

# ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway

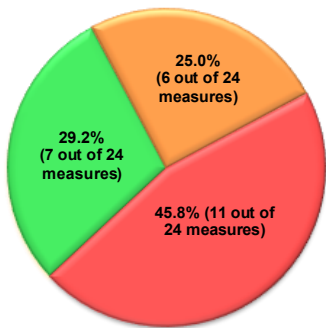


**Q4 2024/25  
Children &  
Young People  
Overview &  
Scrutiny  
Committee**

# Summary of all performance indicators

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

## Performance

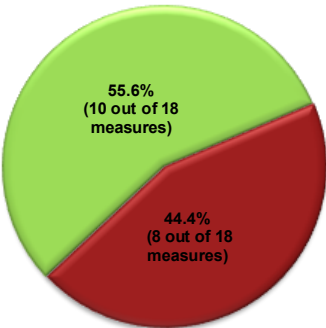


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows the performance for 24 measures :

- 29.2% (7 out of 24 measures) met or exceeded target.
- 25.0% (6 out of 24 measures) were slightly below target (less than 5%).
- 45.8% (11 out of 24 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 18 measures:

- 55.6% (10 out of 18 measures) had an upward long trend.
- 0.0% (0 out of 16 measures) had a static long trend.
- 44.4% (8 out of 18 measures) had a downward long trend.

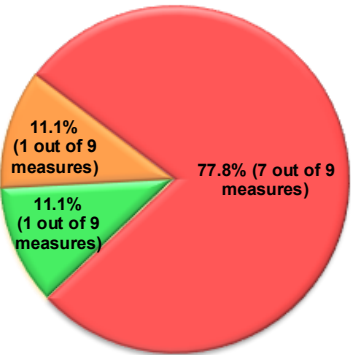
# **Delivering quality social care and community services**

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

# Summary of all performance indicators for this priority

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

## Performance

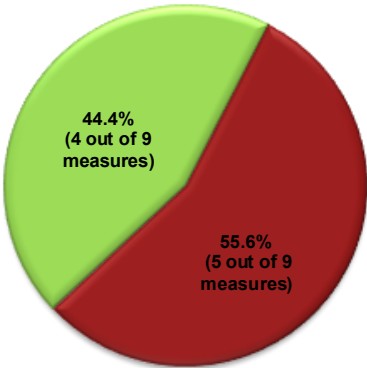


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows the performance for 9 measures :

- 11.1% (1 out of 9 measures) met or exceeded target.
- 11.1% (1 out of 9 measures) were slightly below target (less than 5%).
- 77.8% (7 out of 9 measures) were significantly below target (more than 5%).

## Direction of Travel



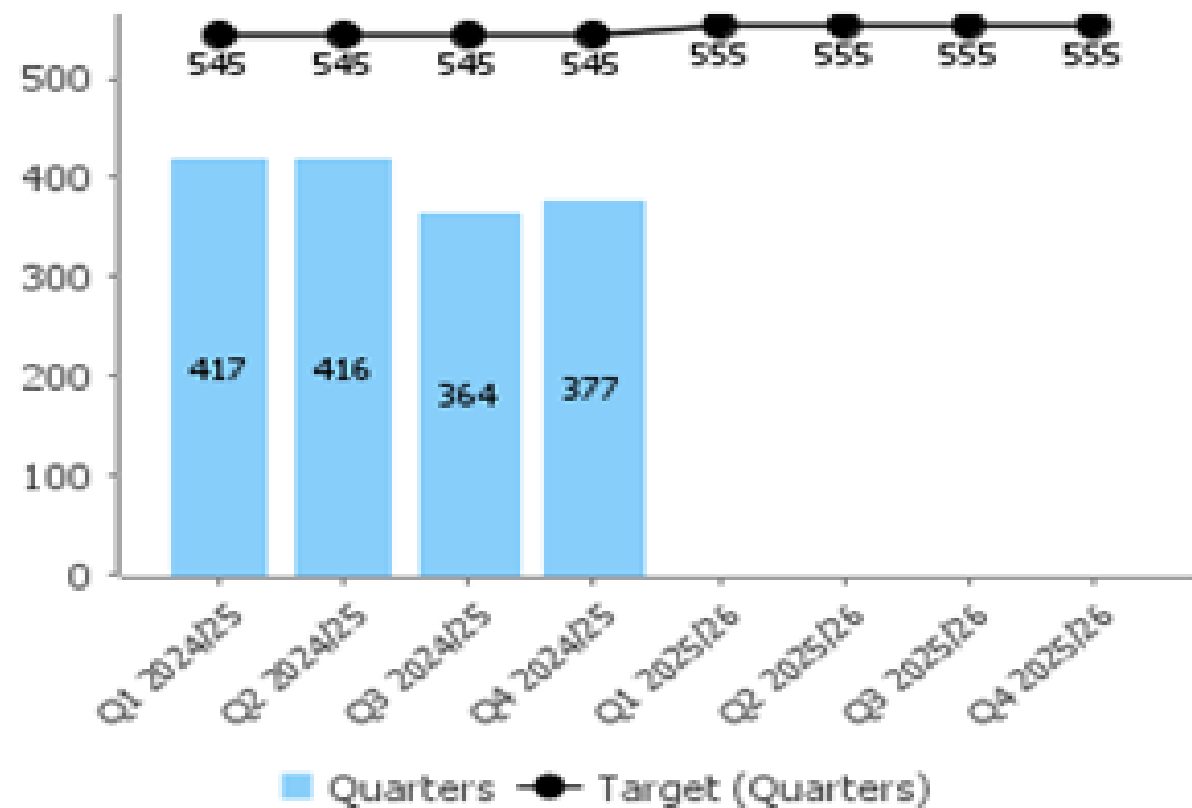
**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 9 measures:

- 44.4% (4 out of 9 measures) had an upward long trend.
- 0.0% (0 out of 9 measures) had a static long trend.
- 55.6% (5 out of 9 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

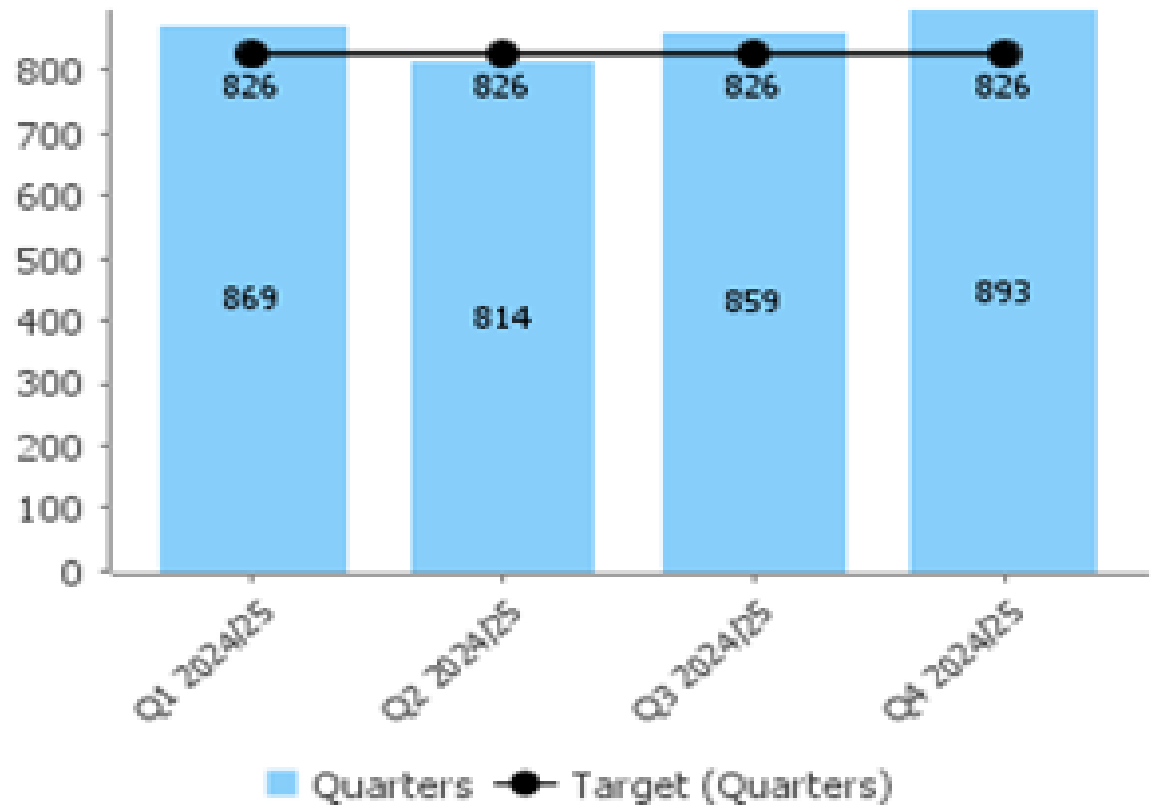


Aim to Maximise  
Red (downward long trend)

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**

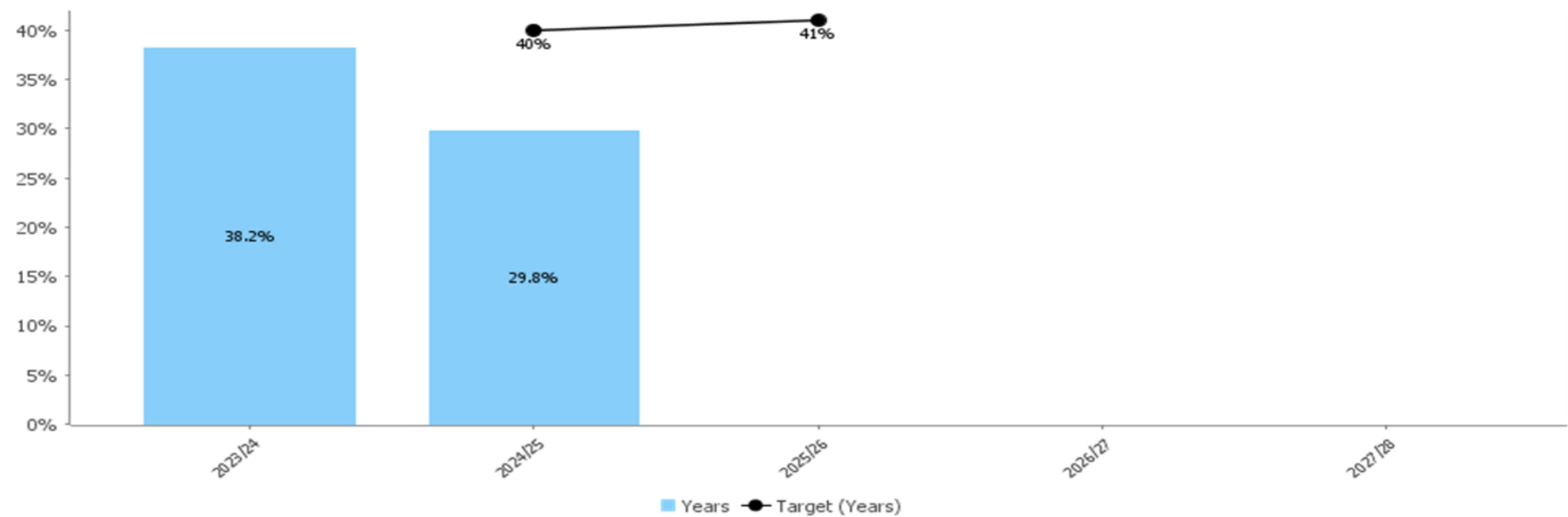


**Aim to Minimise  
Red (downward long trend)**

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.

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



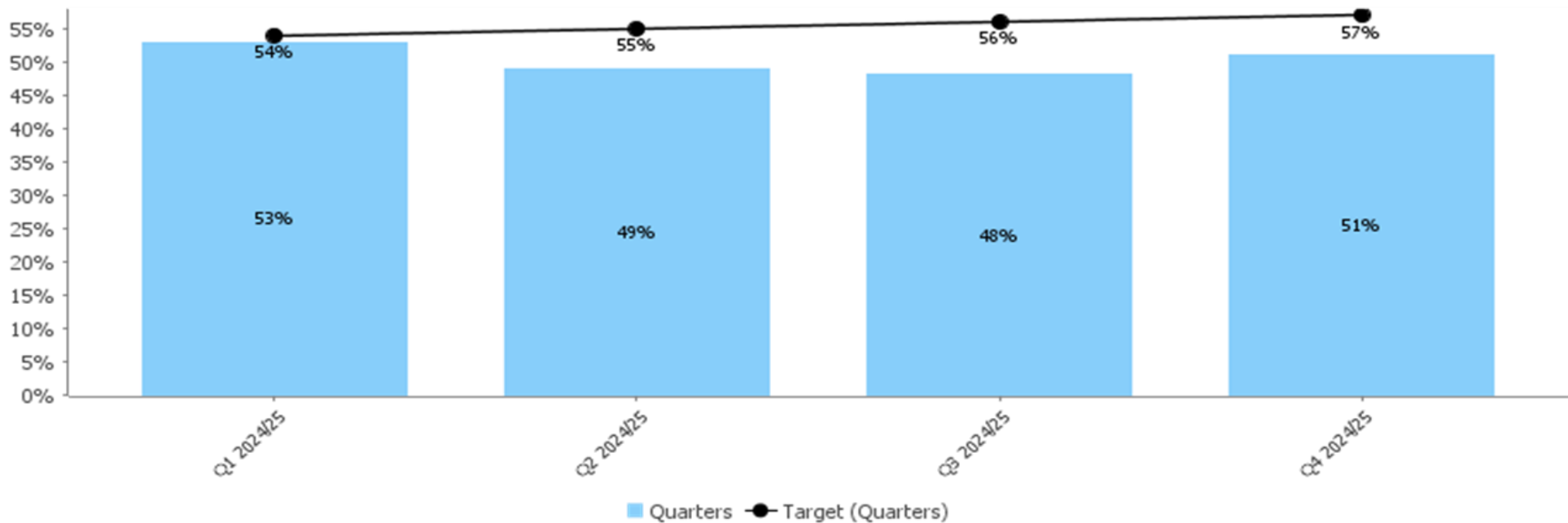
**Aim to Maximise  
Red (downward long trend)  
Annual PI.**

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)**

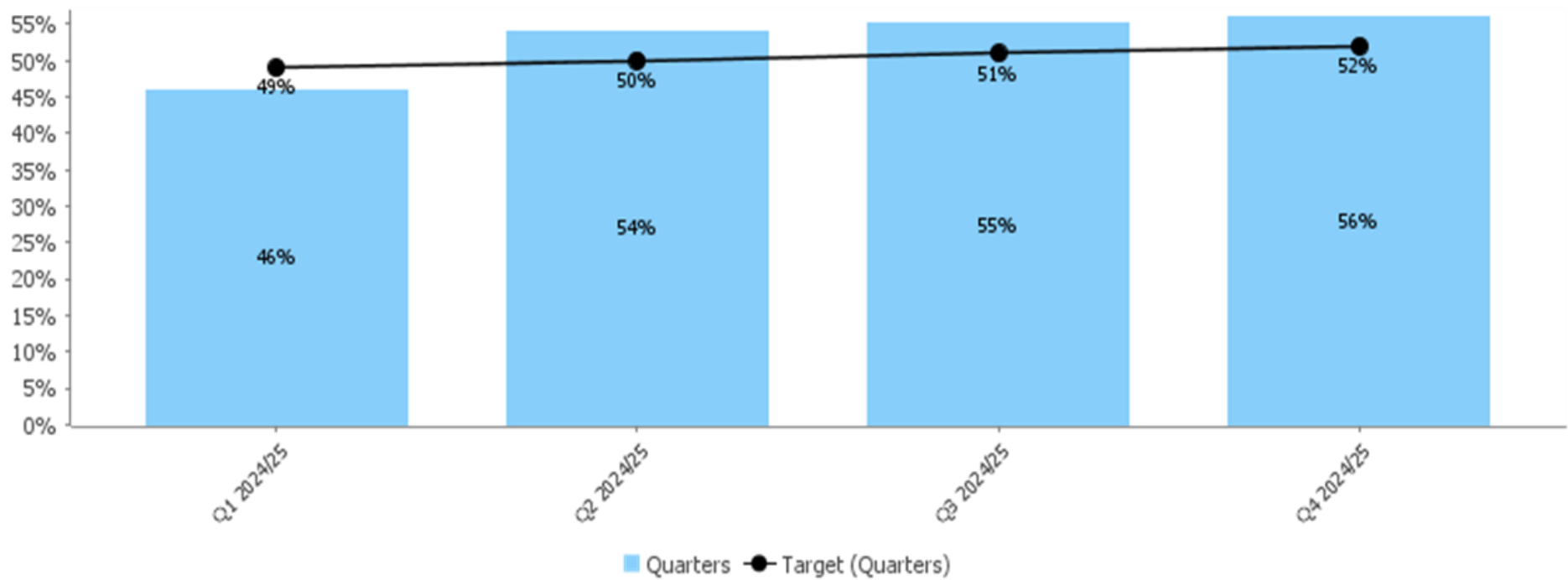
There has been a 3pp (6%) drop since December 2024 with the outturn now over 50%. This is the first positive outturn of 2024-25, reversing a long-term declining trend. Over the course of this year there has been a drop in permanence of 2pp, 4%.

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)**

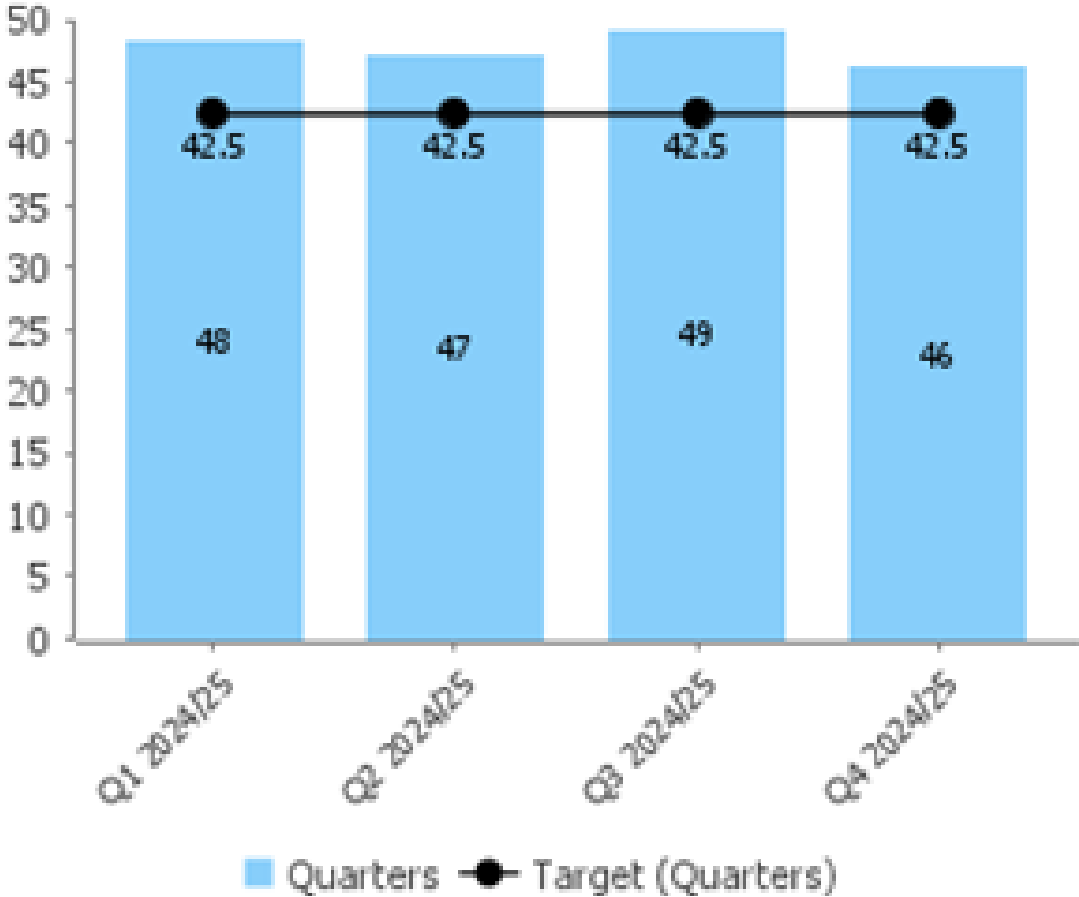
Data is produced a month in arrears so relates to February 2024. Currently 56% of the cohort are in employment, education or training. This is a small 1pp increase on Q3

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.

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)**

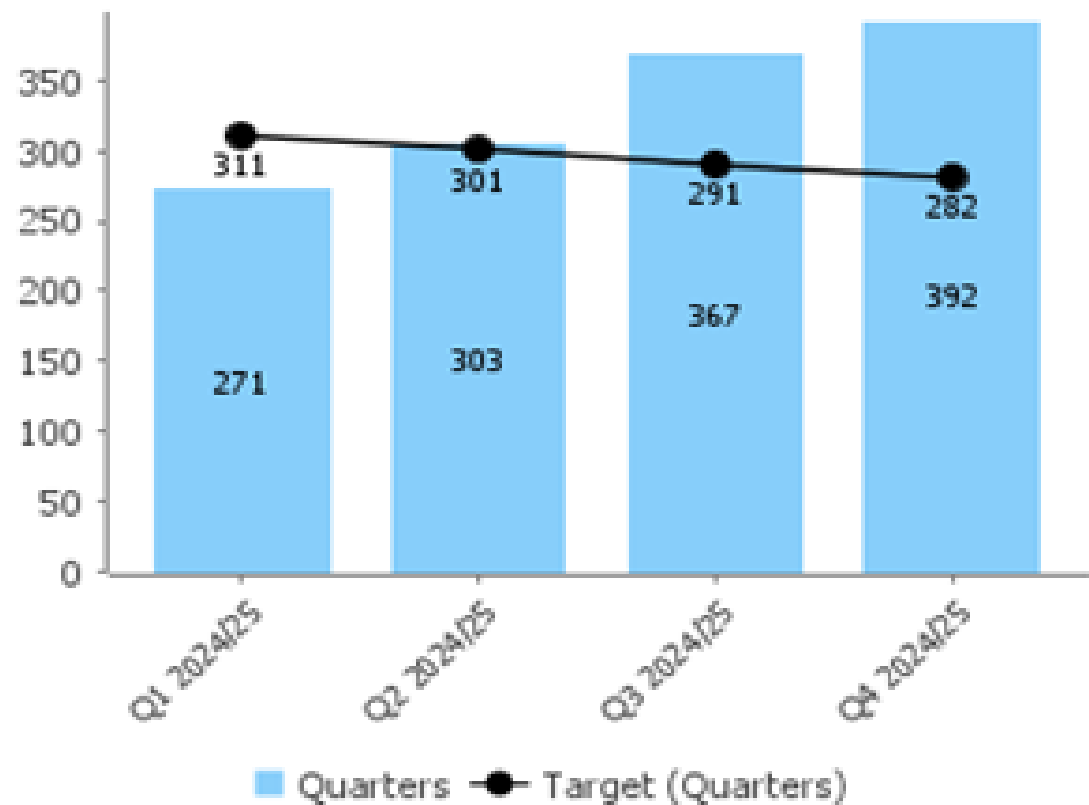
Child protection numbers and subsequently rates have fallen over the quarter. There are now 307 children on a CP plan, pushing the rate up to 46 per 10,000 population. Medway's rate is higher than the national (42) and statistical neighbour (36) rates. Medway's rate is however falling, which now fits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



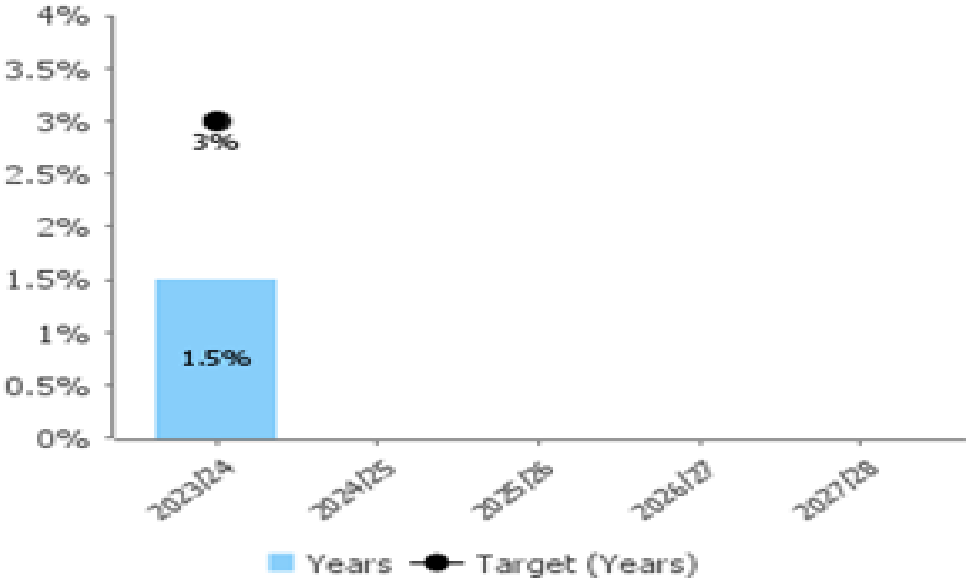
Aim to Minimise  
Red (downward long trend)

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

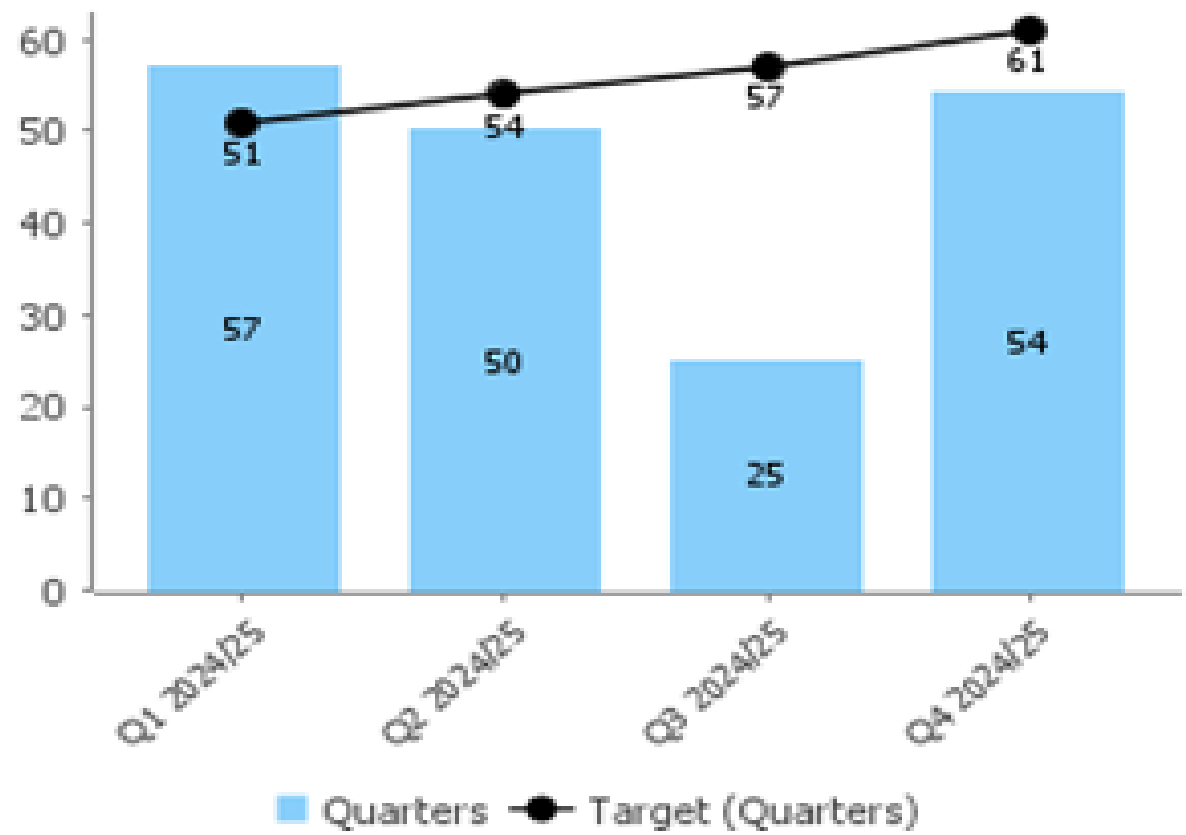
2023-24 data has now been published and shows that 1.5% children assessed by social workers had Child Sexual Exploitation and or Criminal Exploitation identified as a factor in the assessment. This is fewer that last year and lower than the 5.8% nationally and 3.4% in the South East. Whilst national 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.

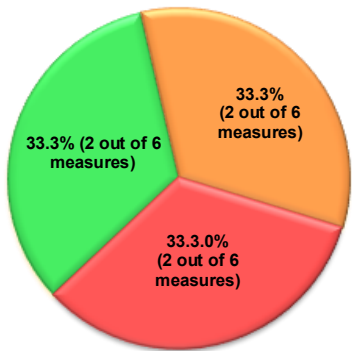
# **Benefitting from good education, quality jobs and a growing economy**

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

# Summary of all performance indicators for this priority

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

## Performance

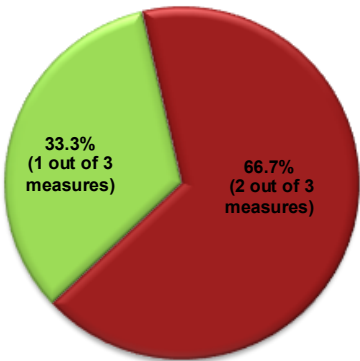


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows the performance for 6 measures :

- 33.3.0% (2 out of 6 measures) met or exceeded target.
- 33.3% (2 out of 6 measures) were slightly below target (less than 5%).
- 33.3% (2 out of 6 measures) were significantly below target (more than 5%).

## Direction of Travel

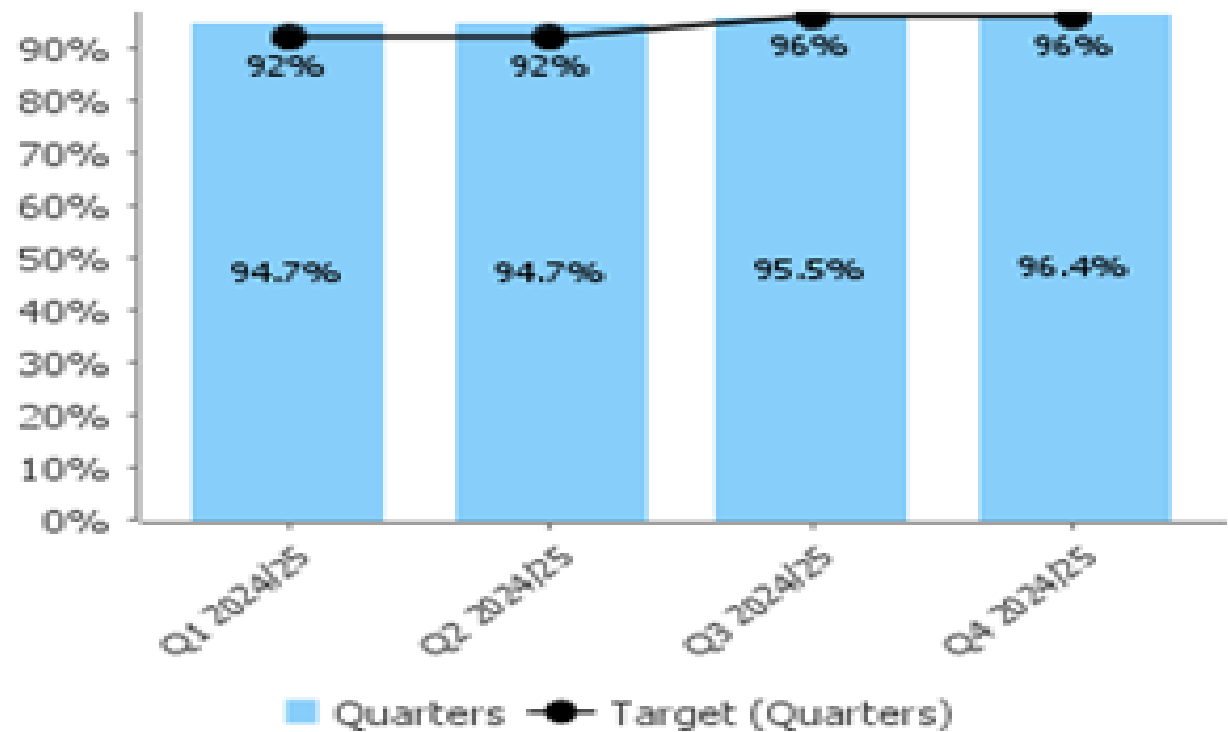


**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 3 measures:

- 33.3% (1 out of 3 measures) had an upward long trend.
- 0.0% (0 out of 3 measures) had a static long trend.
- 66.7% (2 out of 3 measures) had a downward long trend.

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

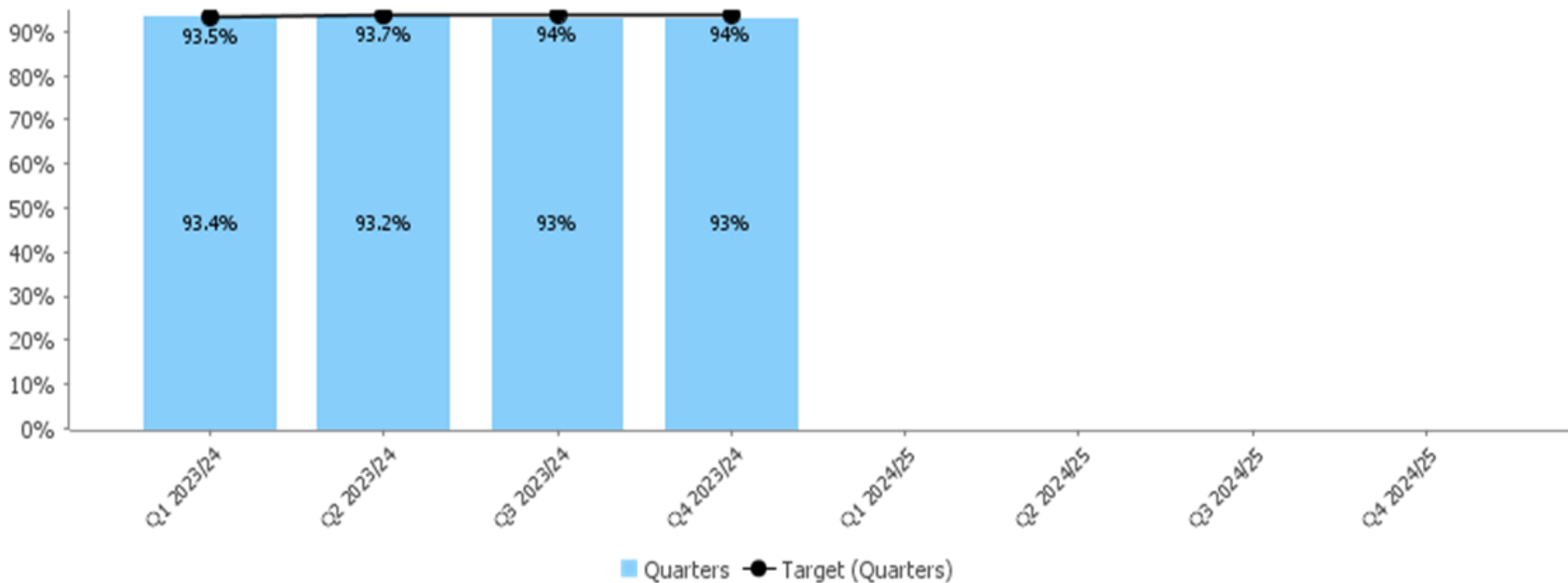


**Aim to Maximise  
Green (upward long trend)**

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%

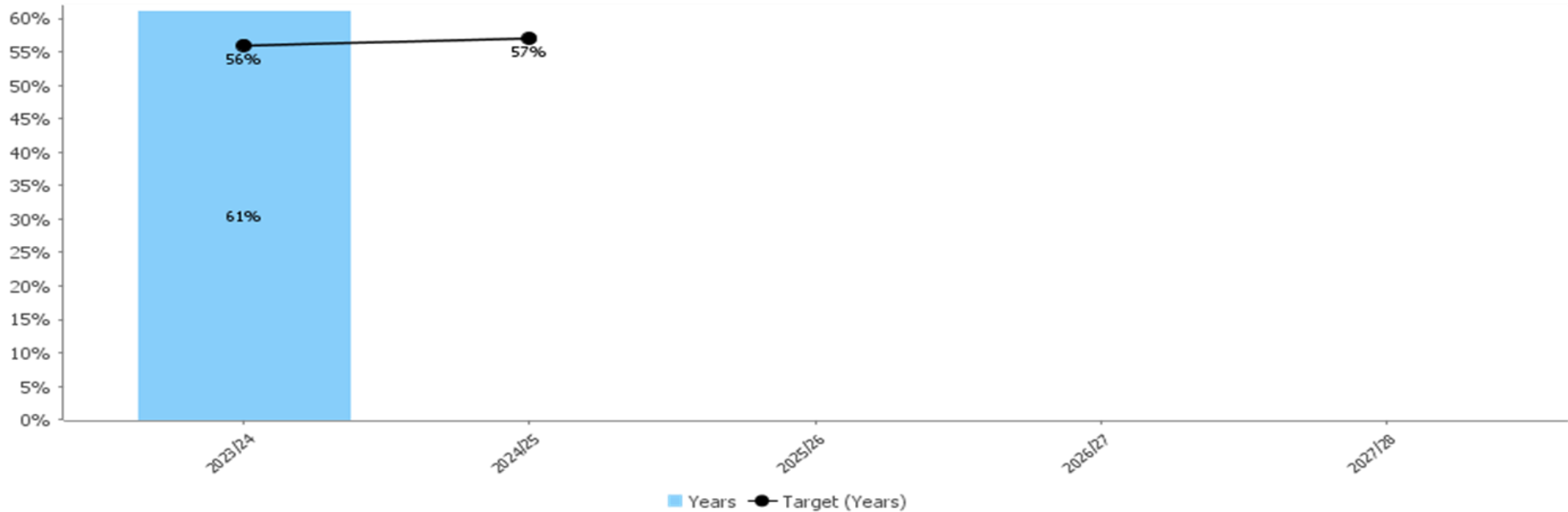


**Aim to Maximise  
Amber (downward long trend)**

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**

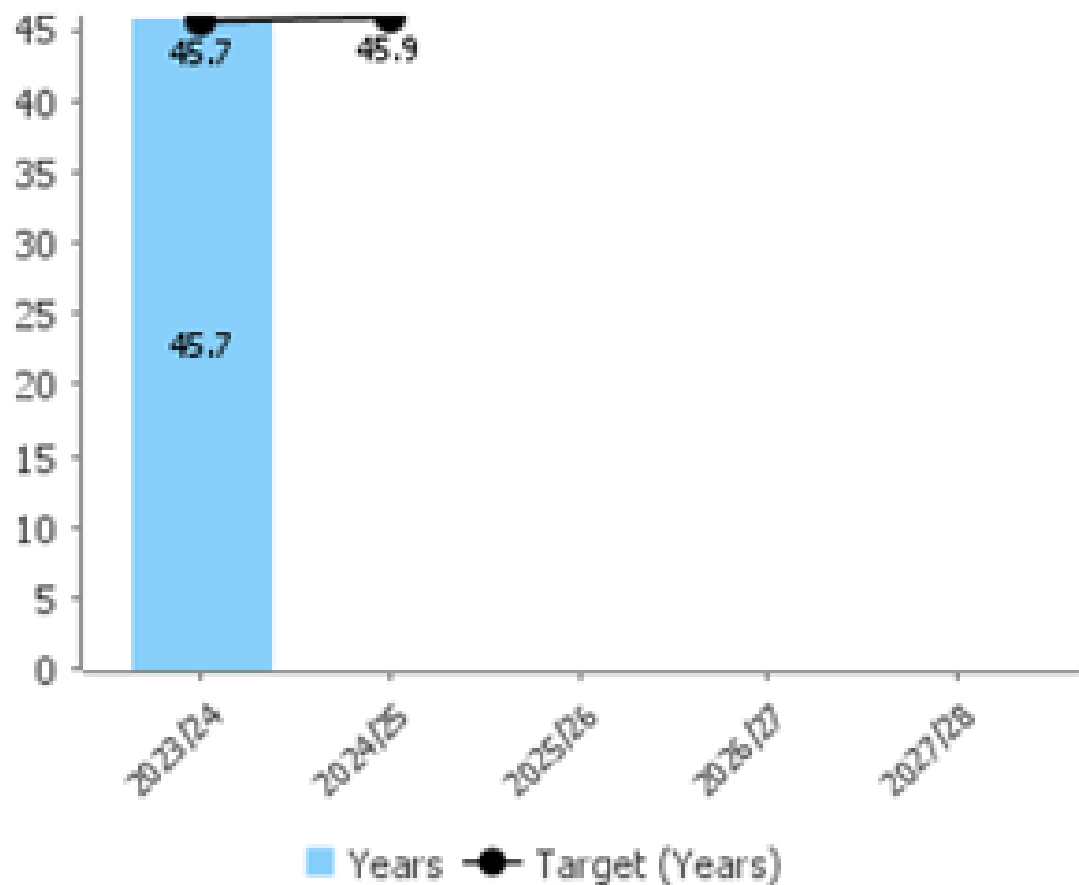


**Aim to Maximise  
Green (no long trend)  
Annual PI 2024/25 data due September  
2025**

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

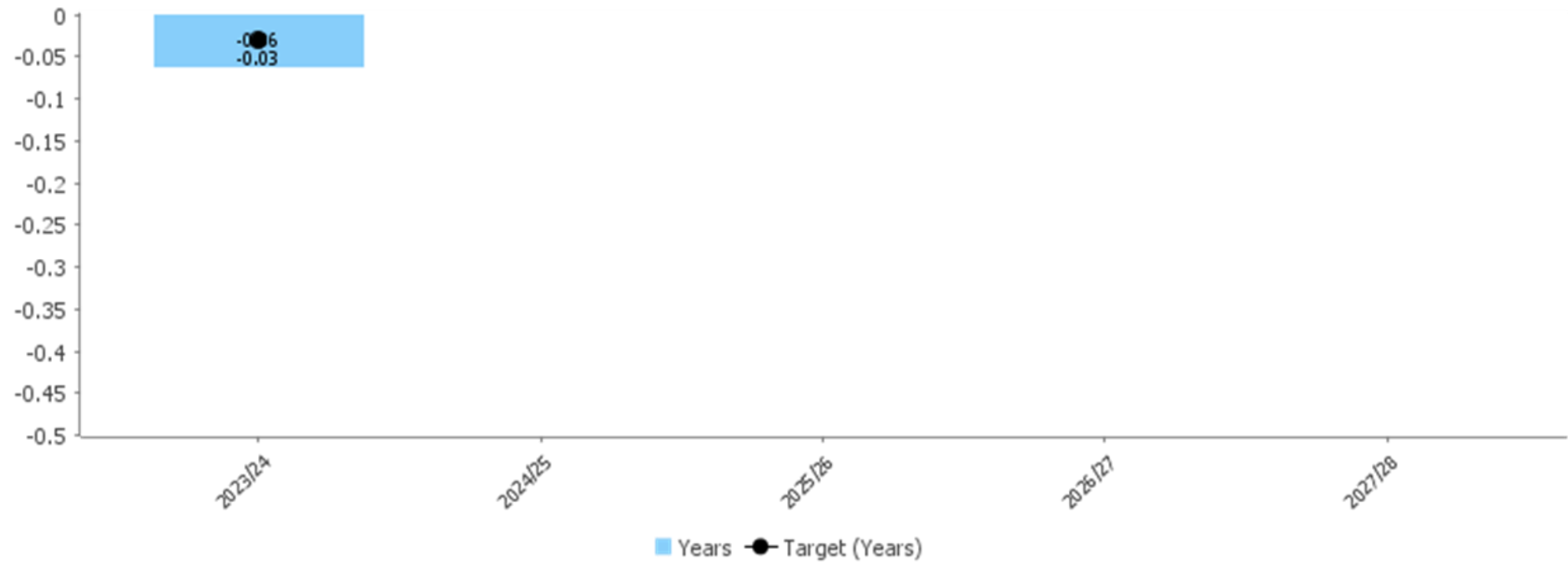


**Aim to Maximise  
Amber (no long trend)  
Annual PI.**

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

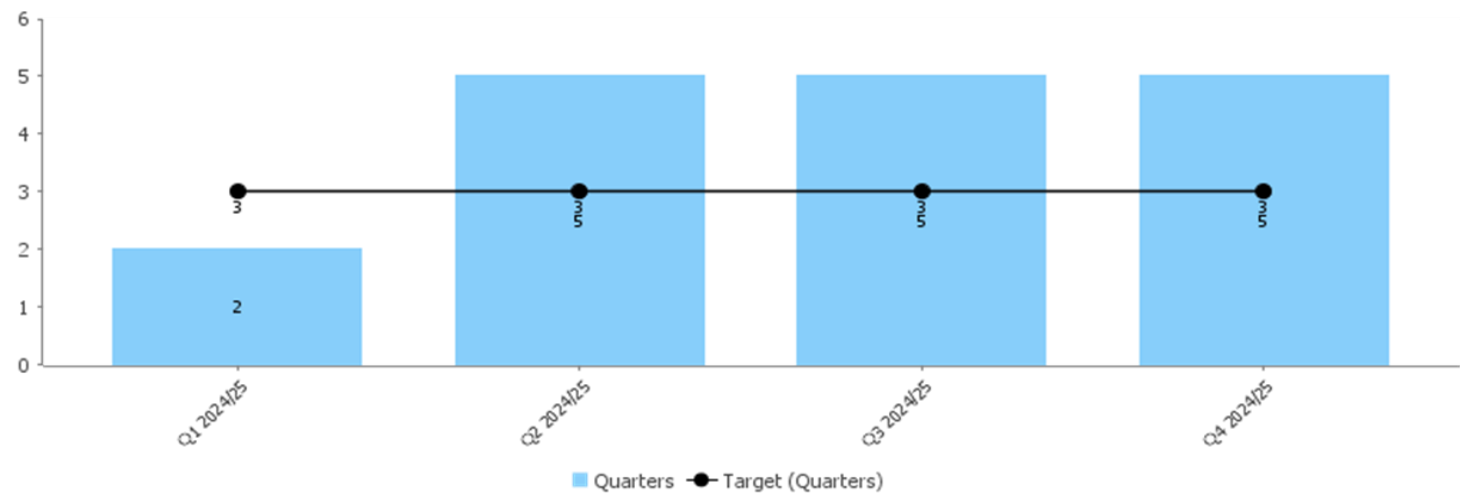
- 2.05 By 2027/28, the Average Progress 8 (Key Stage 4, 14-16-year-olds) are the same as or above the national outcome



**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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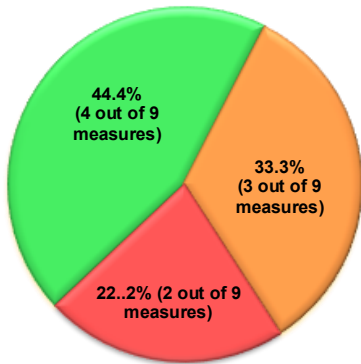
# Improving health and wellbeing for all

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

# Summary of all performance indicators for this priority

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

## Performance

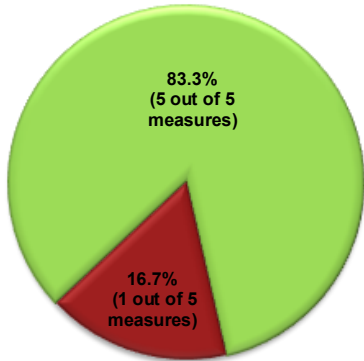


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows performance for 9 of the measures:

- 44.4% (4 out of 9 measures) met or exceeded target.
- 33.3% (3 out of 9 measures) were slightly below target (less than 5%).
- 22.2% (2 out of 9 measures) were significantly below target (more than 5%).

## Direction of Travel



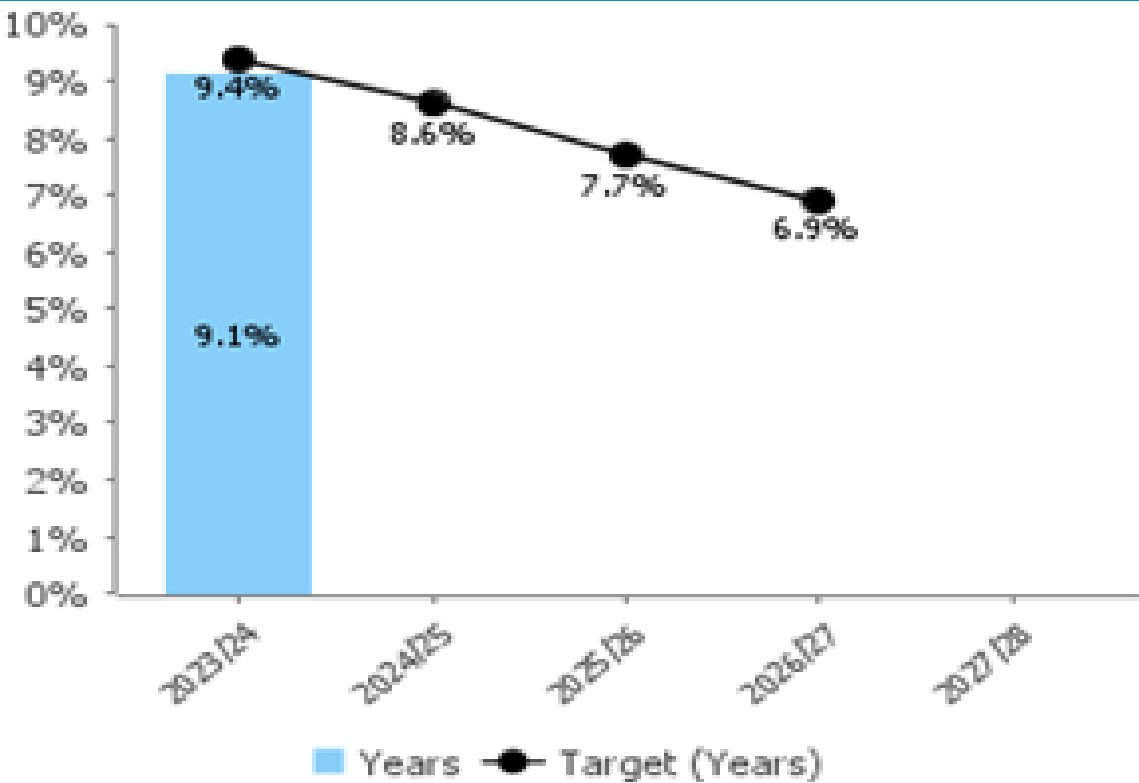
**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 6 measures:

- 83.3% (5 out of 6 measures) had an upward long trend.
- 0.0% (0 out of 6 measures) had a static long trend.
- 16.7% (1 out of 6 measures) had a downward long trend.

Support families to give their children the best start in life

- 4.06 Mothers smoking at the time of delivery



Aim to Minimise  
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**

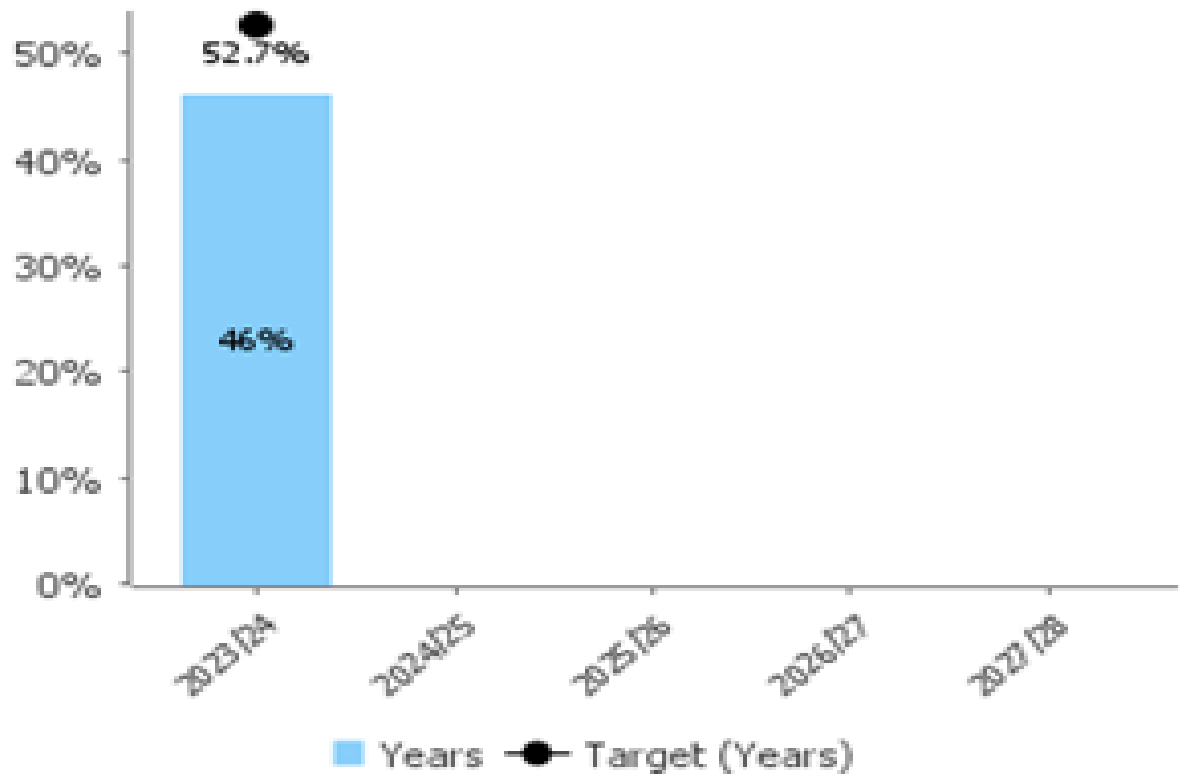
Medway NHS Foundation Trust (MFT), as part of the NHS Long Term Plan (LTP), have functioned to make a significant contribution to making England smoke-free, by offering pregnant people who smoke NHS-funded tobacco treatment services. From January 2025, a smoke-free pregnancy pathway, with participation 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.



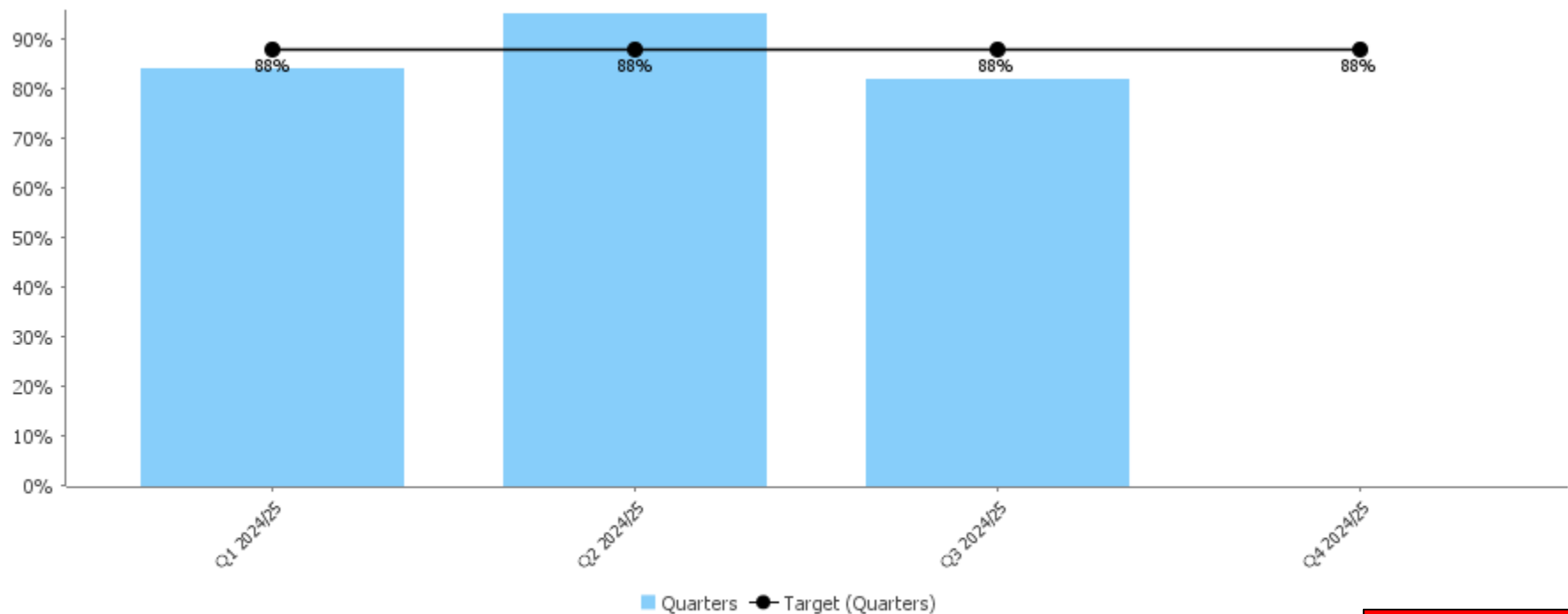
Support families to give their children the best start in life  
- 4.07 Breastfeeding prevalence at 6 to 8 weeks



**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

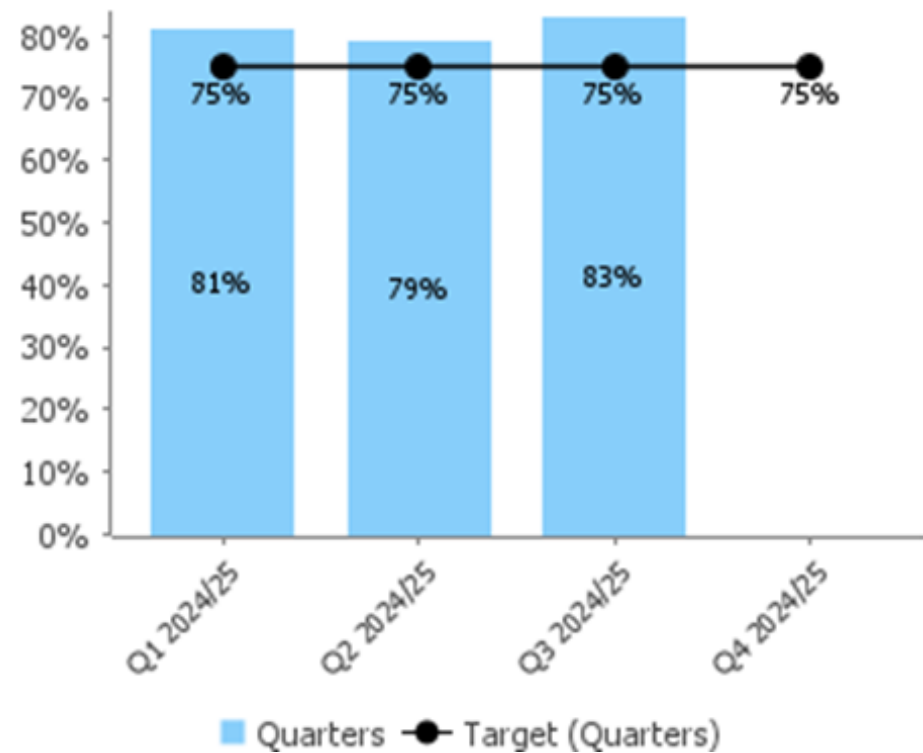


**Aim to Maximise  
Red (downward long trend)**

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)

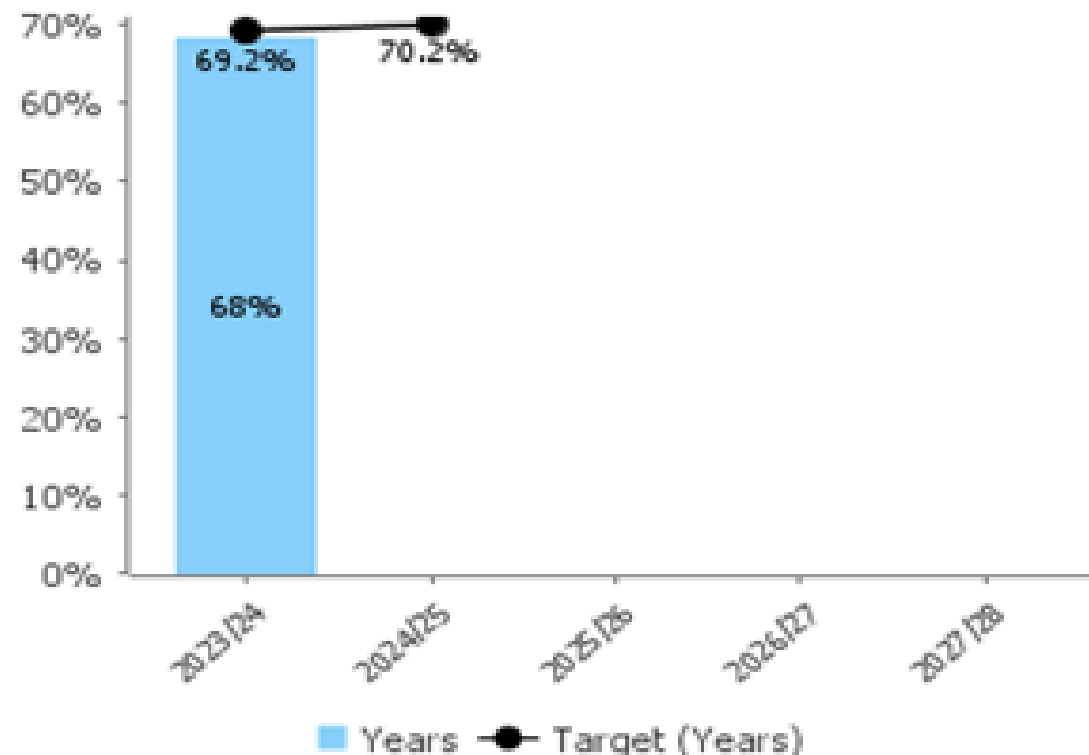
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**Support families to give their children the best start in life**  
**- 4.10 By 2027/28, the proportion of pupils that achieve a good level of development at the end of the Early Years Foundation Stage is the same as or above the national average**

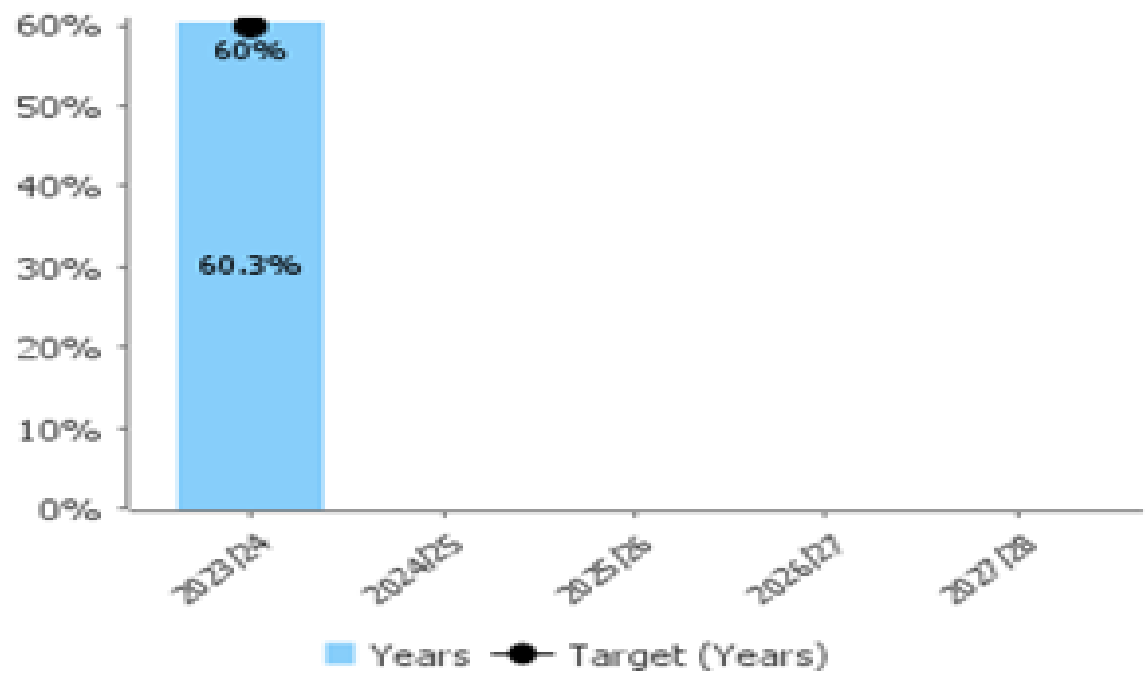


**Aim to Maximise  
Amber (no long trend)  
Annual PI. Due Autumn 2025**

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)



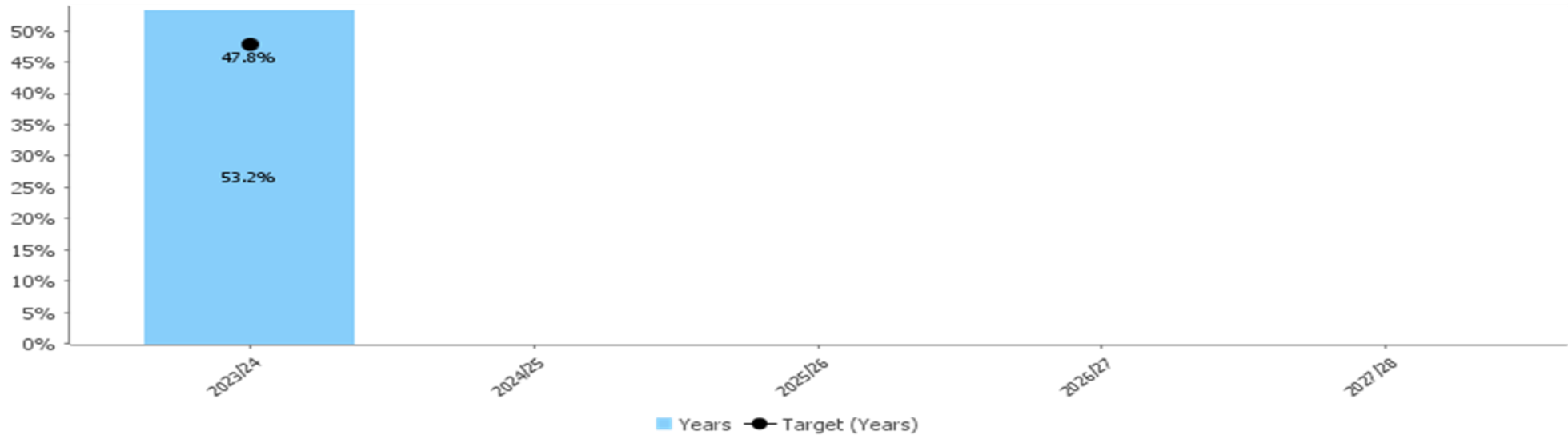
Aim to Maximise  
Amber (upward long trend)  
Annual PI. Due November 2025

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**

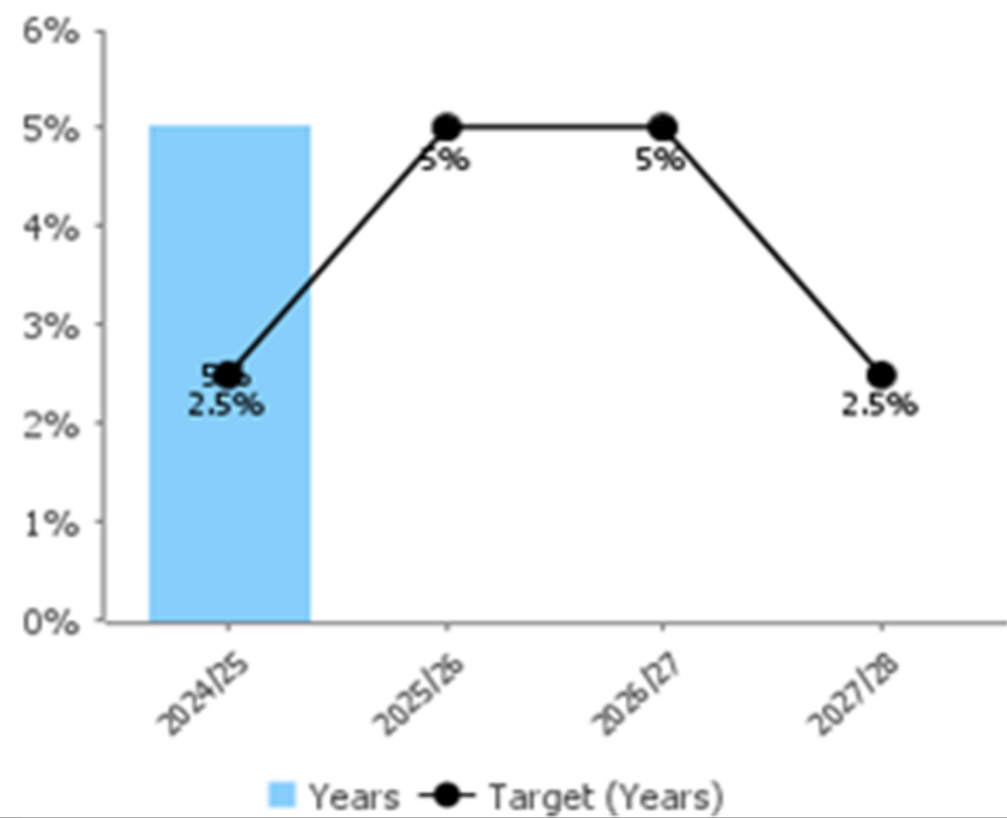
Medway held its first meeting in a bid to secure Place Partnership funding for up to £2 million to get Medway moving. It was attended by a wide range of stakeholders to demonstrate how Medway can work together to increase physical activity levels for our residents. Active Kent and Medway are the lead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

- 4.14 By 2027/28, increase by a minimum of 15% the number of children and young people swimming lessons held at Medway Council sports centres

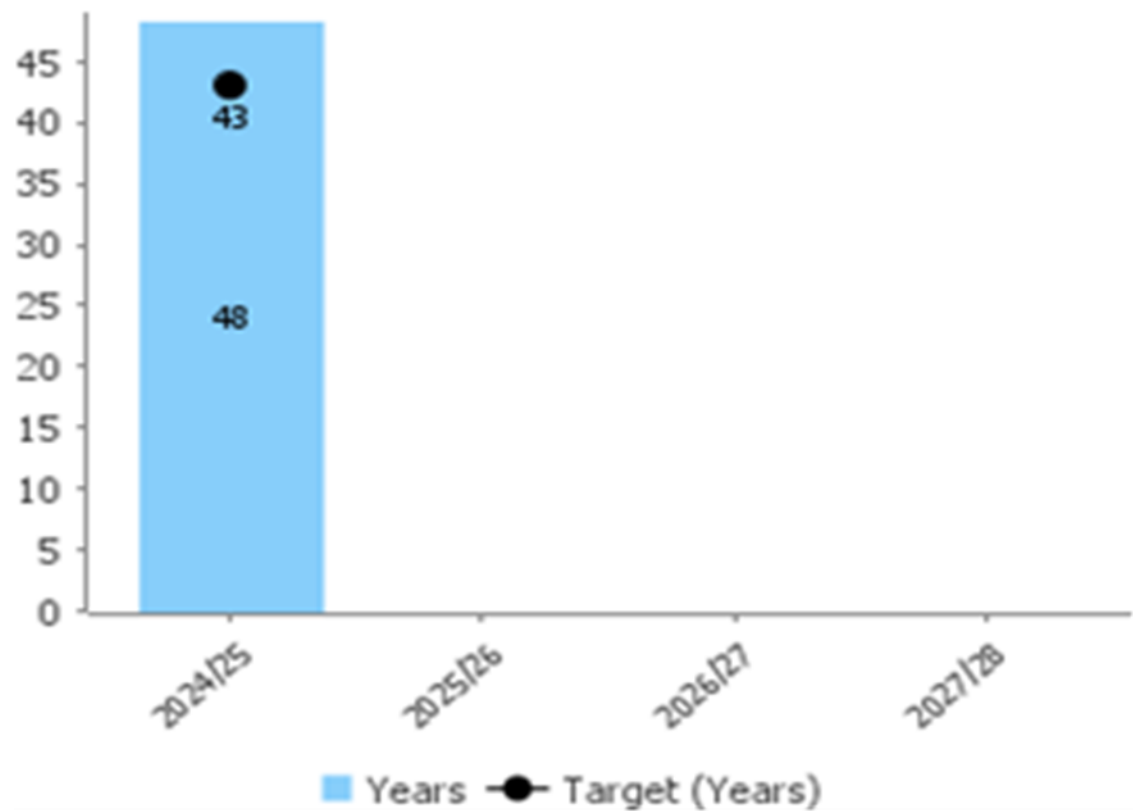


Aim to Maximise Green (no long trend) Annual PI.

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.