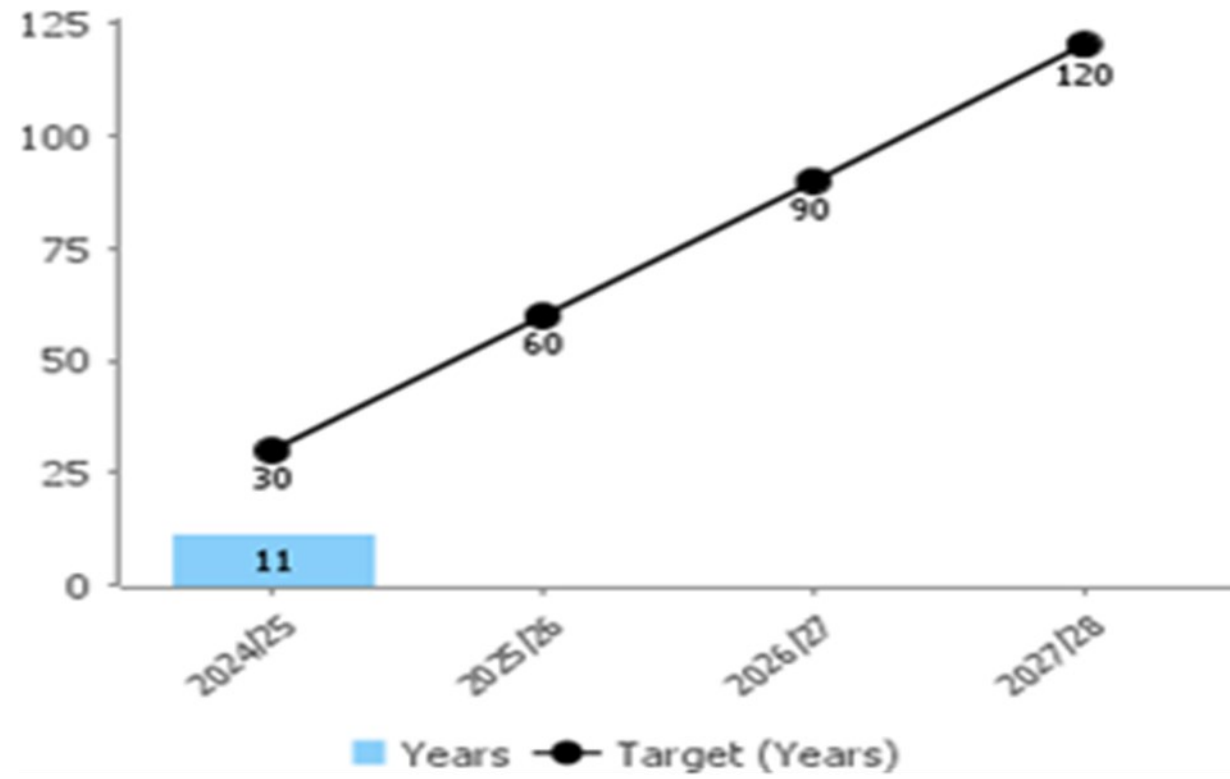


**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 9 measures:  
• 33.3% (3 out of 9 measures) had an upward long trend.  
• 11.1% (1 out of 9 measures) had a static long trend.  
• 55.6% (5 out of 9 measures) had a downward long trend.



**Increase the supply of good quality, energy efficient and sustainable homes that reflect the needs of the communities in Medway**  
**- 5.02 By 2027/28, increase the housing revenue account (HRA) council stock by 4%**

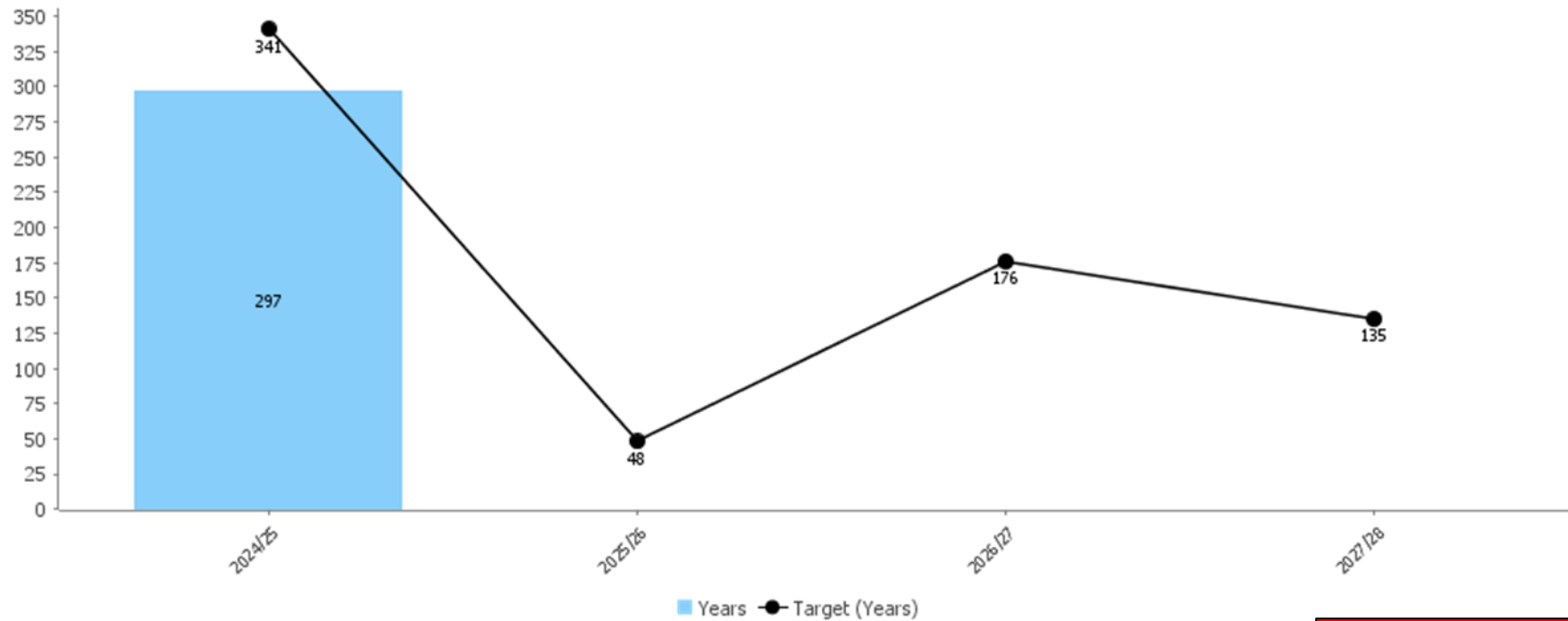


**Aim to Maximise  
Red (no long trend)  
Annual PI.**

The build for Truro Manor (phase 6, 44 homes) is anticipated to complete in summer 2025 due to timescales required for gas work road closures. Lennox Wood (phase 5, 19 homes) is on track and the contractor on site, with completion anticipated for April/May 2026. An application for £1.650m has been submitted to the Affordable Homes Programme, with confirmation of the funding expected in April/May 2025. The ecology works for Aburound House (phase 5, 18 homes) are starting again on 7th April 2025, with start on site anticipated for early summer. Exchange of contracts for Block B Ingram Court in (9 homes) has been delayed due to a planning query regarding a S106 payment, exchange is anticipated for April 2025 with completion in the summer. A budget request will be put forward in Q1 of 2025/26 for further development projects in the HRA pipeline.

# Increase the supply of good quality, energy efficient and sustainable homes that reflect the needs of the communities in Medway

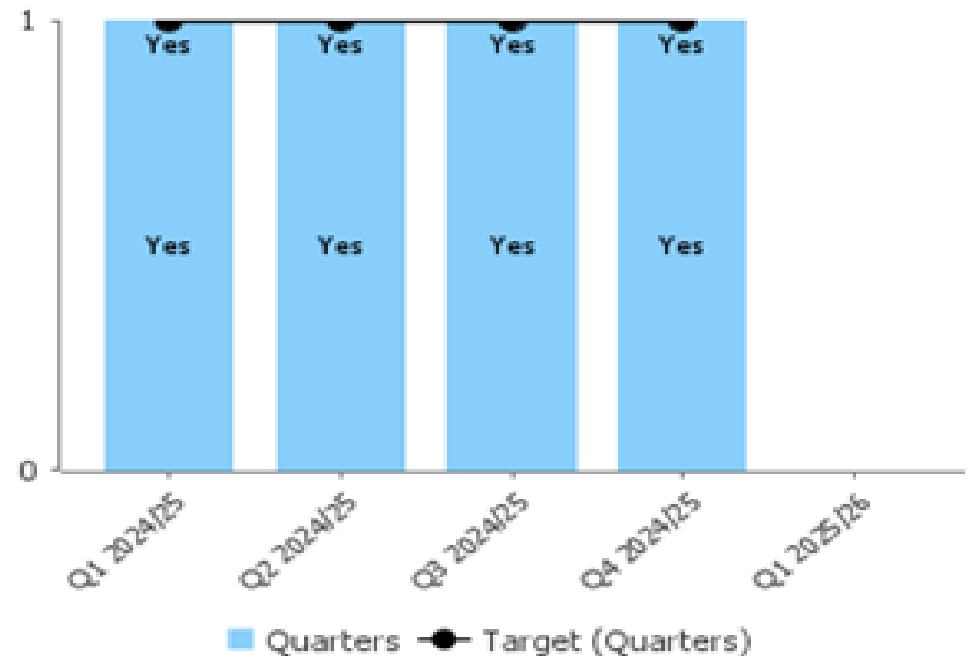
## - 5.03 By 2027/28, increase the number of new homes built by 700



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

This is an annual performance indicator. Delivered as at Q4 24/25:  
Garrison Point - All 115 homes completed.  
Chatham Waterfront – All 182 completed  
Britton Farm - 44 homes to be delivered. This will now be completed by Q2 25/26 due to subcontractor resource delay.  
From 2025/26 onwards, there are two new projects, Mountbatten House and Strood Civic. There have been initial delays with funding and archaeology which means the start has been delayed and therefore works have been reprogrammed to achieve delivery.

**Implement a Local Plan which reflects the needs of the communities in Medway, supporting a transition to a low-carbon future promoting affordable, energy efficient and sustainable homes**  
**- 5.01 By June 2025 the Council will submit to Government its draft Local Plan for examination, with the aim that the Local Plan is adopted by summer 2026**



**Aim to Maximise  
 Yes/No  
 Green (static long trend)**

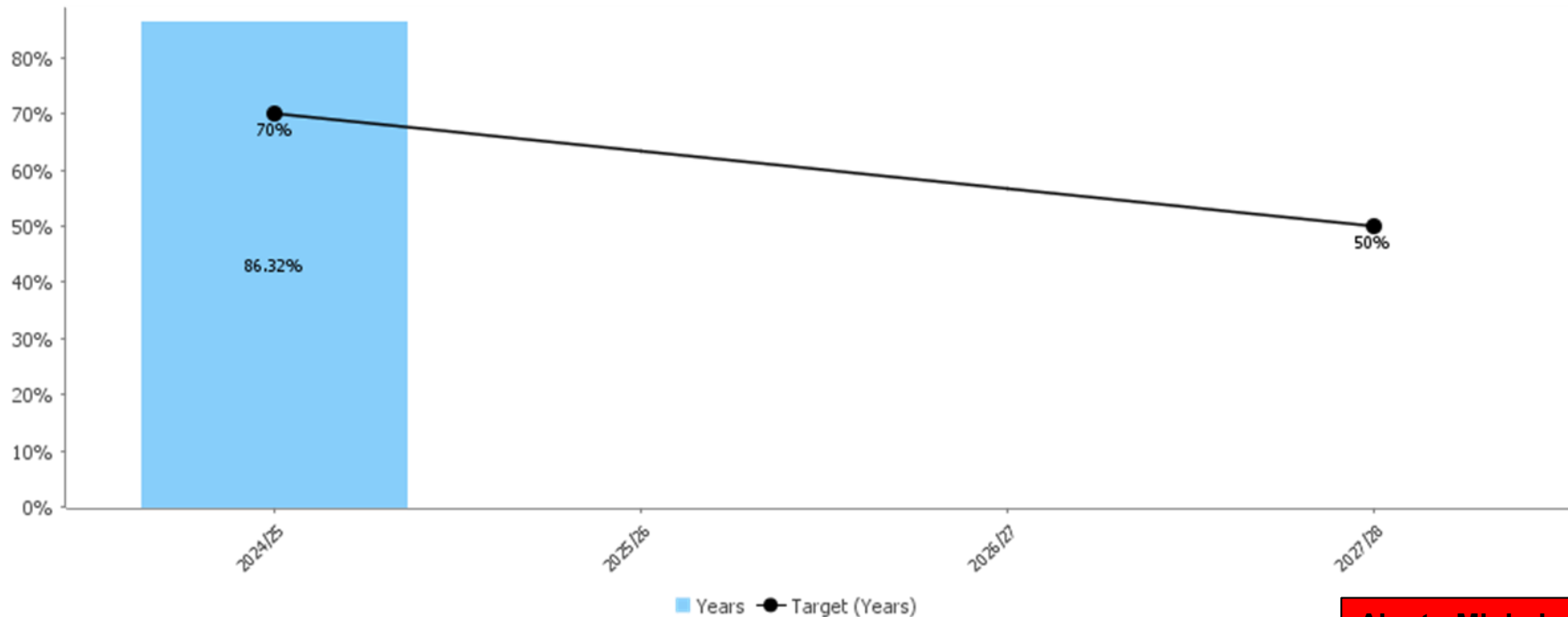
The Council consulted on the emerging Local Plan at ‘Regulation 18’ in Summer 2024. Around 400 written responses were received. The Planning Policy team is assessing the responses to inform the final content of the Draft Plan.

Cabinet approved an updated Local Development Scheme, which sets out the timetable for the Local Plan, on 17 December 2024. Key milestones are:

- Publication of Draft Plan at Regulation 19 – June 2025
- Submission of plan for examination – November 2025
- Adoption of plan following examination – December 2026

Working towards reporting Reg 19 Local Plan to Full Council on 26 June 2025 Government published a revised Standard Method for calculating Local Housing need on 12 December 2024. The figure for Medway is 1594 homes a year. This is a slight reduction on the previous figure of 1658 homes a year. This allows the Council to continue its work in defining a preferred spatial strategy. Work has also been completed and published on evidence base documents along with the Regulation 18 consultation in summer 2024. Further work on transport, housing, employment, retail, infrastructure, viability, and flood risk will be published with the Draft Plan. The Council continues to liaise with neighbouring LPAs and statutory consultees, including specific work with Maidstone BC in relation to cross border planning matters on the Lidsing Garden Community and Capstone Valley area.

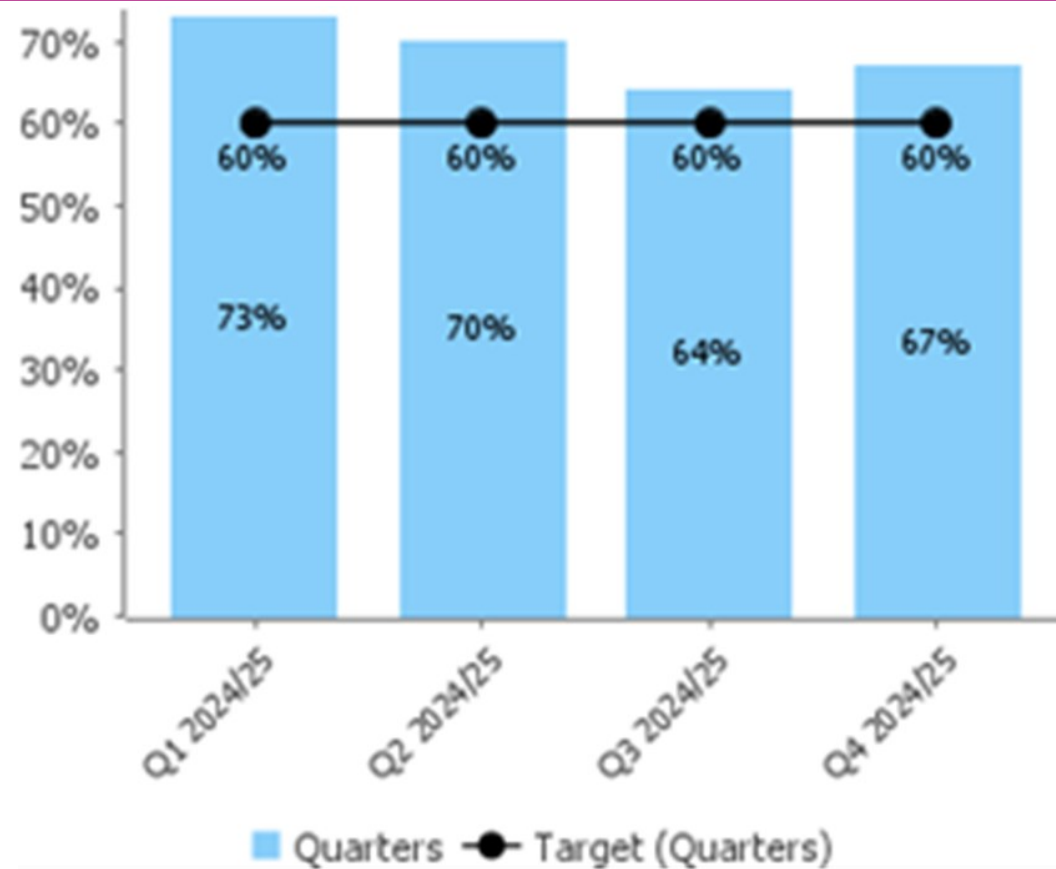
**Assist people with specific accommodation needs including older people, people with disabilities, people needing specialist support and those who find themselves homeless**  
**- 5.04 By 2027/28, reduce the amount of temporary accommodation provided in the private sector to a maximum of 50%**



**Aim to Minimise Red (no long trend) Annual PI.**

At the end of Q4, 82.8% of those households in temporary accommodation (TA) were placed under nightly paid, private sector arrangements. As of 31 March 2025, there are 589 households in all forms of temporary accommodation. 484 households are in nightly, paid private sector temporary accommodation at a cost of £28,105 per night. As expected, the average numbers across this quarter have increased from Q3. We should note that we anticipate that we may see a further increase in approaches of households experiencing homelessness with the current national cost of living issues and the coming Renters Reform Act. However, with the increase in TA Owned Acquisition programme develops and with the TA Reduction Actions coming into play we are confident that we should see this number begin to reduce through Q1 of 2025-26. At the end of Q4 there are 69 Households are HRA TA in use, 12 corporate in TA use, 14 owned TA in use and 0 Bed and Breakfast TA in use. Medway Councils Private Rented Sector Team has now joined with One Medway Lettings through the client find offer we have seen a 50% increase in successful signups and through the new Full managed service have acquired 7 properties and managed to successfully sign up 5 clients from temporary accommodation. We have also launched a move on initiative and have dedicated one Housing Options Officer to focus on supporting clients to move on from temporary accommodation. Although this only began in November, we have seen 41 households move out of temporary accommodation into secure private rented accommodation

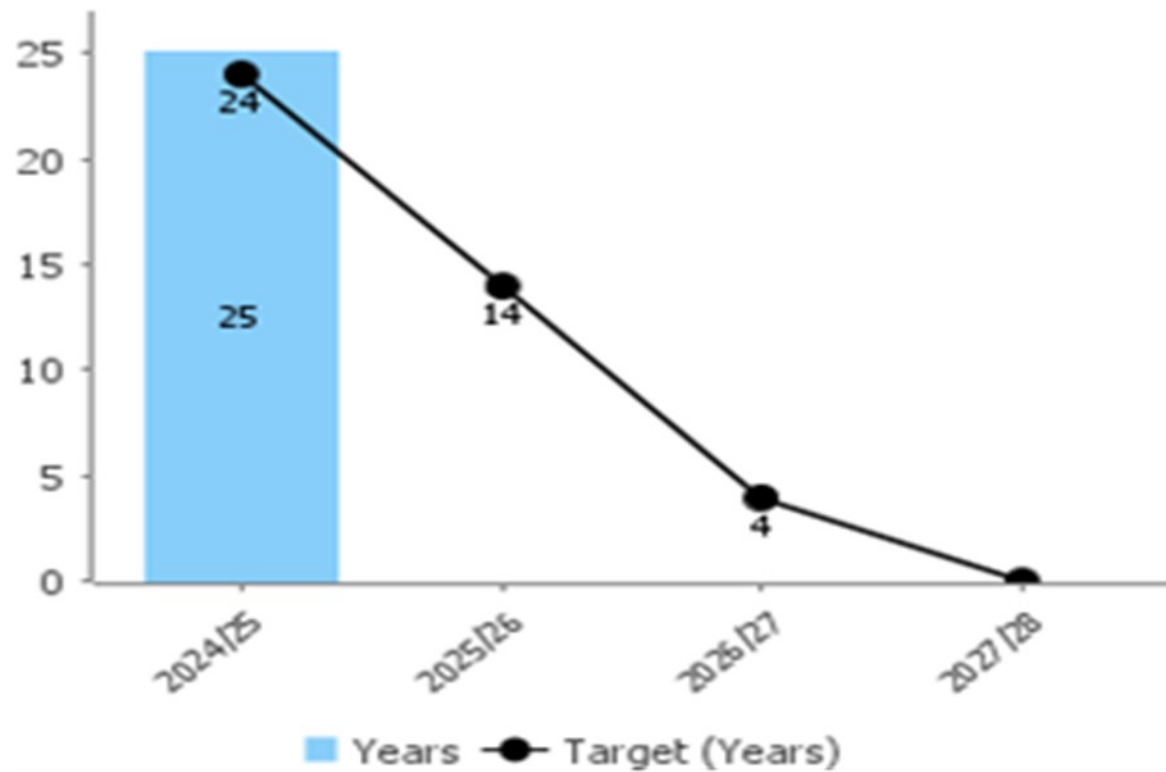
**Assist people with specific accommodation needs including older people, people with disabilities, people needing specialist support and those who find themselves homeless**  
**- 5.05a By 2027/28, prevent or relieve more than 60% of homeless households where a homeless duty has been triggered**



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

At the end of Q4, Housing Options have seen over 3600 households' approach for assistance, of all households where a homeless duty has been triggered 67% had their homelessness either prevented or relieved. While there continues to be a high demand on the service increased resources to support have seen a positive increase in the amount of household that would have required emergency accommodation with a total of 313 households for being prevented from homelessness and avoiding the need for emergency accommodation generating an additional saving to Medway Council of the region of £227,000.00. This is supported by the Private Rented Sector Team which has been rebranded to One Medway Lettings who have through an improved offer been able to negotiate with local landlords to acquire properties and at the end of Q4 saw an increase of 50% in successful signups compared to 2023/24 on our tenant find service. One Medway Lettings fully managed service has successfully signed up 7 properties for the scheme and moved 5 families from temporary accommodation into their new homes with 2 further households being identified for the other 2 properties.

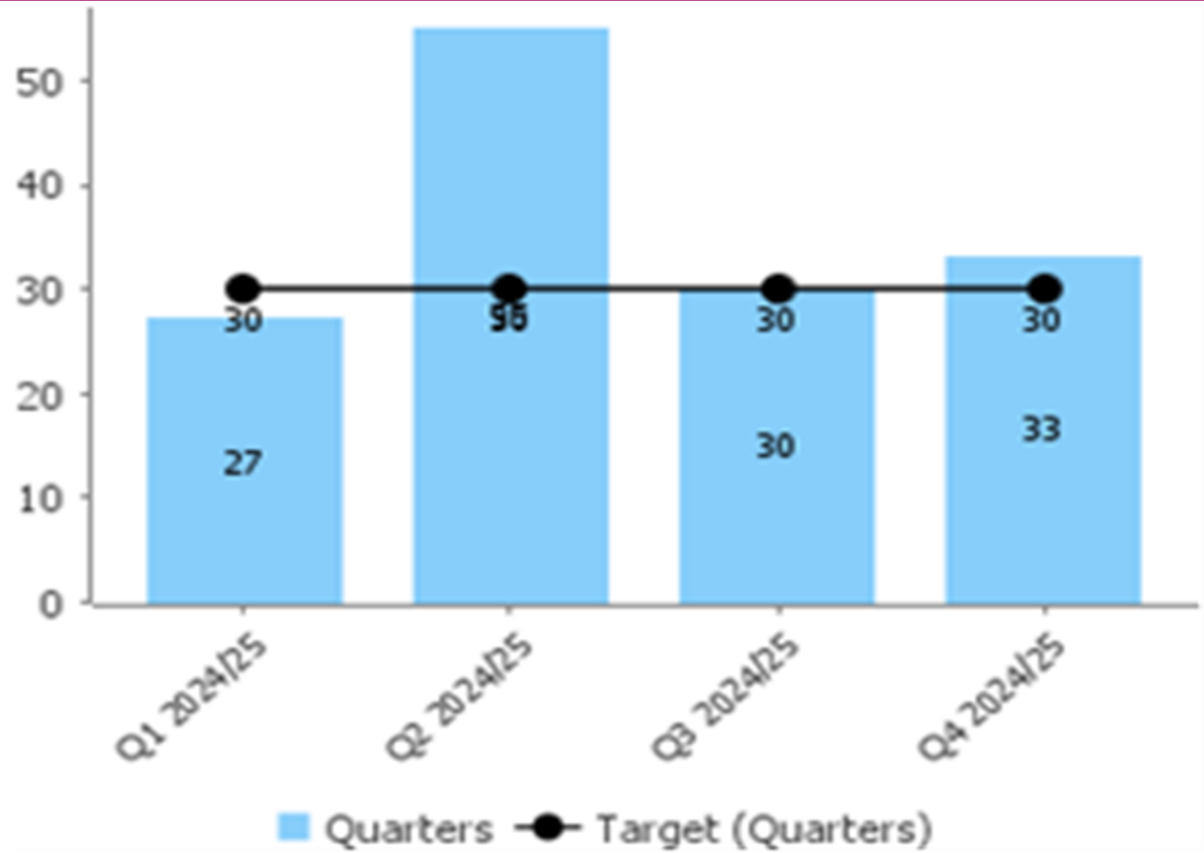
**Assist people with specific accommodation needs including older people, people with disabilities, people needing specialist support and those who find themselves homeless**  
**- 5.05b By 2027/28, reduce the number of rough sleepers to 0**



**Aim to Minimise  
Amber (no long trend)  
Annual PI.**

The Rough Sleeping team have been working with a whole system approach during the last quarter – this has included multi agency service visits to the winter shelter and a weekly task and finish group has been running to move people into longer term accommodation in a planned way. To meet demand, additional funding has been utilised throughout March to increase capacity, and the shelter has been running at an average of 25 spaces per night. To date, 28 people have been assisted into more sustained accommodation options and each person currently using the shelter will have a written plan confirming what ongoing assistance can be offered, including relevant agencies contact details before the shelter closes. Medway Housing have agreed to keep the shelter open for a further two weeks until 14 April 2025 to maximise opportunities for move on prior to closure. As well as agencies attending the shelter to provide support on site, there is a running programme of surgeries at Caring Hands day centre to increase the number of homeless applications taken to ensure better tracking of outcomes for the people who have used the shelter. From April, a more intensive staffing model will be deployed at the Medway Assessment Centre (MAC) to see if move on rates can be increased to allow more people to access the service over the course of the year, and to allow for a higher level of individual need to be met.

**Assist people with specific accommodation needs including older people, people with disabilities, people needing specialist support and those who find themselves homeless**  
**- 5.05c By 2027/28, 480 people have been assisted to remain in their homes by utilising the disabled facilities grant**

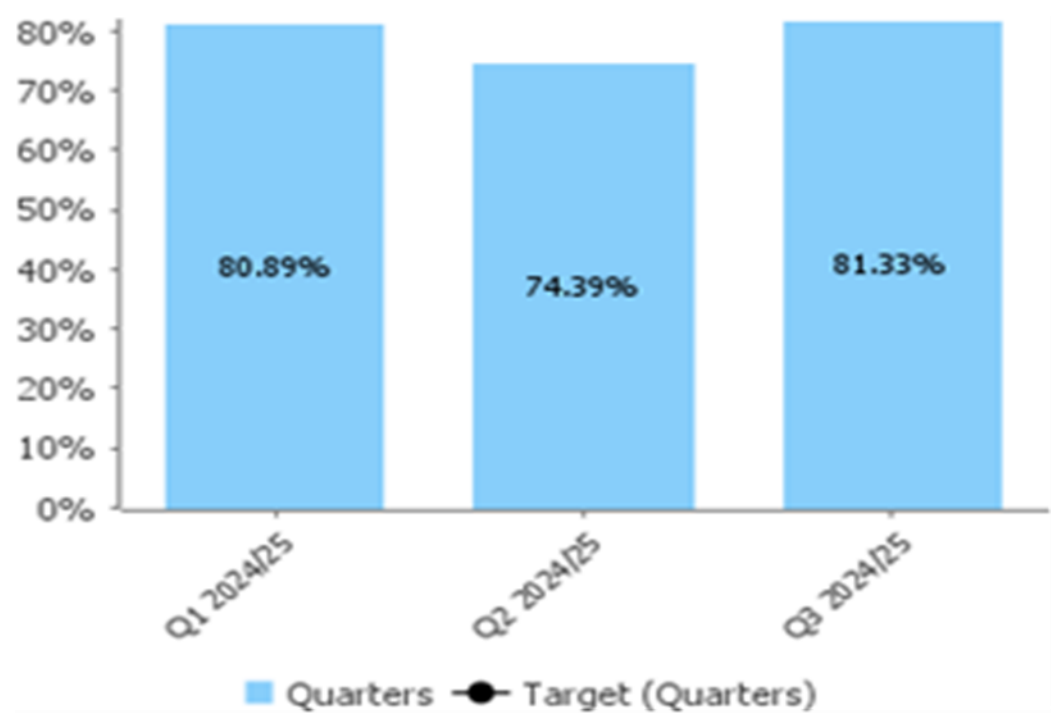


**Aim to Maximise  
Green (downward long trend)**

During Q4, 33 Disability Facility Grant (DFG) applications have been approved. The adaptations from these grants can restore the use of the home so that our clients can regain or retain their independence and carry on living in the community. Seven Discretionary stair lift grants, and two Emergency improvement loan has also been approved for this quarter.

The DFG Team continues to support individuals to enable them to develop solutions to have active, healthy and independent lives. The team continue work to deliver the required adaptations necessary and appropriate to meet the needs of the individual and to ensure that individuals can remain within the community providing an array of benefits including stability through the maintaining of local support networks. The team adopt a person-centred approach to prevent an individual escalating into hospital services.

**Engage with communities to identify ways to improve streets, parks and local surroundings which create vibrant places to live and enhance the quality of people's lives**  
**- 5.06a Satisfaction with parks and green spaces - direct users CP**

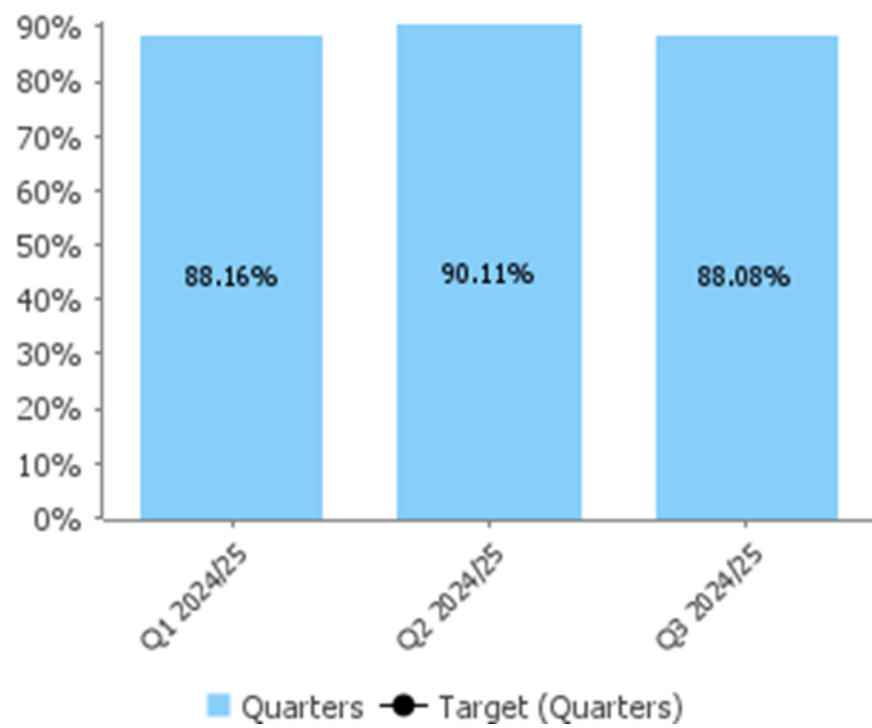


**Aim to Maximise  
Data only. (upward long trend)**

This performance indicator is reported quarterly in arrears. This update is for Q3 2024/25  
Satisfaction amongst users of parks and open spaces was 81.33% in Q3 24/25, 6.94 percentage points more than the 74.39% figure seen in Q2 24/25.  
Fewer users were dissatisfied about the service (6.67%, down from 13.41% in Q2) than neutral (11.3% of respondents, down from 11.6% in Q2). A further 0.7% gave no response to this question.  
These results are based on the 150 users of parks and open spaces from the 235 respondents to the Q3 24/25 Citizens' Panel, giving a margin of error of +/-8.0%, meaning the change in satisfaction is not statistically significant.



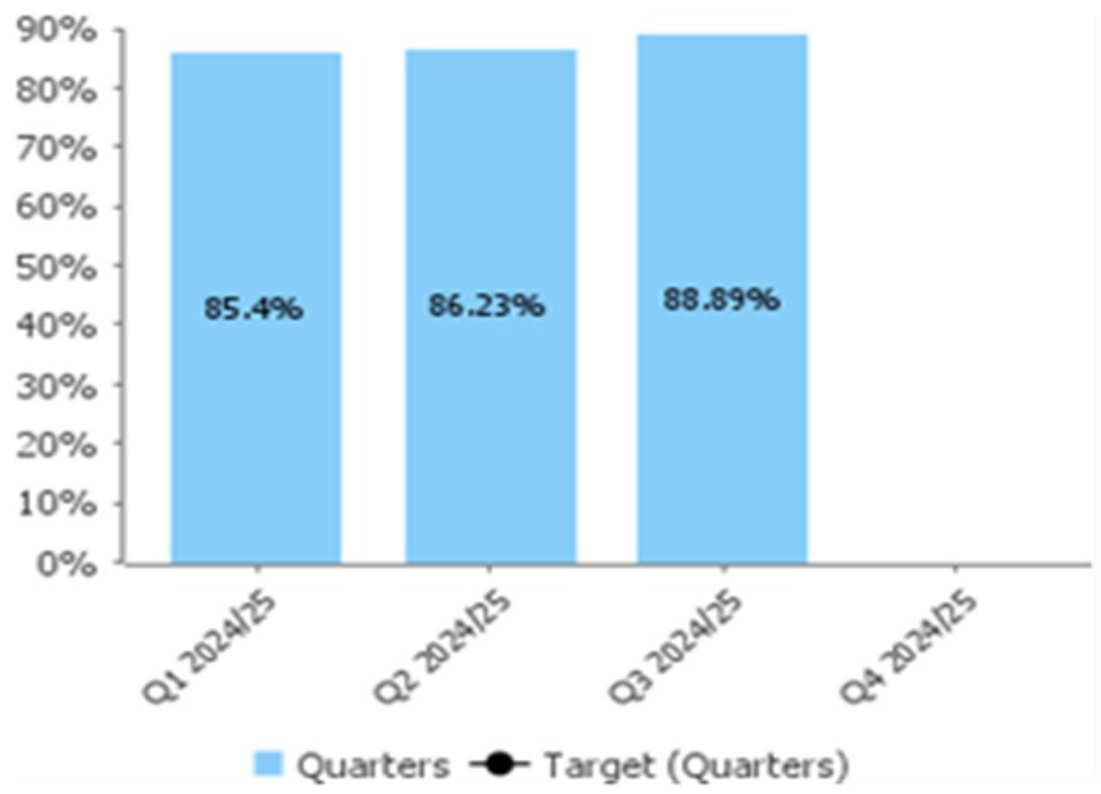
**Engage with communities to identify ways to improve streets, parks and local surroundings which create vibrant places to live and enhance the quality of people's lives**  
**- 5.06b Satisfaction with refuse collection - Citizens Panel result**



**Aim to Maximise**  
**Data only. (downward long trend)**

Reported a quarter in arrears. Q3 - satisfaction with refuse collection decreased to 88.08% in Q3 24/25 (down from 90.11% in Q2 24/25). 4.3% of respondents were neutral about the service (up from 4.0% previously) and 4.3% were dissatisfied (higher than the 3.2% seen in the previous quarter). A further 3.4% did not know or gave no response (up from 2.8% in Q2). The results are based upon 235 respondents to the Q3 24/25 Citizens' Panel giving an overall margin of error of +/-6.4%, meaning the changes are not statistically significant.

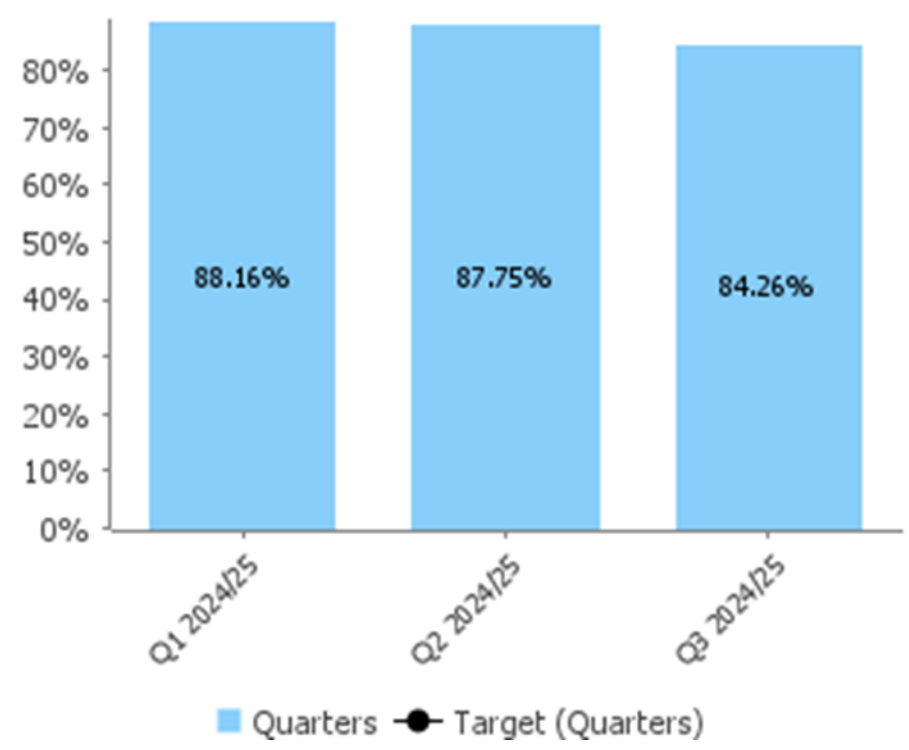
**Engage with communities to identify ways to improve streets, parks and local surroundings which create vibrant places to live and enhance the quality of people's lives**  
**- 5.06c Satisfaction with HWRC services – Citizens' Panel result**



**Aim to Maximise**  
**Data only (upward long trend)**

Satisfaction amongst users of the tip (HWRC) was 88.89% in Q3 2024/25. 5.6% of users were neutral about the service and 3.9% were dissatisfied. These results are based on the 126 users of the tip from the 235 respondents to the Q3 2024/25 Citizens' Panel, giving a margin of error of +/-8.7%. The CP results conflict with waste services own most recent direct user satisfaction survey (undertaken Q2 2024) where the views of 2,324 respondents gave an overall satisfaction rating of 93% (questions were based on cleanliness, availability of recycling points and staff). However, it is important to note that this is not a direct comparison, as we are comparing a Q3 CP survey to a Q2 service survey. Despite this, the service's own surveys generally show a higher overall satisfaction rating compared to CP results. The direct users survey is run twice a year, usually in Q2 and Q4 for six weeks. The survey is sent by email to those who have made a HWRC booking during the six-week survey period. The Citizens' Panel survey is sent to a group of residents who have agreed to help Medway Council better understand their views and opinions on issues that affect Medway. The panel is made up of residents who are representative of the area by geographical location, age, sex and ethnicity.

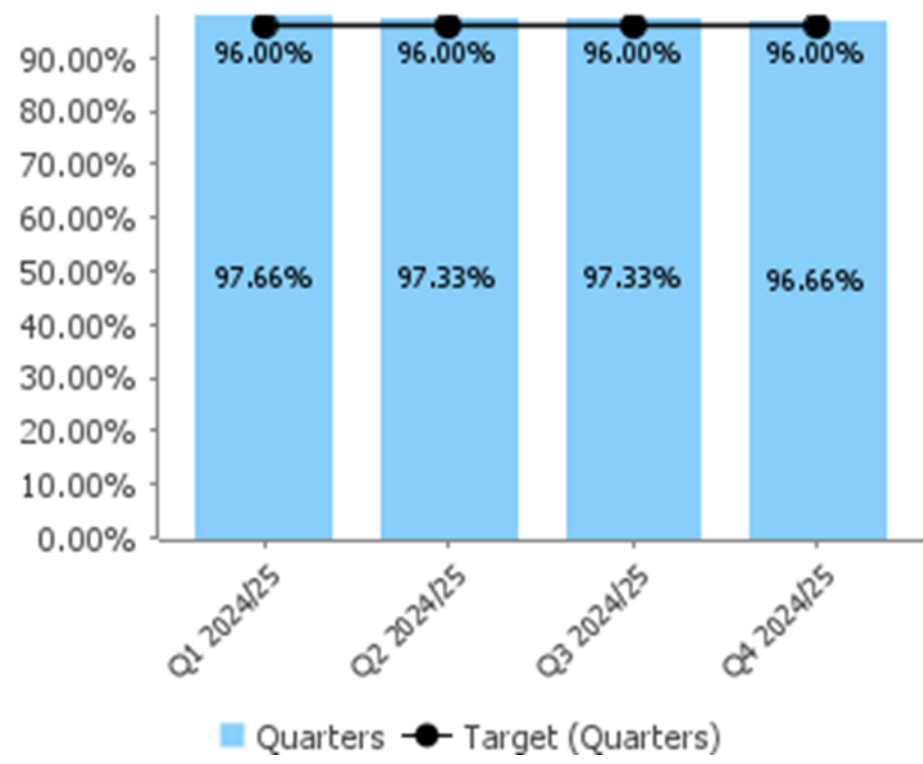
Engage with communities to identify ways to improve streets, parks and local surroundings which create vibrant places to live and enhance the quality of people's lives  
- 5.06d Satisfaction with kerbside recycling collections – Citizens' Panel result



**Aim to Maximise**  
**Data only (downward long trend)**

Reported a quarter in arrears. Q3 - Satisfaction with recycling collections (brown bin, blue/white bag and clear sacks) was 84.26% in Q3 2024/25, down from 87.75% in Q2 2024/25. The number of respondents who were neutral about the facilities was 5.1% (up from 4.7% in Q2). 6.8% of respondents were dissatisfied (up from 5.2% in Q2). A further 3.8% of respondents did not know or did not give a response. The results are based upon 235 respondents to the Q3 2024/25 Citizens' Panel giving an overall margin of error of +/-6.4%. None of the changes are statistically significant.

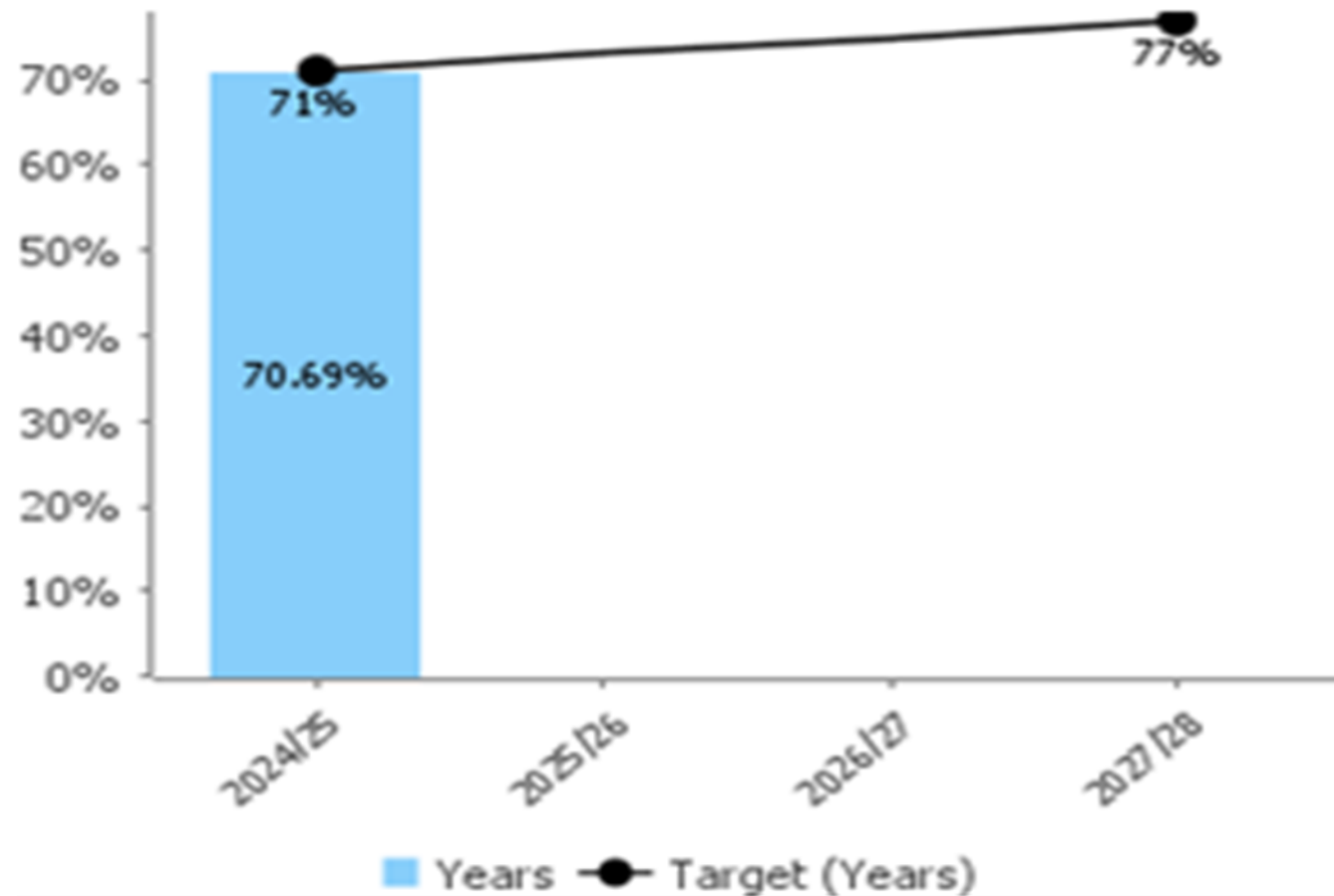
**Engage with communities to identify ways to improve streets, parks and local surroundings which create vibrant places to live and enhance the quality of people's lives**  
**- 5.06e Improved street and environmental cleanliness: Litter**



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

Medway is split into 22 wards which are inspected yearly with a total of 1,200 sites being inspected (100 sites x 12 months = 1,200 sites per year). Sites are different land classes: Main Retail and Commercial, Local Shopping areas, Residential streets, Main Roads, Waste Bins (litter, canine and combined), Rural Roads, Alleyways, Footbridge and Subways. During Q4 24/25, 96.66% of streets surveyed were free from litter at the time of inspections. Any issues are reported to Medway Norse to take action to restore to A grade standard in line with the Code of Practice on Litter and Refuse 2006 (modified 2019). There were 290 satisfactory inspections of A and B grades in Q4 requiring no further action; this is due to a robust contract monitoring programme and a high standard of cleanse being achieved by Medway Norse. A visual inspection of 50 metres is reviewed for the amount of litter present and graded. This is a transect. A to B assessed grades are acceptable for litter. C to D assessed grades are unacceptable. The number of sites that are at an acceptable standard at the time of inspection (grades A to B) are then reported as an overall percentage of good standard sites. For example, 97 sites at grades A to B / 100 x 100 = 97% of areas inspected were at an acceptable standard for litter.

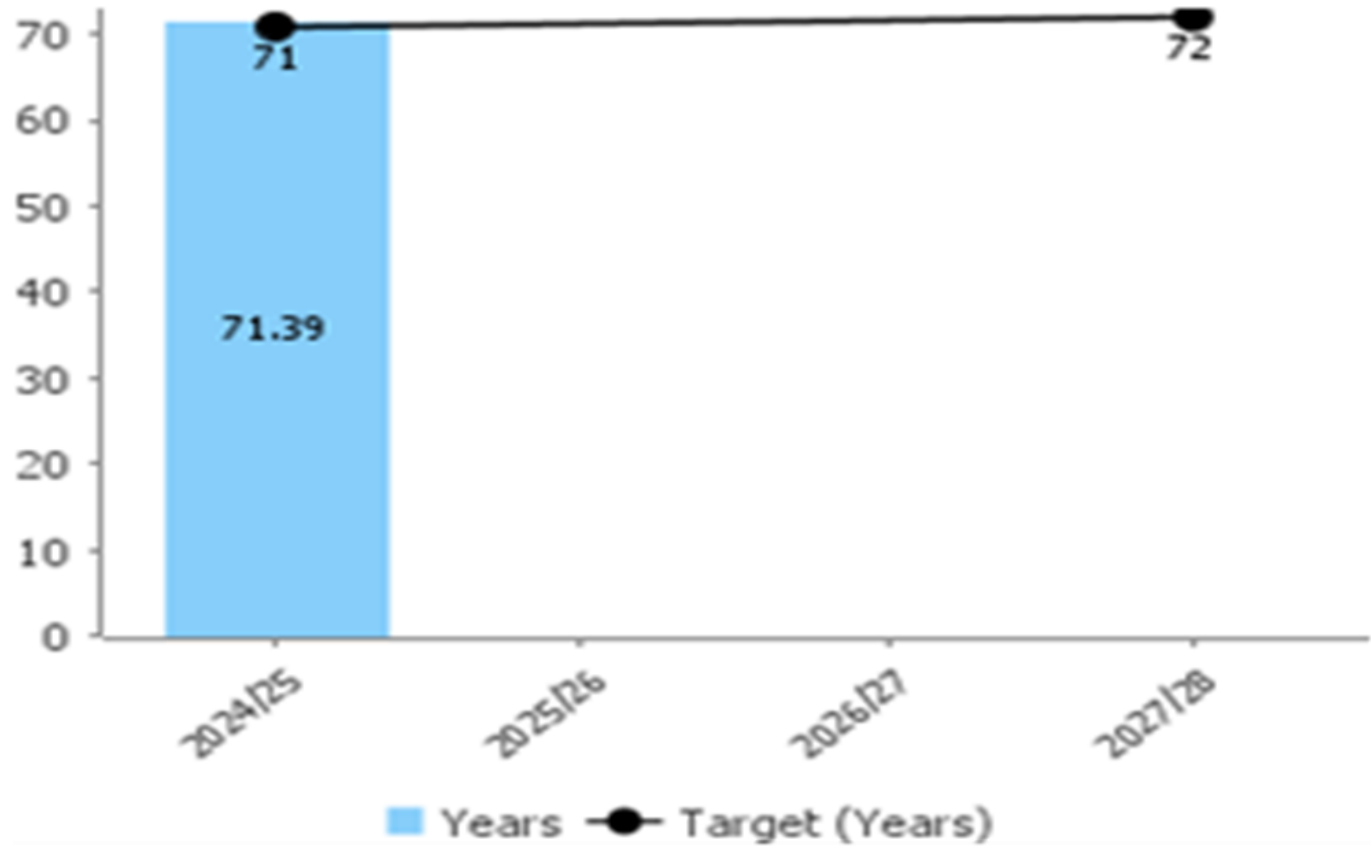
**Ensure the Council's housing stock is good quality, efficient, free from damp and mould and tenants are at the heart of decision making**  
**- 5.07 By 2027/28, tenant satisfaction of overall landlord services has increased to 77%**



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

The Tenant Satisfaction Measures survey, conducted between September and October 2025, was sent to 2,555 tenants via email or text, including reminders. A total of 585 responses were received, resulting in a 23% response rate. The Regulator requires a minimum response rate of around 500 tenants based on our current stock size. Surveys were primarily conducted by telephone, with an online option available via email and SMS. This year we have achieved an overall satisfaction of 70.7% which is an increase from 69% last year.

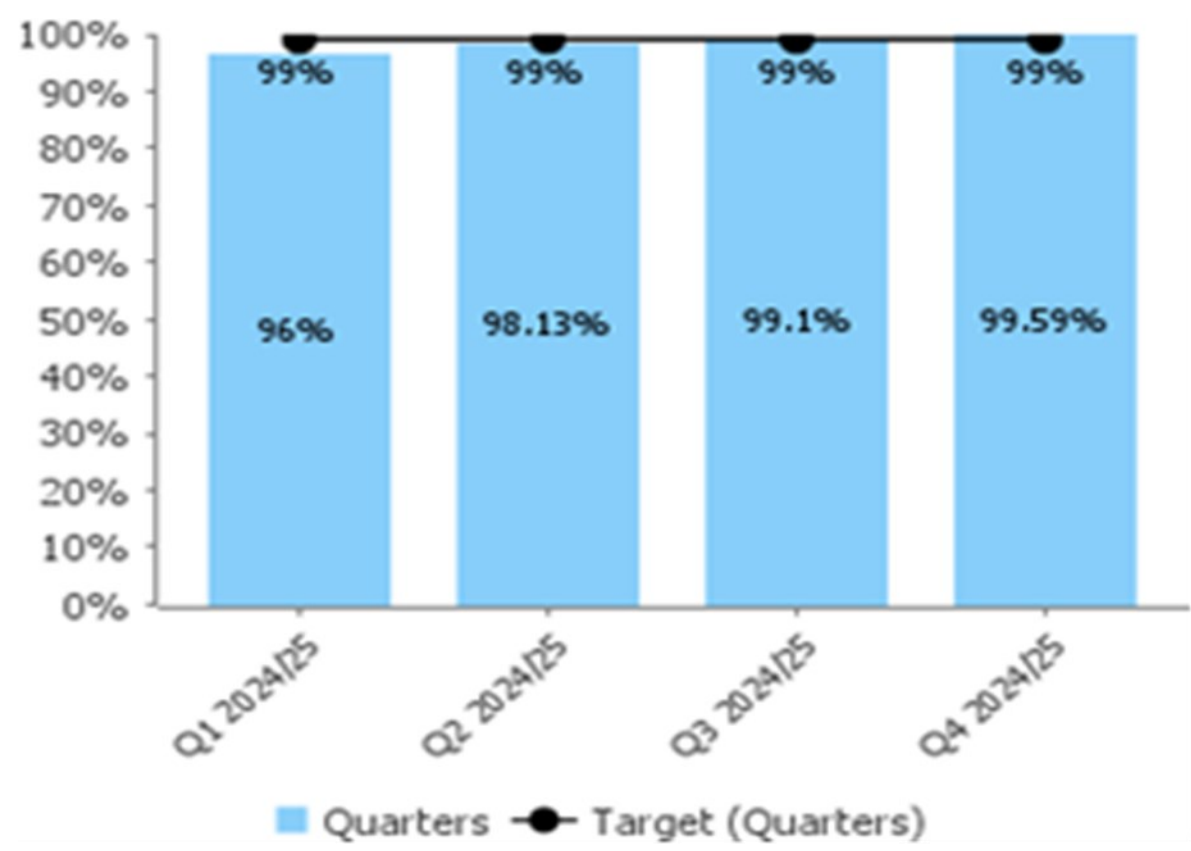
**Ensure the Council's housing stock is good quality, efficient, free from damp and mould and tenants are at the heart of decision making**  
**- 5.08 By 2027/28, increase the Housing Revenue Account (HRA) Housing stock's average energy efficiency score (referred to as SAP) to 72**



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

This is an annual indicator. At the end of Q4 the average energy efficiency score (SAP rating) for the HRA housing stock was 71.39. Surveys are routinely carried out to ensure all property records are up to date and accurate.

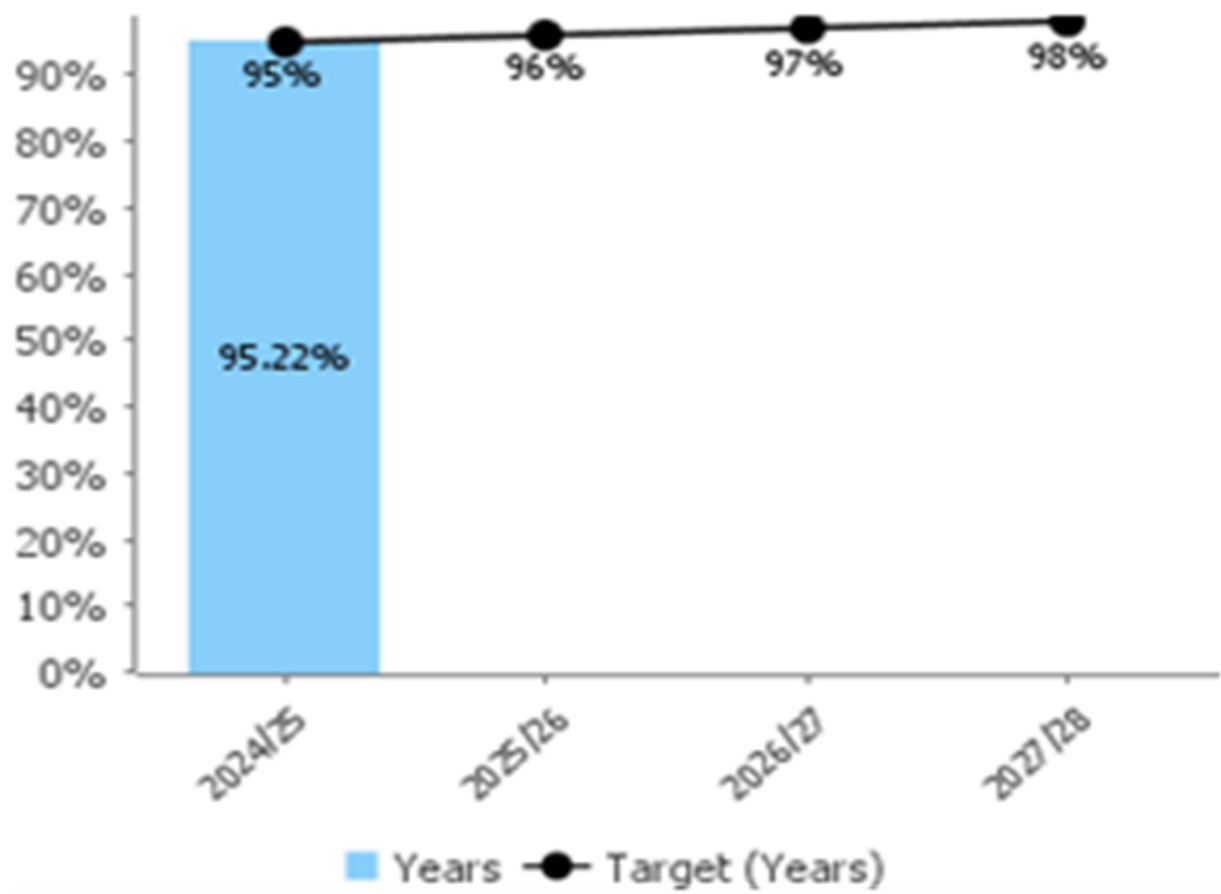
**Ensure the Council's housing stock is good quality, efficient, free from damp and mould and tenants are at the heart of decision making**  
**- 5.09 By 2027/28, the overall Housing Revenue Account (HRA) property compliance is 99%**



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

At the end of Q4, average compliancy was 99.59% across the six main streams (Fire Risk Assessments, Asbestos reinspections, water safety, lifts, annual gas servicing and five-year electrical testing). There has been a slight increase since the end of Q3 at 99.1%. No access continues to be the main reason for noncompliance, all contractors work with HRA officers to increase access, however legal remedies are only available at present for properties gas safety checks and domestic electrical checks.

**Ensure the Council's housing stock is good quality, efficient, free from damp and mould and tenants are at the heart of decision making**  
**- 5.10 By 2027/28, the Housing Revenue Account (HRA) stock will be 98% compliant with the Decent Homes Standard**



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

This is an annual performance indicator. At the end of Q4 95.22% meets the Decent Homes Standard. This is up from 94.26% at the end of Q3 and has met the target of 95% by year end.