

# ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway



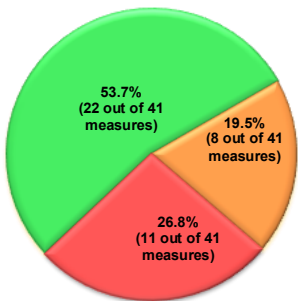
## Performance Report

## Q1 2025/26 Cabinet

# Summary of all performance indicators

There are 105 performance indicators for the One Medway Council Plan 2024/28. We are reporting on 41 performance indicators this quarter. There are five indicators that are data only and 59 indicators where data is unavailable.

## Performance

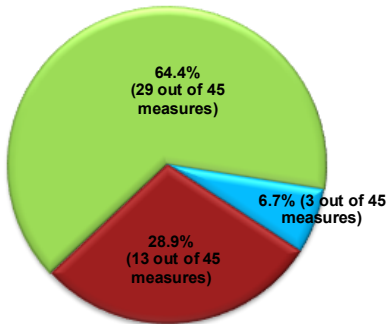


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows the performance for 41 of the measures:

- 53.7% (22 out of 41 measures) met or exceeded target.
- 19.5% (8 out of 41 measures) were slightly below target (less than 5%).
- 26.8% (11 out of 41 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 45 measures:

- 64.4% (29 out of 45 measures) had an upward long trend.
- 6.7% (3 out of 45 measures) had a static long trend.
- 28.9% (13 out of 45 measures) had a downward long trend.

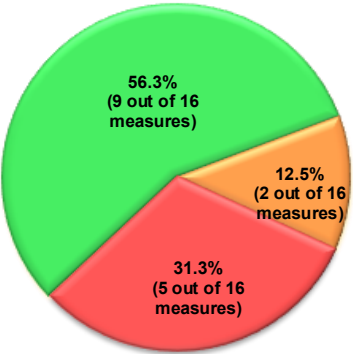
# **Delivering quality social care and community services**

- 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. We are reporting on 16 performance indicators this quarter. There is one indicator that is data only and eight indicators where data is unavailable.

## Performance



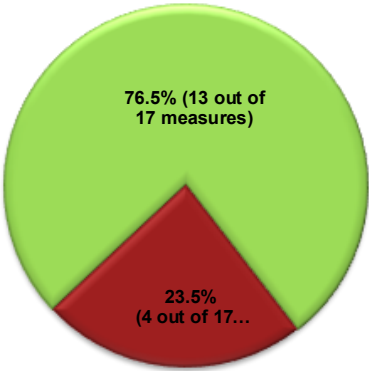
### Performance - key

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

This chart shows the performance for 16 of the measures:

- 56.3% (9 out of 16 measures) met or exceeded target.
- 12.5% (2 out of 16 measures) were slightly below target (less than 5%).
- 31.3% (5 out of 16 measures) were significantly below target (more than 5%).

## Direction of Travel



### Direction of Travel - key

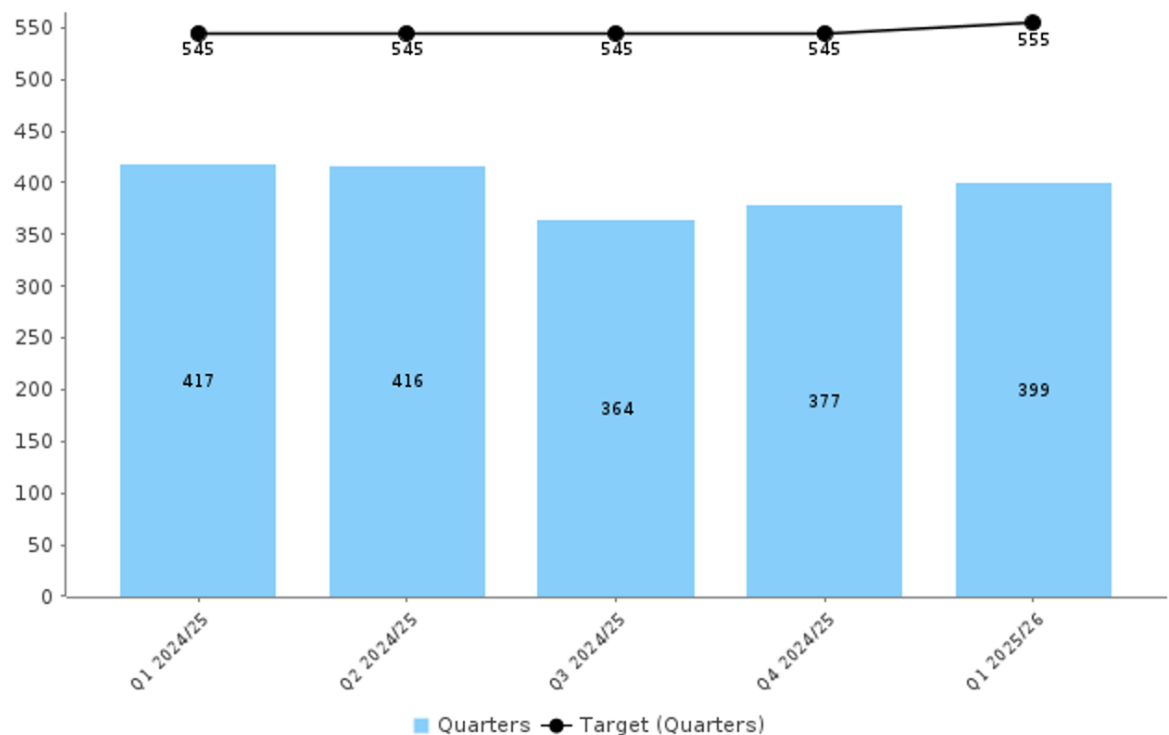
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 17 measures:

- 76.5% (13 out of 17 measures) had an upward long trend.
- 0.0% (0 out of 17 measures) had a static long trend.
- 23.5% (4 out of 17 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 (upward long trend)

Currently there are 399 families with open targeted early help held by the local authority. This is 28% (156 families) below target but 6% (22 families) more than the Q4 outturn.

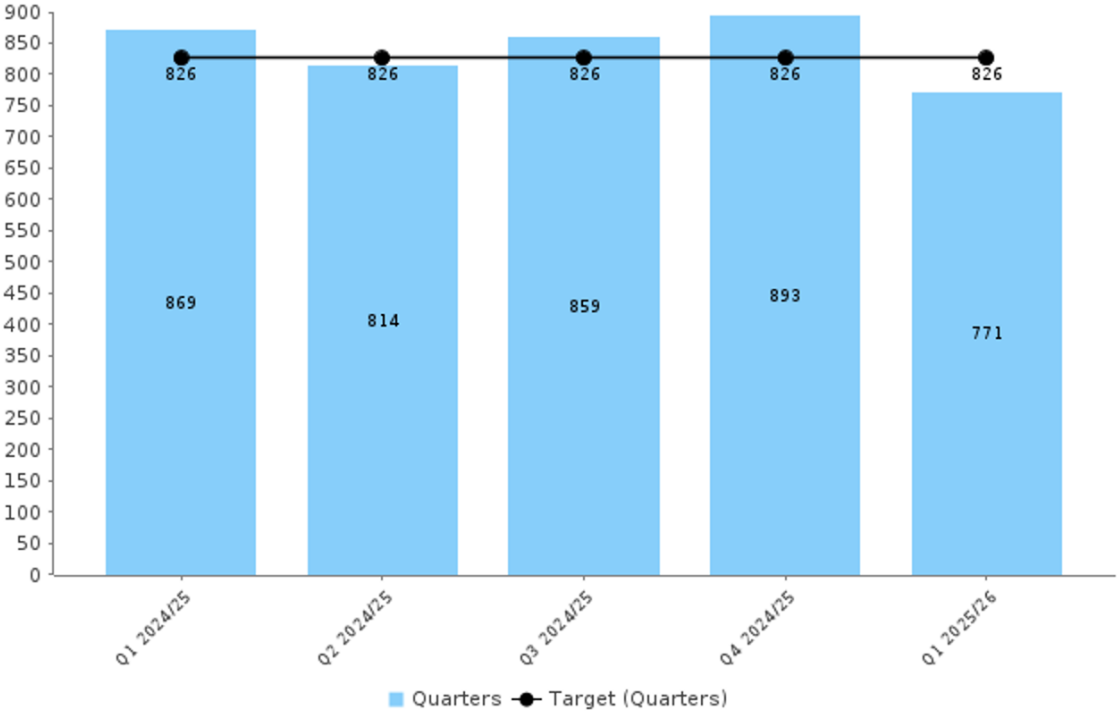
Family Solutions are meeting the current need in respect of the contacts being assessed as needing targeted intervention. There remains a strong focus on ensuring that as soon as a need is identified that early help is provided to the family, either by a lead practitioner or Family Solutions.

Achievements in the time period (Past/Present):

The Early Help Partnership Board are continuing to drive early help being everyone's responsibility and have overseen the development of performance data for the number of agency led plans. There has been an increase in lead practitioner led plans and in Q1 this is reported to be 98 families. Family Solutions proactively work with the statutory social work teams to ensure families receive the right support at the right time.

Actions going forward (Future): Ensure that mechanisms are in place to measure the effectiveness of intervention plans led by partner agencies that do not come through the Single Point of Access, particularly where Early Help Coordinators and Partnership Officers are providing support.

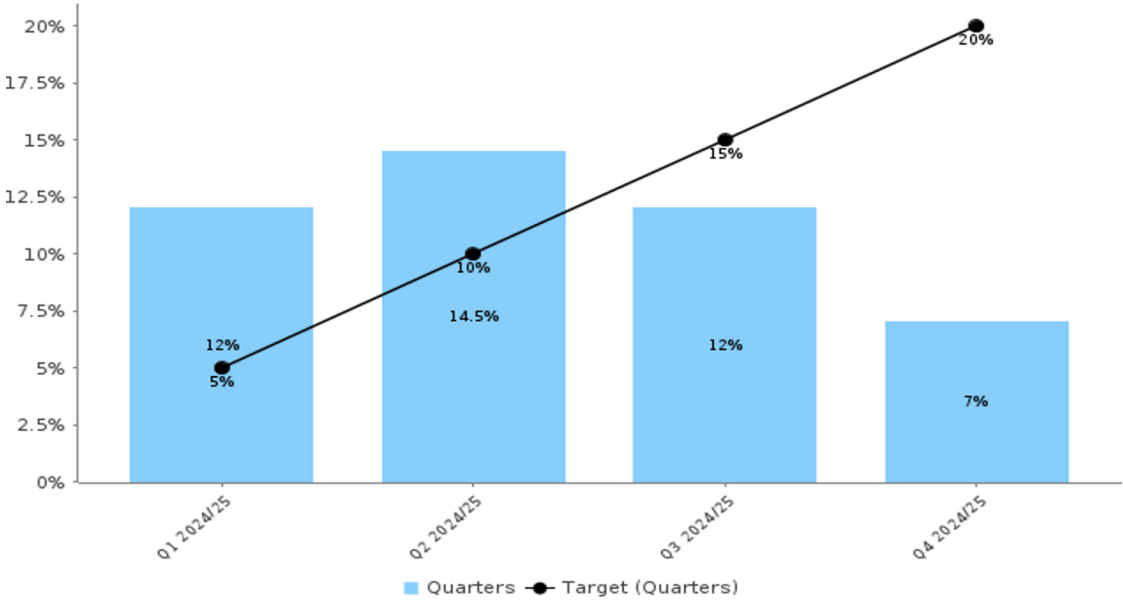
Provide effective, targeted support for our most vulnerable residents to enable them to fulfil their potential and improve their quality of life  
- 1.01b By 2027/28 fewer than 975 Children require statutory intervention under a CiN (welfare) or CP plan



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

At the end of Q1 there were 502 Child in Need (welfare) Plans open and 269 Child Protection plans open. There has been a fall of 14% (84 children) with open CiN welfare plans and a drop of 12% (38 children) with open CP plans when compared to the Q4 outturn. The numbers of CP plans have fallen by 15% over the last 6 months. The rate of CP is 40 per 10,000, which is lower than the 42 per 10,000 National rate and closer to the 36 per 10,000 statistical neighbour rates than has previously been the case, National, regional and local rates are all reducing. The 9 month plus CiN tracking panels continue to be in place and are now starting to have a positive impact on practice. There has been a reduction of children who have been subject to CiN plans for 9 months +. CP number have reduced as children on Supervision Orders and Interim Supervision Orders are no longer supported under CP. There has been a noticeable reduction in the number of children subject to CiN plans for over nine months. Additionally, the number of children on Child Protection (CP) plans has decreased, as those children on Supervision Orders and Interim Supervision Orders are now being supported as Child in Need. Achievements in the time period (Past/Present): The CiN panel is attended by Family Solutions and the Children in Need Reviewing Officer. Social workers are increasingly identifying support for children and families from a range of professionals including education, health and the voluntary sector. Actions going forward (Future): Continue to review CiN cases open for over nine months and to progress the ROTH (risk outside the home) pathway for when contextual safeguarding concerns are identified.

- 1.02 Commissioned domiciliary care workers MECC training



Aim to Maximise  
Red (downward long trend)

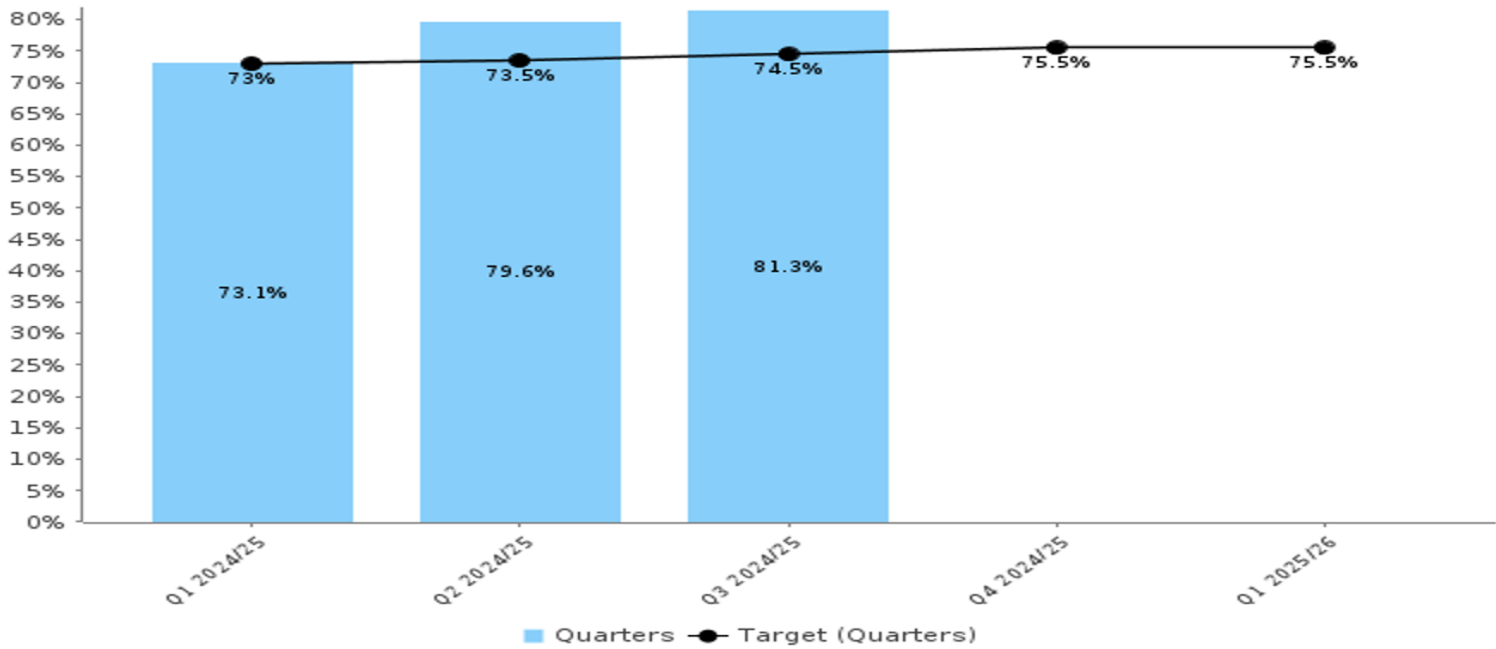
Reported a quarter in arrears. The contract requires 20% of all staff to be trained in MECC by the end of year one, and for each year thereafter, giving a total of 80% of staff trained by the end of the contract 31 March 2028. During Q4 of year 1, 7% of the providers workforce had undergone MECC training. The target of 20% has not been met for the first year, however three providers had achieved the target. **Achievements in the time period (Past/Present):** Given that 12% was achieved in Q3, the results of Q4 indicate a negative trend away from the 20% annual target. Upon investigating this further, there are multiple factors responsible for this reflection in the metrics. Care Outlook left the framework in December 2024; they had 16 members of staff MECC trained. Confusion with some providers in the reporting of the metrics, some providers have reported how many staff were trained in the month rather than the total of MECC trained staff. Staff turnover for Q4 introduced 147 new members of staff and 66 care staff left across the homecare and extra care service providers.

**Actions going forward (Future):** During a monthly contract meeting, providers shared their preferences for training times and dates. This information was forwarded to the workforce development team, who amended the future training times to be in line with provider preferences, this should hopefully encourage bookings. There is now a new homecare and extra care contract manager in place, who will work with the providers and the workforce development team to increase engagement and help with meeting the MECC target.

Clarification will be given to the providers at the next monthly meeting to ensure correct reporting practices are being followed.



**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)**

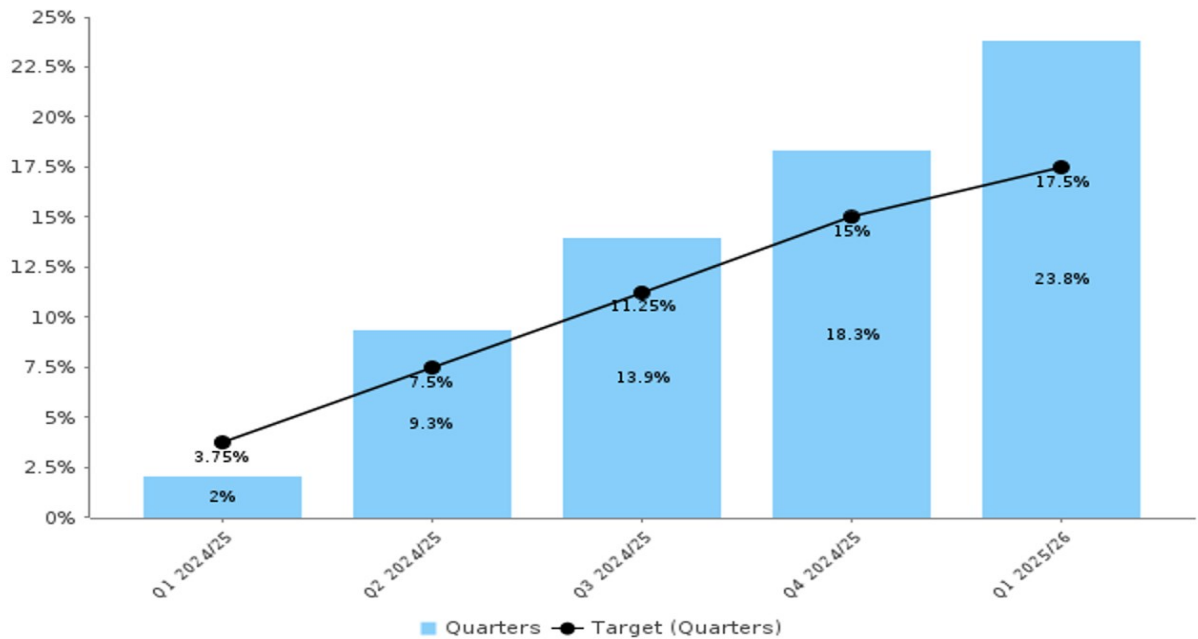
Data remains unavailable following the data incident within MCH. It is unclear when this situation will be rectified

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 & Prevention 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)

Please note Targets and performance have been rolled over from last year, so represent the increase from the 24/25 baseline.

Long term care(LTC) users which are clients that use this service to support care packages with no end date installations are on course to meet the stepped 10% target for the year and with the dedicated Assistive Technology champion now working with the Early Help & Prevention teams as well within Adult Social Care localities and review teams it is expected that the annual target is achievable. **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) there is a small shortfall for Q1 but with bookings already being received for Q2 it is expected that this will be caught up.

**Achievements in time period (Past/Present):** Enablement (ENB) where users are helped to further improve out of the hospital setting for a period of up to 6 weeks – Target for the quarter successfully achieved. The pilot of the Circadian lightbulb continues and to date has produced a positive impact on people using it The Evondos automated medication robot pilot continues and demonstrates positive outcomes for people using it. **Actions going forward (Future):** Proof of concept project of non-wearable falls technology has begun. One of the challenges around the prevention of Falls and Long lies in the community is the service user forgetting to wear their devices or the devices alerting when no Fall has taken place. This project is to prove concept of non-wearable falls technology. A radar sensor installed on the ceilings of the resident’s homes will pick up the fall and alert contacts within 30 seconds or send an alert to the Kyndi Control Centre. Kyndi would install the technology in the bedroom and the other most utilised rooms in the property and monitor the system to ensure that falls are minimised. Radar-based fall detection technology provides accurate and non-intrusive monitoring, continuously detecting falls and reducing false alarms. It enables remote monitoring, independence, and is both cost-effective and scalable.

Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities

- 1.05 Children kept close to home and community

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

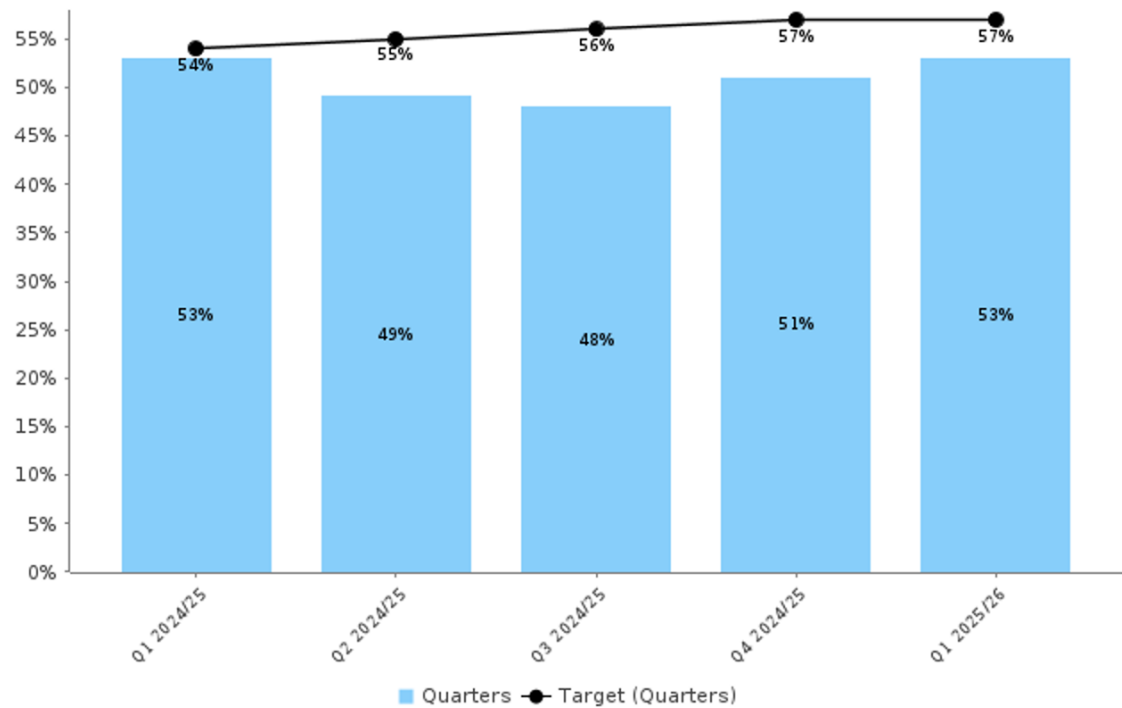
At the end of March 2024, almost 30 % of Medway’s Children in Care were placed within Medway. The service is regularly reviewing children’s placements ensuring care plans are meeting the needs of our children and that placements are matched with children and young people. Eden House opened in October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

**Achievements in the time period (Past/Present):**  
The service is actively recruiting to inhouse foster carers, leading to five new foster homes being approved since April 2025. There are currently more potential foster carers being assessed, however, waiting for specific checks have delayed the assessment process.

**Actions going forward (Future):**  
The service is currently in the process of reviewing the 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)

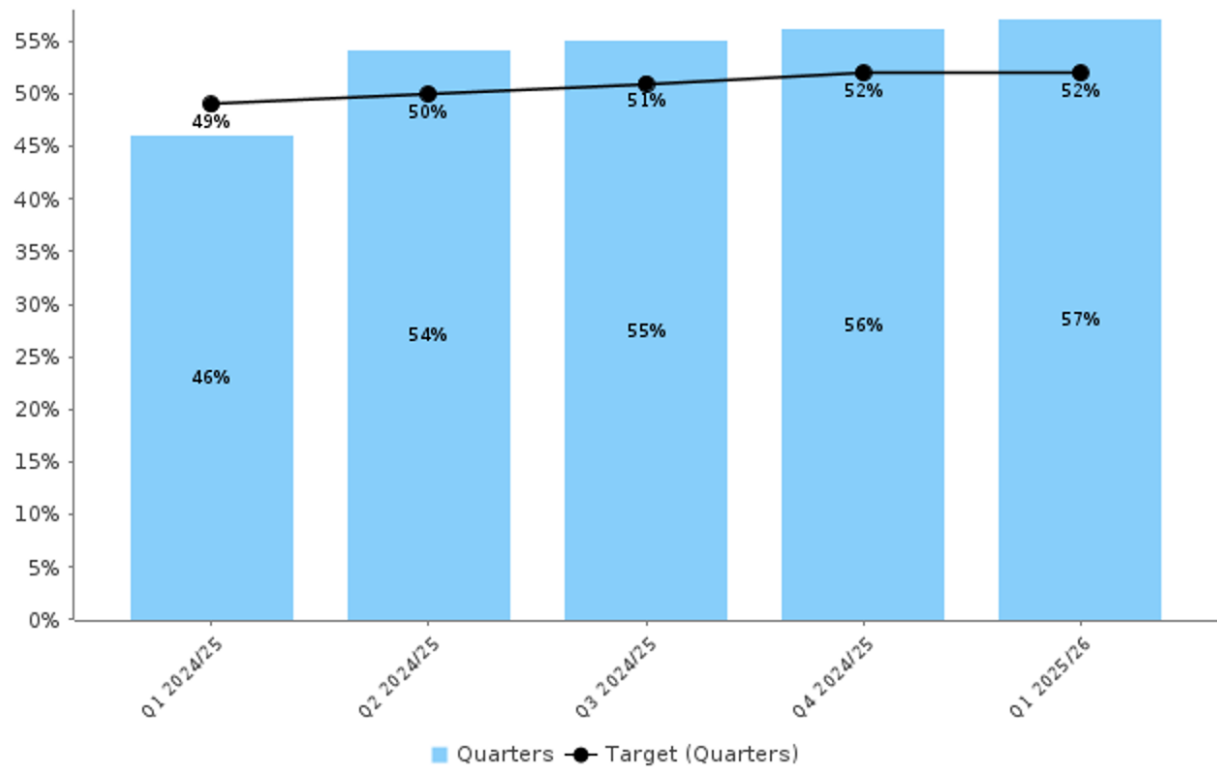
There has been a 2 percentage point (pp) (4%) improvement compared to the March outturn.  
Over the last six months this metric has improved by 5pp (10%) maintaining the reversal of the long-term declining trend.

**Achievements in the time period (Past/Present):** The service has maintained its commitment to reviewing children’s permanence options through fortnightly Permanence Panels and regular review meetings

**Actions going forward (Future):** A dedicated Task and Finish Group focused on achieving permanence and placement stability is set to launch in August 2025. This initiative will foster close collaboration between Children in Care, Commissioning, Provider Services, and Independent Reviewing Officers. This collaborative approach aims to build on the positive outcomes achieved in Q1 and drive continued improvement in permanence planning.

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)**

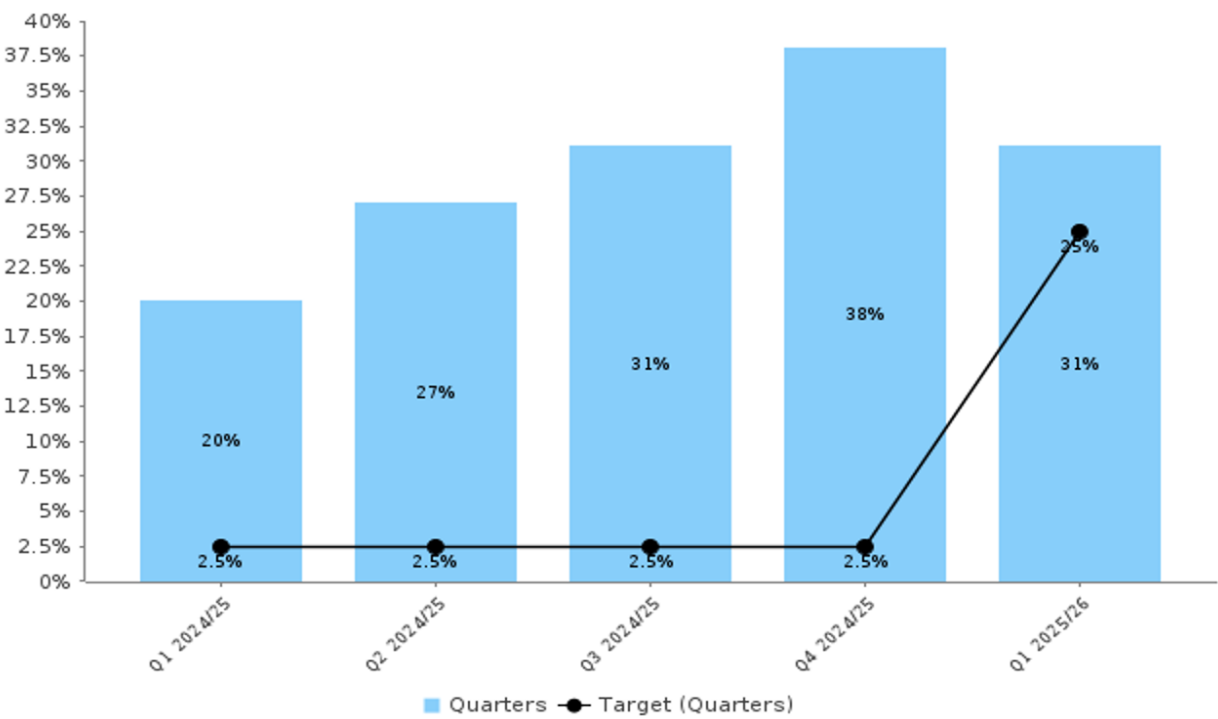
Data is produced a month in arrears so relates to May 2025. Currently 57% of the cohort are in employment, education or training. This is a small 1 percentage point (pp) increase on Q4 Benchmarking. The most recent national outturn is 64%, 2pp higher than statistical Neighbours at 62%

**Achievements in the time period (Past/Present):**  
The Aspirations Officer remains a pivotal role within the team, ensuring consistent engagement with young people, educational providers, and key stakeholders. This role supports young people in exploring education and career pathways, preparing CVs, completing job applications, and accessing relevant opportunities.

**Actions going forward (Future):** The service anticipates an increase in the number of young people participating in EET from September, as a cohort is due to begin college or university in the autumn term. Additionally, several Unaccompanied Asylum-Seeking (UAS) young people are expected to commence ESOL (English for speakers of other languages) courses during this period.

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 Summary as of 20 June – Q1 Financial Year 2025/26 (April–June 2025)** *Extracted from the Terms Management System*

This report captures all learners who commenced or are scheduled to commence learning during Q1. Of the 521 total learners, 169 were new to Medway Adult Education, having not previously studied with us.

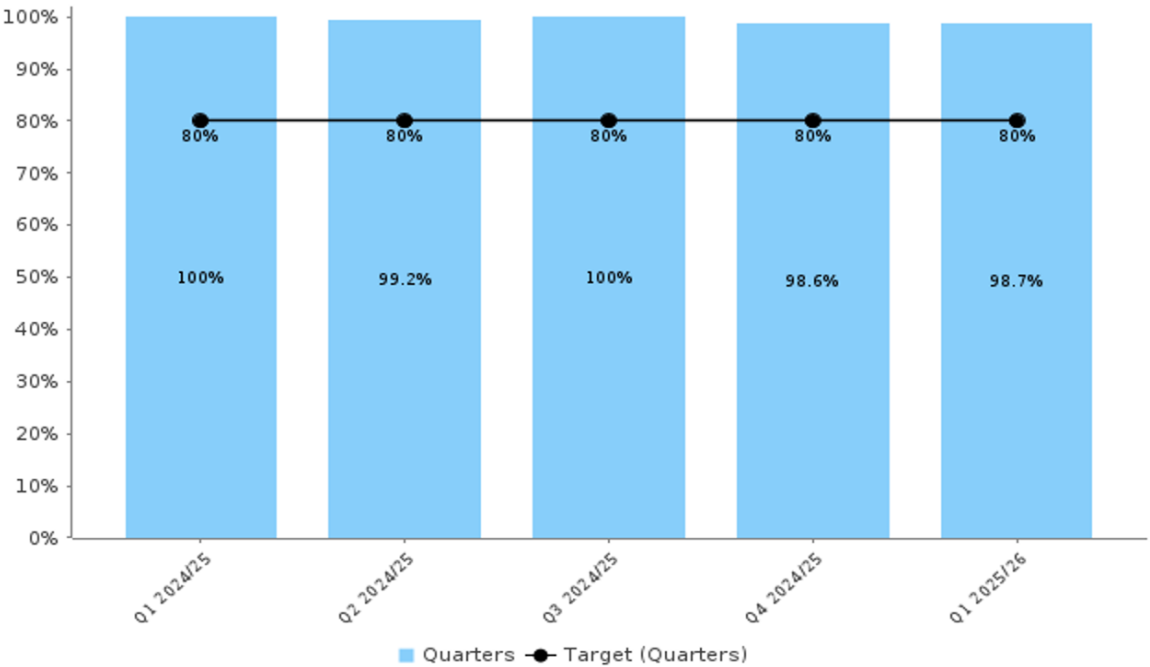
These new learners comprised:

- 57 Community Learning enrolments
- 24 ESOL enrolments
- 95 Vocational Skills enrolments

Significant marketing efforts were undertaken to boost enrolments on Vocational Skills courses during this period. These efforts have contributed to the notable increase in new learner starts.

Provide creative, cultural and community services and facilities across Medway that everyone can access and benefit from

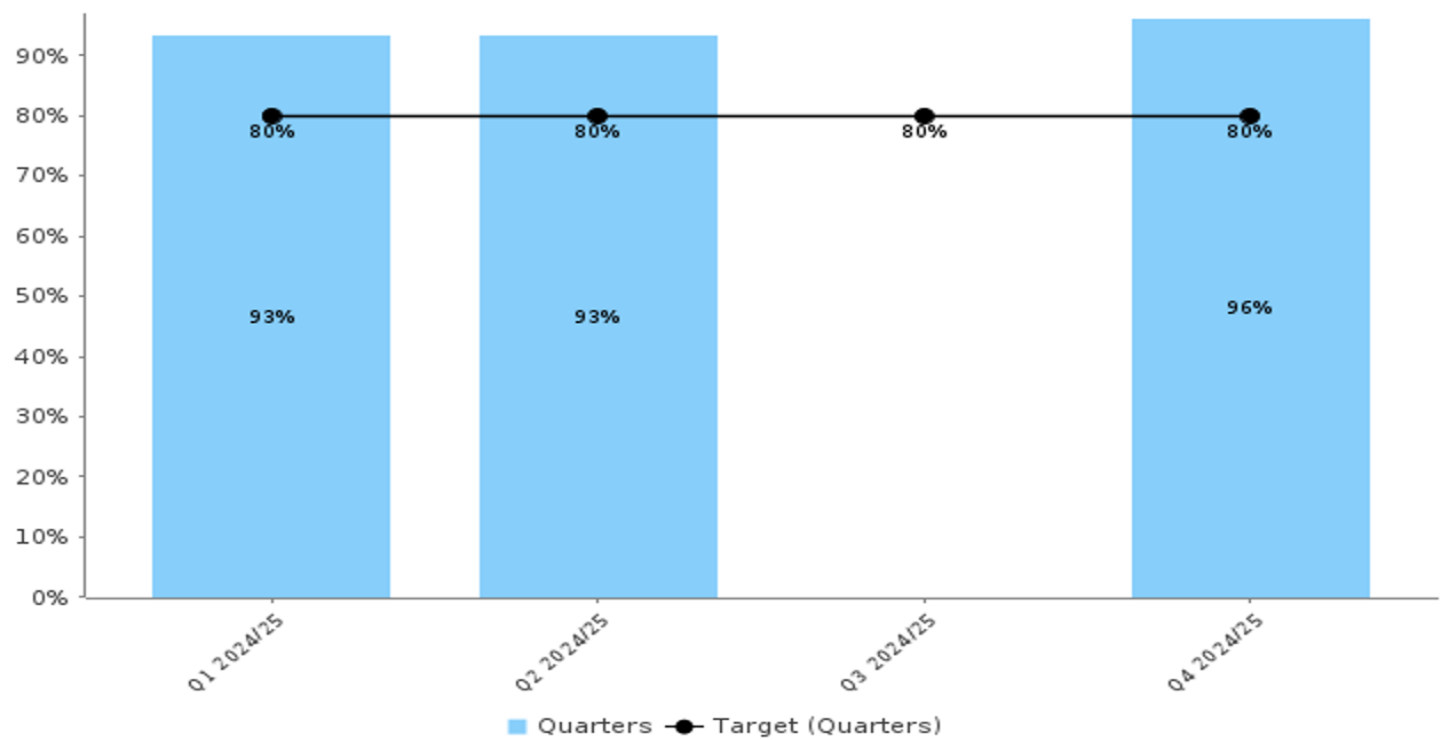
- 1.09a By 2027/28, the satisfaction rates across community hubs and libraries exceeds 80%



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

Q1 surveys were conducted in Chatham, Cuxton and Walderslade Hook Meadow. Satisfaction has held steady from Q4, with negative feedback in this quarter focused on ASB/disruptive behaviour, facilities and stock availability impacting on customer experience. Notable comments this quarter include:  
*Always love coming to this library so quiet and staff polite and helpful. I always try and donate books from my collection to help.*  
*Grandchildren always love a visit on Fridays after school and do the work sheets. Lovely ladies who work here and always very helpful.*  
*I retired 20 years ago and started to use the library. Always I have found the librarians at Hook library excellent. So friendly and helpful, they are a credit to you. Not just today every time without exception.*

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%



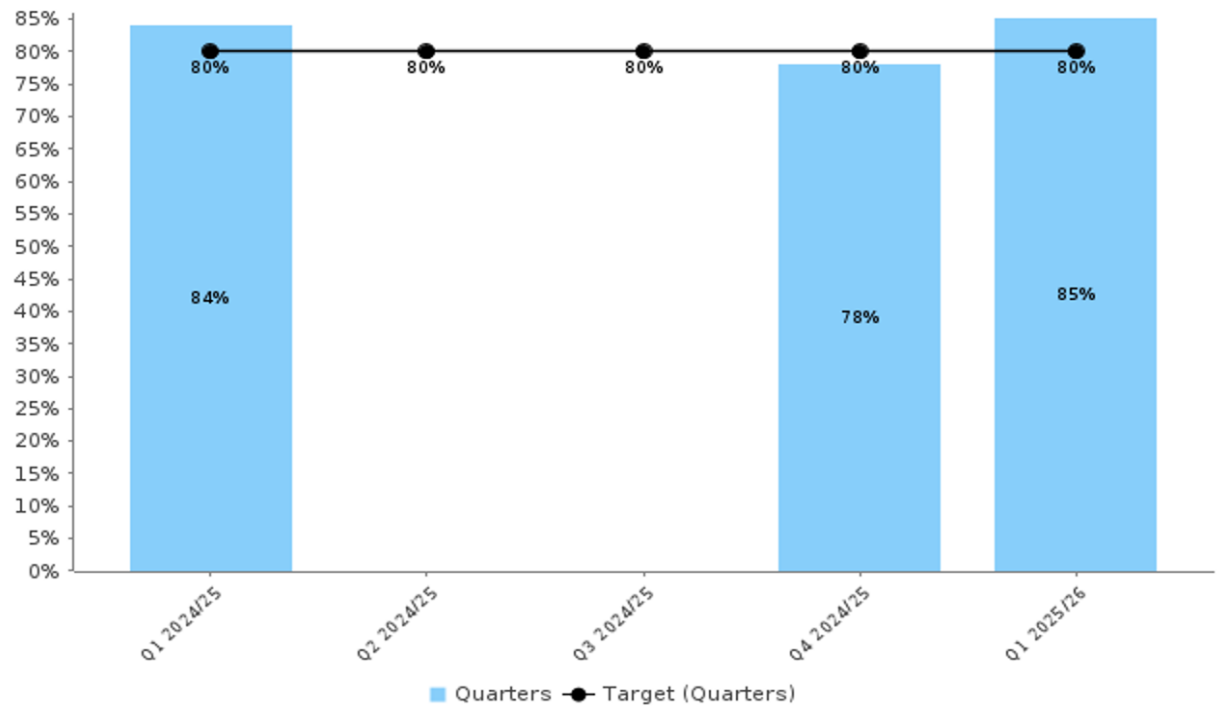
**Aim to Maximise  
Green (upward long trend)**

Reported a quarter in arrears.  
Audiences are surveyed once a quarter across all shows. 145 surveys were completed in Q4 (January to March 2025) with the overall satisfaction of 96%. This is broken down into the following:  
Ease of buying tickets - Very satisfied/Satisfied - 97%  
Quality of the shows - Very satisfied/Satisfied - 97%  
Cleanliness of venue - Very satisfied/Satisfied - 96%  
Helpfulness of staff - Very satisfied/Satisfied - 97%  
Accessibility onto and within the venue - Very satisfied/Satisfied - 93%



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%

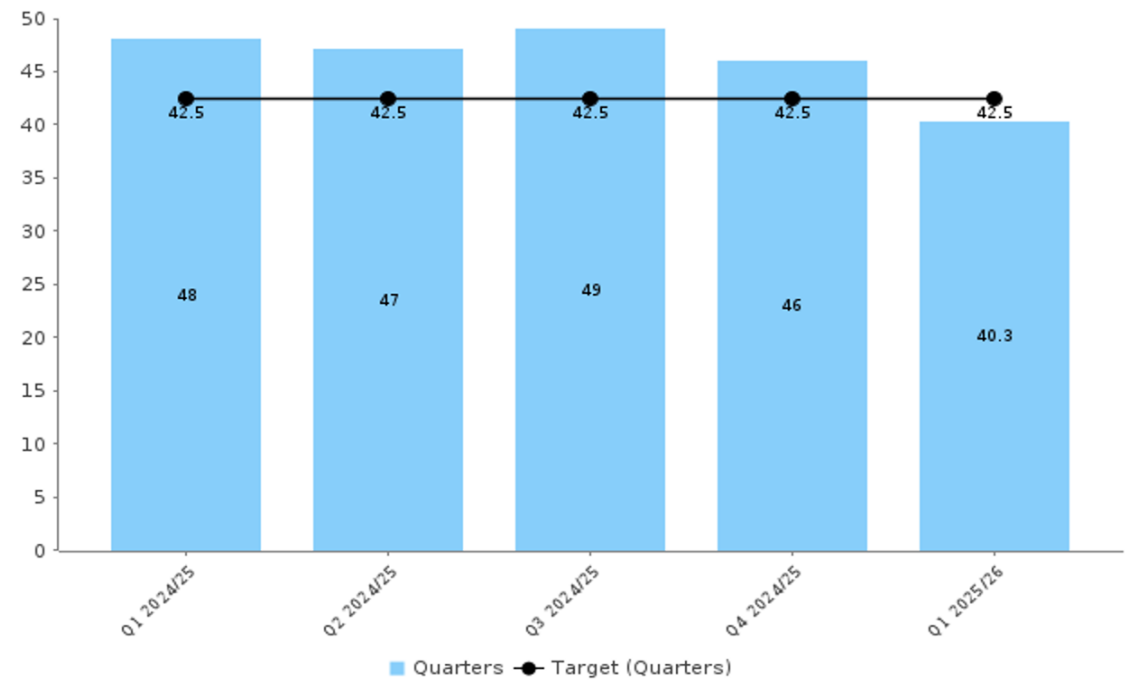


Aim to Maximise  
Green (upward long trend)

Rochester Sweeps Festival was a huge success with over 75,000 people visiting over the three days of the early May Bank holiday. Results show that, of those surveyed, 85% of the visitors to Sweeps Festival were very satisfied or satisfied.

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  
Green (upward long trend)

Child protection numbers and subsequently rates have fallen over the quarter. There are now 269 children on a CP plan, pushing the rate down to 40.3 per 10,000 population. Medway's rate is lower than the national (42) but higher than statistical neighbour (36) rates. If CP rates continue to fall, they will drop below the goldilocks zone of 40-45 per 10k

**Achievements in the time period (Past/Present):**

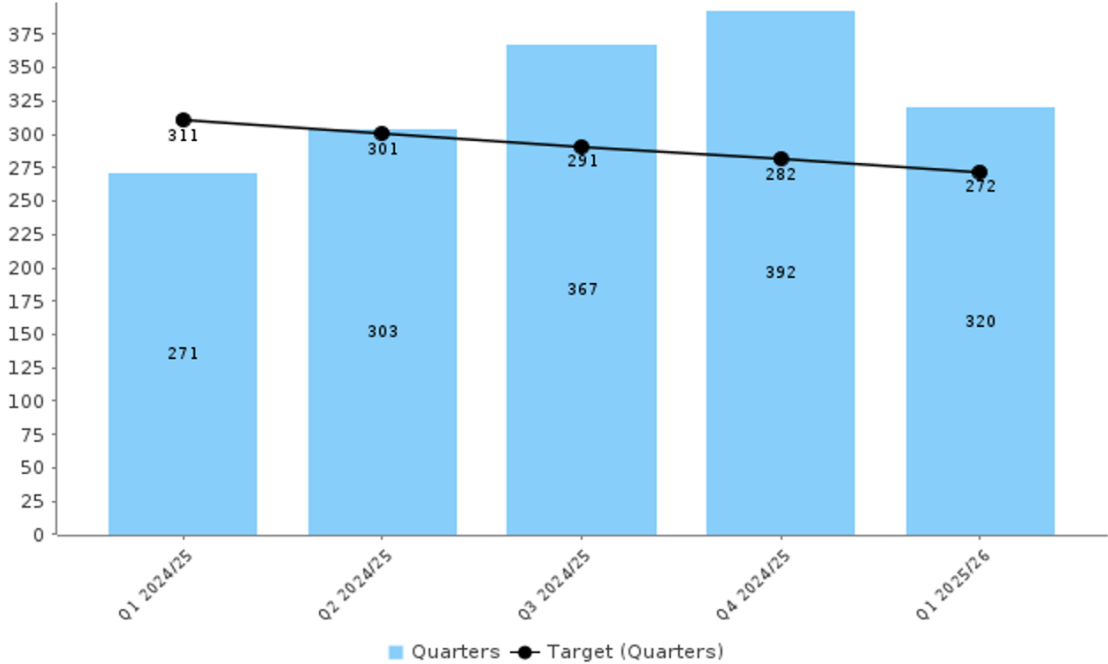
The service continues to review Child Protection numbers on a regular basis; this has reduced numbers and continues to ensure that children and families are subject to the right level of intervention.

**Actions going forward (Future):**

Children who are on CP plans and in court are gradually being resolved through different routes, although it is usual for CP numbers to rise as schools break for the summer and referrals increase

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 (upward long trend)

The end of Q1 snapshot shows a reduction in the rate of S47 enquires, which now stand at 320 per 10k of population. This is an 18% drop compared to Q4. Over the quarter there have been 550 S47 enquiries, an average of 183 per month, an average rate of 329 per 10k of population. Medway has a higher rate than our comparators, but local rates are now moving in the same direction as benchmarking trends.

**Benchmarking** The most recent national outturn is 187 and statistical neighbours 165. Both are lower than last year. Medway is currently also declining. There has been a continued focus on multiagency decision making at strategy discussions where the outcome can be s47 enquiry.

**Achievements in the time period (Past/Present):** Ongoing audits of strategy meeting minutes continue to ensure the outcomes are appropriate and proportionate and any learning that is identified is shared widely across the service and partnership.

**Actions going forward (Future):** The Assistant Director and Heads of Service are undertaking a focused exercise to enhance understanding and promote learning. In parallel, discussions with the Police are ongoing as part of a small, targeted piece of work within the Assessment Service, in collaboration with the Practice Development Service.

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

Q1 comment about 23/24 data  
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 (SE). 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%

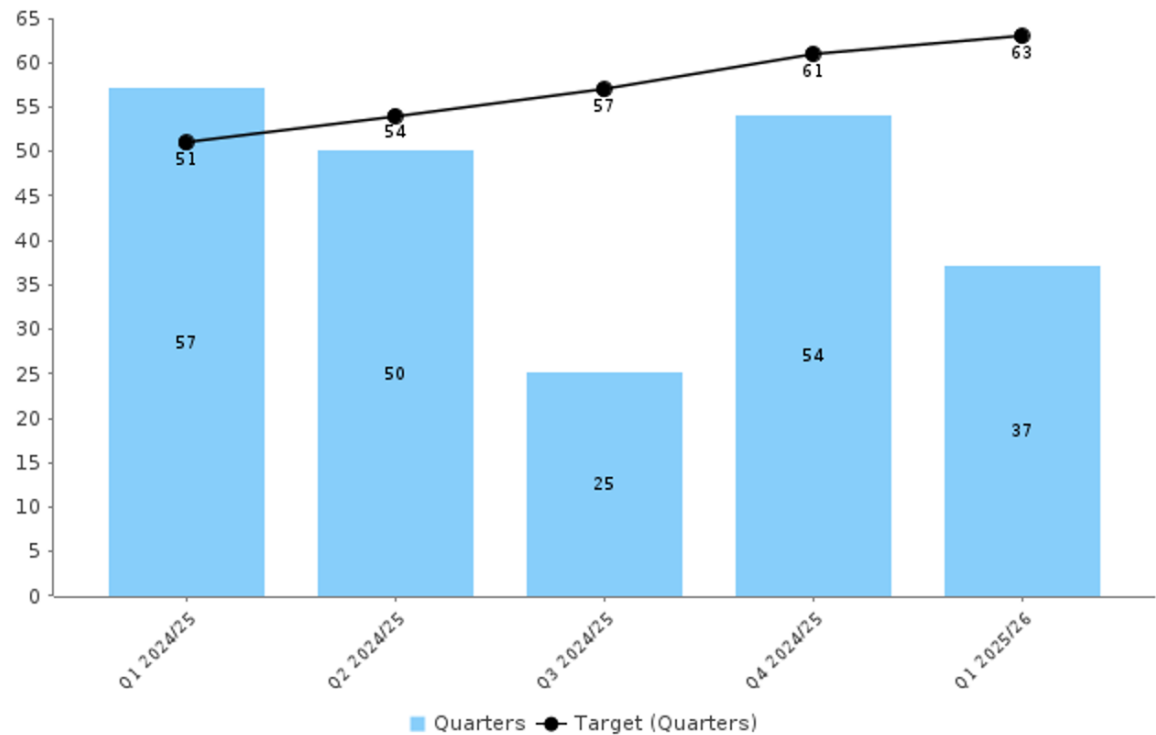
The Medway Contextual Safeguarding Panel continues to meet monthly, with strong representation from partner agencies. Kent Police are also leading a monthly Missing and Exploitation Tactical Delivery Group. Exploitation and missing children remain key priorities for Children's Services and are being actively addressed through an internal Task and Finish Group that reports to CSMT.

**Achievements in the time period (Past/Present):**  
An additional Return Home Interview (RHI) practitioner has been recruited to ensure that Children in care placed outside of Medway receive the same level of service as those placed within Medway.

**Actions going forward (Future):**  
Further encouragement and monitoring of the use of the tool through oversight and audit.

Support our children and young people to ensure they are safe, secure and stable

- 1.13 By 2027/28, increase our multi agency early help offer by 100%



Aim to Maximise  
Red (downward long trend)

The month end snapshot shows 37 families were passed to Early Help partnership agencies as an outcome of contacts to Medway CSC. This is 17 fewer families than at the end of March 2025. Across the quarter 97 families have been passed to partners, which averages 32 per month. Again, this is a reduction on the average of 39 families per month reported in for Q4.

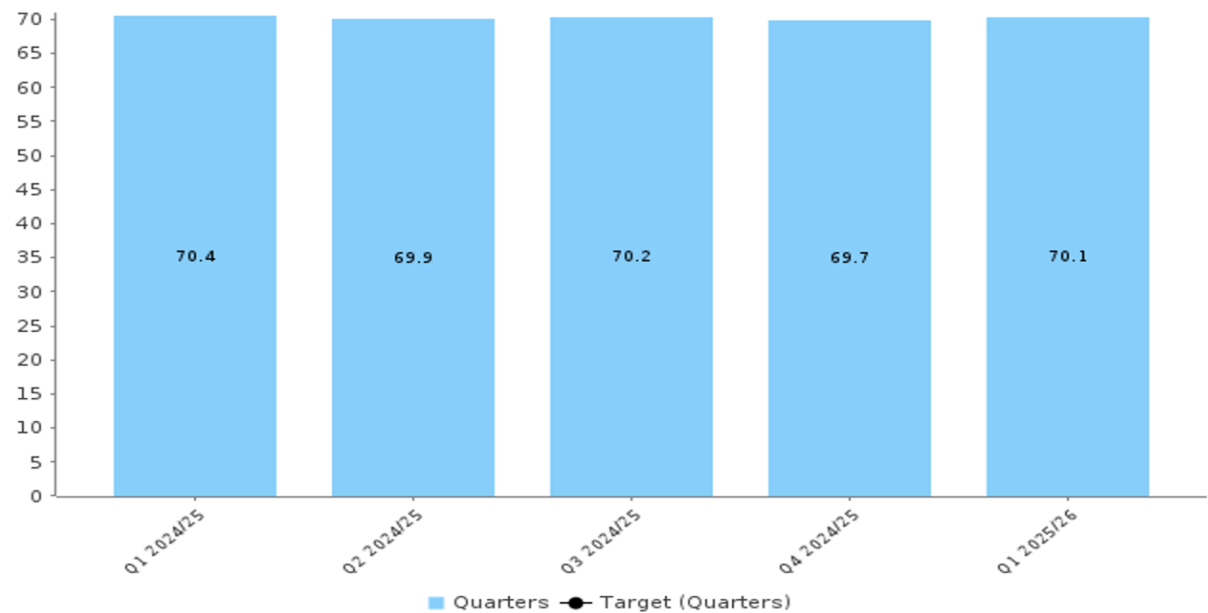
The new Early Help & Prevention Strategy has now been launched together with a delivery plan. It is envisaged that this will lead to improved multiagency engagement and ultimately lead to an increased number of families being worked with by them.

**Achievements in the time period (Past/Present):** The original approach of counting the number of families open to partners via Mosaic has been discontinued, as very few partners were using the system. We are continuing to work with our partners to develop a new methodology for this reporting. This includes exploring how we can improve the tracking and reporting of families who are stepped down from social care to partner-led support.

**Actions going forward (Future):**  
Single point of access will continue to consider lead practitioners for contacts that are received requesting early help.

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 (upward 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 been delayed. The first data set is expected in late 2025.

Local data shows that 2108 out of 3005 (70.1%) clients receive services in the community, a small rise compared to the from the Q4 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 66.2%

New requests for support increased by 21% in 24/25 and this demand continues. Additional management oversight and support at the Front Door has been introduced to support the Early Help & Prevention Service to increase prevention and reablement to support people to remain independent at home.

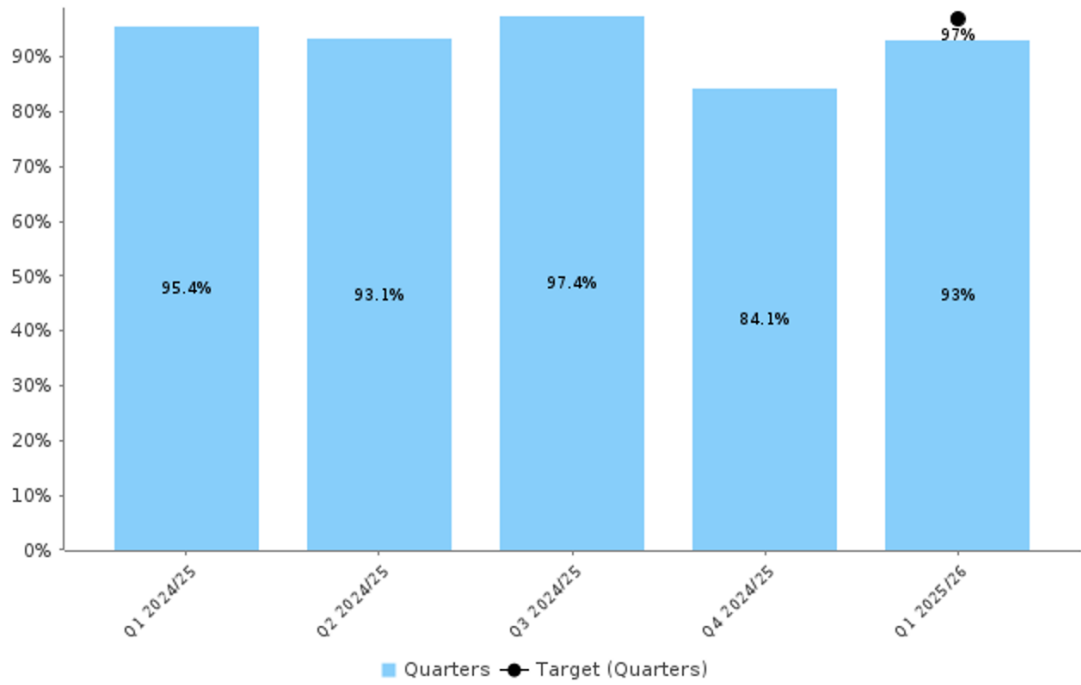
**Achievements in the time period (Past/Present):**

Two additional social work posts have been recruited to support people who have a Learning Disability and/or are who autistic. This will assist people who receive long term care and support to remain living at home. Kyndi starting to use the new non wearable assistive tech to support people to remain at home.

**Actions going forward (Future):** Increases in long term care packages will be delivered as part of a reablement approach, with the goal of helping the individual regain independence and return to their original level of care support. We will monitor the impact of the new non wearable devices to determine impact on people.

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  
Amber (upward long trend)

Local data shows that there were 228 applicable Safeguarding enquiries closed in Q1 of these 212 were resolved with the risk reduced or removed, this is 93% which is an improvement in the Q4 outturn.

**Benchmarking** The national outturn for 2023-24 is 81%, well below Medway’s performance. Our performance continues to exceed the national benchmark, reflecting the effectiveness of our current strategies and the commitment of our teams. We remain focused on sustaining this high level of achievement through continuous monitoring, reflective practice, and targeted improvement initiatives. By building on our existing strengths and remaining responsive to emerging challenges, we are well-positioned not only to maintain our current standing but to drive further improvements in outcomes and service quality.

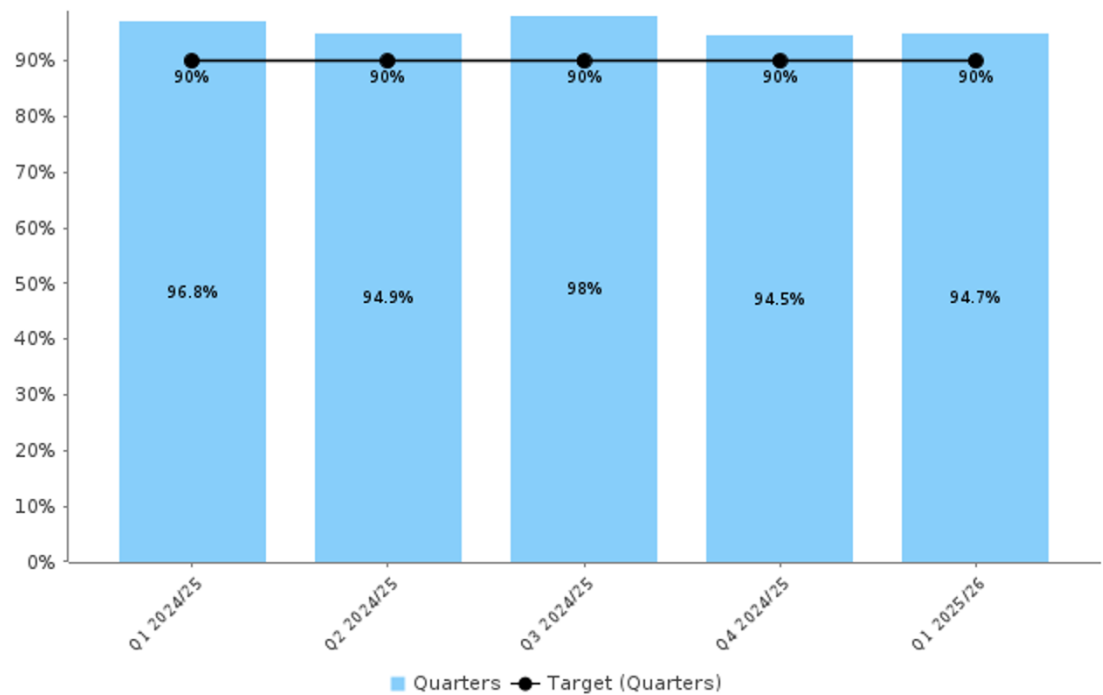
**Achievements in the time period (Past/Present):** We have maintained our established fortnightly monitoring procedures to ensure robust oversight of safeguarding enquiries. This includes systematic data reviews to assess the effectiveness of interventions and to clearly identify cases where risk has not been sufficiently reduced or removed. By closely analysing trends and outcomes—consistent with the approach taken in the previous quarter—we aim to strengthen our understanding of the underlying factors contributing to unresolved risk. This insight will inform targeted actions, support continuous improvement in safeguarding practice, and ensure that learning is embedded across teams to enhance outcomes for individuals at risk.

**Actions going forward (Future):** We will continue to build on our strong performance, which currently exceeds national benchmarks, by reinforcing the strategies that have proven effective and supporting our teams in maintaining high standards. Our focus will be on sustaining and enhancing this level of achievement through proactive monitoring, reflective practice, and targeted improvement initiatives. By leveraging our existing strengths and remaining agile in response to emerging challenges, we aim to further improve service quality and outcomes in the coming period.



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)

There were 239 closed enquiries in Q1. Of these, 114 clients expressed a making safeguarding personal outcome. 94.7% (108) had outcomes achieved or partially achieved. 75 (31%) clients were asked about their desired outcomes, but either chose not to or weren't able to express their wishes. In Q1 21% (51) of closed enquiries did not have a making safeguarding personal outcome recorded, this was marginally better than the 23% in Q4 last year.

**Benchmarking:** National benchmarking is taken from a voluntary collection. The latest data (2023-24) shows 94.9% saw the desired outcome met or partially met. We are actively working to improve this area by evaluating data on a quarterly basis to identify themes and trends behind unmet desired outcomes. Insights gained from this analysis are being used to develop targeted actions aimed at enhancing performance in this area. Where unmet outcomes are linked to services outside of Adult Social Care, we are collaborating with key stakeholders to implement joint plans focused on achieving better results for individuals.

**Achievements in the time period (Past/Present):** We have actively engaged with key partners and care providers to foster strong, outcome-focused collaboration.

**Actions going forward (Future):** We will continue to engage proactively with key partners and care providers to strengthen collaboration around adult safeguarding. Through regular dialogue, shared planning, and joint problem-solving, we work collectively to identify safeguarding risks, address systemic challenges, and implement coordinated actions that promote safety, reduce harm, and improve outcomes for adults at risk. Our partnership approach ensures that safeguarding responsibilities are shared and that responses are timely, person-centred, and effective.

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  
Data unavailable (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.

**Benchmarking:** For 2023/4 National was 71.1% and our statistical neighbours 69.9%

Adult Social Care is committed to increasing the proportion of people using long-term services who report feeling safe, aiming to meet or exceed the performance of our statistical neighbours. Central to this effort is the consistent application of high-quality Care Act assessments and personalised support planning. These processes ensure that individuals’ needs, preferences, and risks are thoroughly understood and addressed from the outset. By embedding safety considerations into every assessment and co-producing support plans that prioritise well-being and risk reduction, we empower individuals to feel more secure in their care arrangements.

**Achievements in the time period (Past/Present):** We have delivered strengths-based practice training. We have increased resource to strengthen provider oversight and have appointed to new posts in the Adult Social Care engagement team.

**Actions going forward (Future):** Once the new staff members within the Engagement Team are fully trained and embedded into their roles, we will increase our engagement with both residents and care providers. This enhanced capacity will enable us to gather more meaningful insights, particularly around how individuals using long-term Adult Social Care services perceive their safety. By strengthening these engagement activities, we aim to better understand the factors that contribute to people feeling safe—or unsafe—in their care environments. This feedback will directly inform service improvements, ensuring that our approach remains person-centred, responsive, and aligned with the needs and experiences of those we support.

**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**  
**Data unavailable (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 2.7 percentage point (pp) 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%. While there has been a small increase in the proportion of users who felt that they had as much control over their daily life as they would want, ASC would like to see this increase further. Historically we have not had resource to focus on this, but the 24/25 MTFO approved budget to increase resource and introduce a small team. This is vital for our CQC improvement journey.

**Achievements in the time period (Past/Present):** Appointed to vacant posts in the newly formed Engagement Team. Historically, this has been a team of one and the increase in staff will enable us to focus on engagement and gaining feedback.

**Actions going forward (Future):**When new staff are trained, we will focus on increasing the number of residents that have signed up to Change Together Medway which is in place to gain feedback to improve ASC services.

**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)**

Data remains unavailable following the data incident within MCH. It is unclear when this situation will be rectified.

We continue to work as a Health & Social Care System to support people who are ready to be discharged from hospital. However, we are unable to comment on impact without the data as described above.

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  
Data unavailable (no long trend)  
Annual PI

Published data shows that shows a year on year rise in the indicative outturn of 2.1 percentage points (pp) (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. **Benchmarking:** 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. Work to improve the Adult Social Care (ASC) website is ongoing, with a focus on ensuring that content is clear, accessible, and meaningful for service users. Webpages are being systematically reviewed and updated to enhance usability and ensure that improvements have a tangible impact. The Web Team continues to prioritise compliance with the Web Content Accessibility Guidelines (WCAG), addressing accessibility issues to ensure the site is inclusive for all users. A structured plan is in place to regularly review and refresh content to maintain accuracy and relevance. Efforts have also been made to improve the overall user experience, making the website more intuitive and easier to navigate. The digital offer is being further developed, with robust tracking mechanisms in place to ensure it remains comprehensive and responsive to user needs. To support this work, the ASC Engagement Team has been actively involved in the digital project, providing valuable insights into how individuals and communities prefer to access information and services online. **Achievements in the time period (Past/Present):** The redesign of Adult Social Care webpages is progressing well, with a focus on creating a more intuitive and seamless user experience. Improvements to page structure and content flow are being implemented to ensure that users can navigate the site with greater ease and confidence. **Actions going forward (Future):** Redesigning of the Adult Social Care home page. Regular review of progress being made and capturing feedback on the redesigned webpages. Looking to review other Adult Social Care pages and make improvements to webpages that require updating. To continue to the use of feedback to aid in shaping how the website works/ operates and use of preferred methods of communication to reach individuals and groups. Gain approval of the accessibility information standard policy.

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  
Data unavailable (no long trend)  
Annual PI

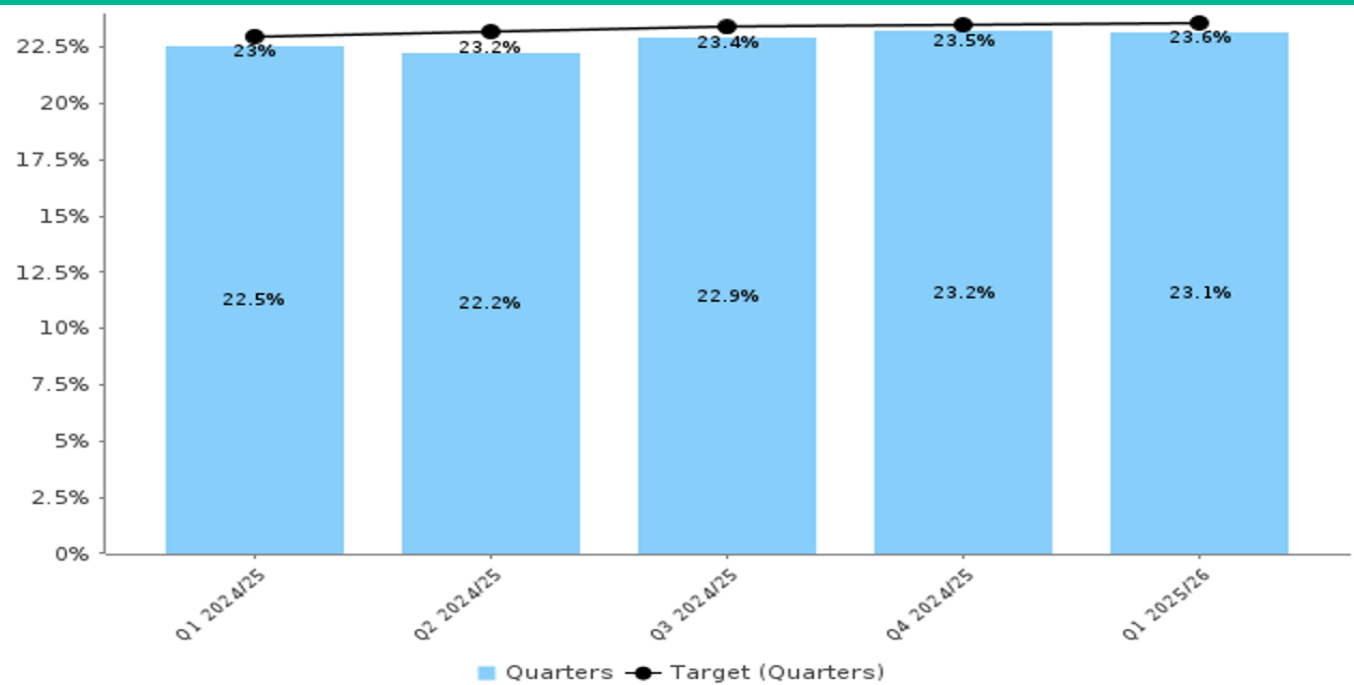
Validated data, shows a year-on-year decline of 0.1 point (1.4%).  
For 2023-24 Medway was 0.2 points lower than national (7.3) and 0.1 points lower than the South East (7.2). This would suggest that difference between Medway's outturn and the comparators is not significantly statistically important.  
The work to review the Carers Offer in Medway has begun. The project lead is working with Commissioning and will be linking in with Carers First and Carers to gain a better understanding of the current offer and whether it is fit for purpose. This is a 2-year project, so at this stage we are scoping and researching.

**Achievements in the time period (Past/Present):**  
This is a 2-year project, so at this stage we are scoping and researching.

**Actions going forward (Future):**  
Actions will be developed once scoping is completed.

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)**

There has been a marginal decline of 0.1 percentage points (pp) this quarter. Although there are 10 more clients receiving a direct payment (492) a rise in the number of self-directed support clients (denominator) has seen a drop in the percentage.

**Benchmarking:**

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

The Self-Directed Support (SDS) Team are working with frontline practitioners to support the increase in Direct Payment (DP) referrals. Proposals to introduce a mandatory step in Mosaic to refer to the SDS team once a person is identified as having eligible needs will enable the SDS team to contact individuals to discuss how their needs could be met via a DP. This will ensure individuals fully understand the support that is available to receive and manage a DP. Direct Payment performance is part of ASC transformation programme - the purpose of the project is to increase the direct payment uptake. However, the team currently have 3 vacant posts, with a fourth vacant post imminent which impacts on service delivery. Recent recruitment has identified 2 potential new starters. **Achievements in the time period**

**(Past/Present):**

A proposal has been submitted to the Continuing Professional Development (CPD) faculty to include direct payments as mandatory training for all ASC practitioners. A suite of free videos has been identified to support CPD, this will be in addition to face-to-face sessions. **Actions going forward (Future):** If the proposal is approved by the CPD Faculty, Adult Social Care will implement mandatory training on Direct Payments for all practitioners. This will ensure that staff have a consistent understanding of policy, practice, and responsibilities related to Direct Payments, enabling them to provide informed guidance and support to individuals



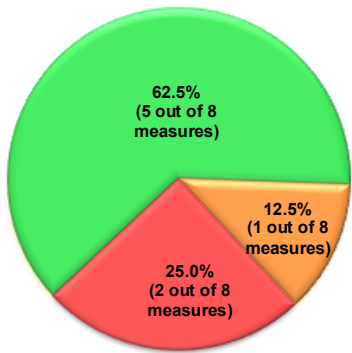
# **Benefitting from good education, quality jobs and a growing economy**

- 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 23 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. We reporting on eight performance indicators this quarter. There are 15 where data is unavailable.

## Performance

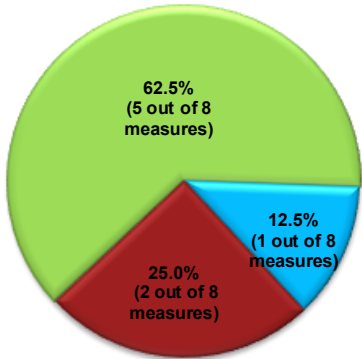


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows the performance for 10 of the measures:

- 62.5%% (5 out of 8 measures) met or exceeded target.
- 12.5% (1 out of 8 measures) were slightly below target (less than 5%).
- 25.0%% (2 out of 8 measures) were significantly below target (more than 5%).

## Direction of Travel



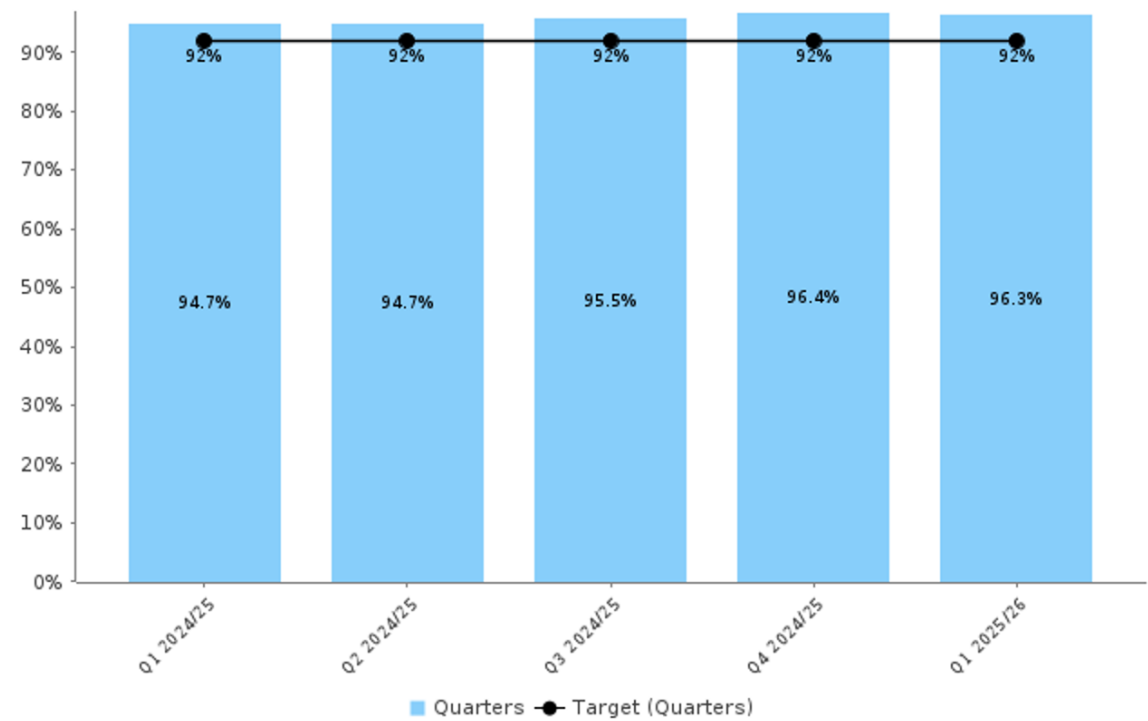
**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 9 measures:

- 62.5% (5 out of 8 measures) had an upward long trend.
- 12.5% (1 out of 8 measures) had a static long trend.
- 25.0% (2 out of 8 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



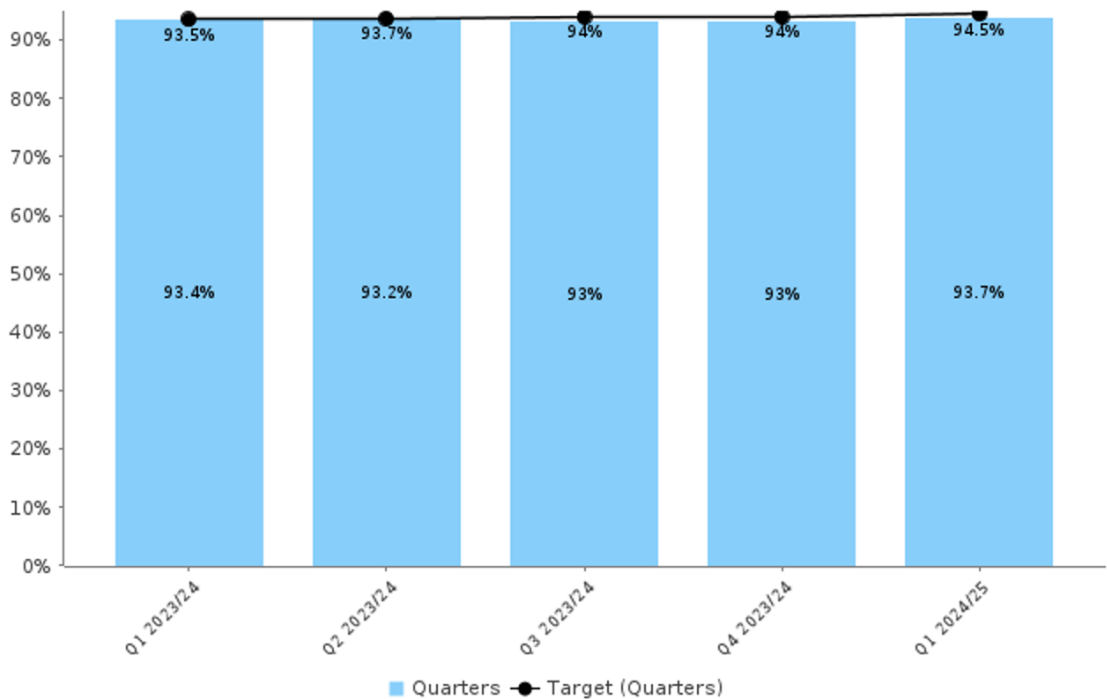
**Aim to Maximise  
Green (upward long trend)**

The counting cohort is 80 schools. Of these, four are graded outstanding, 73 schools are good. This means that out of 80 schools, 77 (96.3%) are good or better. One school requires improvement and two are inadequate. 15 schools currently have an ungraded. No Overall Outcome grade.

Of the outstanding schools two are primaries (one LA maintained) and two are secondary (both Academies). Of the good schools, 61 are Primary (16 LA maintained) and 12 Secondary (all academies)

Benchmarking.  
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.

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 (upward long trend)**

The target for the end of 2025/26 financial year is 94.5%, this will be taken from the triannual school census, using the full year published data for the 2024/25 academic year, which is usually available in available in Q3 of the 2025/26 financial year.

Attendance is reported in arrears. The most recent data is for the Autumn term of the 2024/25 academic year. Medway's attendance has reduced by to 93.0%. This is 0.1 percentage points (pp) better than the national rate.

There has been a rise in attendance in Medway for the period starting in September 2024 and ending in December 2024. This is 0.1pp behind national and 0.3pp behind the same time period in 2023. However, poorer performance in other LAs has meant that Medway now ranks 49th in the country, up 18 places from the position for the 2023/24 academic year, as reported in Q4.

Persistent Absence (PA) rates have dropped to 18.1%, from 20.9% in Q4 and are currently 0.4pp better than national. Severe Absence (SA) remains at 2%, equal to national.

Primary School attendance is 94.7%, 0.2pp better than national. Primary PA is 15.5% and SA 1.2%, 1pp and 0.3pp better than national, respectively.

Secondary School attendance is 92.5%, 0.4pp adverse to national. Secondary PA is 21.2% and SA 3%, both 0.4pp adverse to national.

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  
Data unavailable (no long trend)  
Annual PI 2024/25 data due September 2025

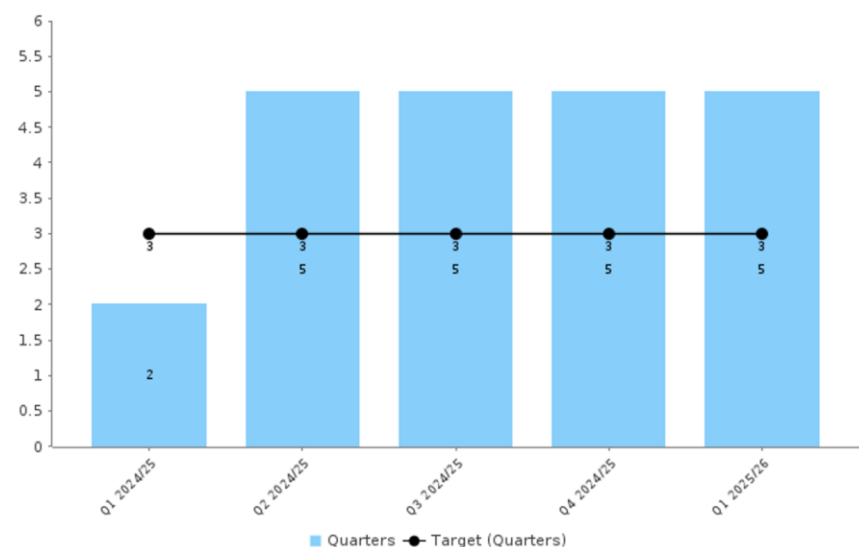
Revised data has now been published. 61% of Medway children achieved or exceeded the expected standard in reading, writing and maths. This is the same as the national attainment level. Medway has improved on the 2022/23 result by 6pp, national attainment has improved by 1pp. The target of 56% was set 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. School performance data is analysed and published in the Annual School's Performance report to drive strategic action across the education landscape. Intelligence is shared with all partners to coordinate their individual operational planning across Medway Education Partnership group (MEPG), with representation from all education phases, including CEOs. Collaborative working with local headteacher associations, asks for priorities for targeted actions at school and zone level addressing underperformance. KS2 provisional pupil performance outcomes for each school are published in July and will await checking processes before final publication in December. KS4 and 5 provisional pupil outcomes per school are published in August and subject to checking processes are expected to be validated / published in December 2025/January 2026. **Achievements in the time period (Past/Present):** Analysis of the performance across Medway is provided for schools broken down into core subjects and the performance of groups within this enables school leaders and governors / trust boards to have a strategic overview of the local area leading to evaluation of pupil outcomes for their own school / group of schools.

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

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

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. Service to comment: Individual school and trust performance data is shared with the DfE. Where there are concerns about schools, these are discussed during the termly conversation with the Regional Director's team. Actions going forward (Future): The national RISE (Regional Improvement for Standards and Excellence) programme focuses on four key priorities: 1.Inclusion – Ensuring all pupils, regardless of background or need, are supported to thrive. 2.Attainment – With a particular focus on English and maths. 3.Reception Quality – Improving the quality of early years education. 4.Attendance – Tackling persistent and severe absence to ensure pupils are regularly in school. Priorities are part of a broader effort to raise standards across the education system, especially in schools that are underperforming or facing persistent challenges. The RISE teams work both through targeted support for "stuck" schools and a universal offer to help all schools improve. Although no school in Medway has been allocated a RISE advisor, it is pleasing to note the focus on attainment within the four priority areas.

**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)**

Data is for May 2025  
Medway remains in the 5th Quintile. 486 (6.6%) children are NEET and 47 (0.6%) are Activity Unknown. This totals 530 children (7.2%)  
Nationally 5.5% of 16- and 17-year-olds are NEET and Not Known, with 3.7% NEET and 1.8 % Not Known. For the South East this is 6.7%, where 3.7% are NEET and 3.0% Not Known.  
Performance, between Q4 and Q1, is improving in Medway but worsening nationally and regionally.  
Medway have seen 54 new NEET children between Feb-May 2025. This increase is attributed to young people feeling unprepared for post-16 education, the misconception that decisions can be changed leading to drop outs from courses. Also, there has been an increase in young people moving into Medway midyear. Rolling provision, employer engagement and the reduction of the apprenticeship levy continue to be problematic.

**Achievements in the period:**  
12 children found EET during the quarter, supported by opportunities in Functional Skills and partnerships with the job centres and construction programs.

**Actions going forward:**  
The IAG Team has set up a RAG system to focus on outcomes. This has increased focus and support. Engagement at the Chatham premises is positive, with over 50% appointment attendance and 107 appointments attended since Feb 2025.  
Increased data sharing is being investigated with Mid-Kent College to allow the identification of those at Risk of NEET. Further work on data sharing with education establishments is required to drive forward the 'Risk of NEET' initiative. This is key to enabling Medway to identify need and interest from our young people and work with Post 16 providers to ensure sufficient offers.



**Aim to Maximise  
Yes/No  
Data unavailable (no long trend)  
Annual PI. Due March 2026**

Medway Adult Education (MAE) is proud of the achievements of both its learners and staff. In June, to attract new learners and strengthen ties with the community, MAE hosted a well-attended Family Fayre event. The event celebrated the wide range of learning opportunities available and received highly positive feedback from attendees.

As the end of the academic year draws closer, MAE is currently conducting examinations with learners on English, maths, and English for Speakers of Other Languages programmes. Learners are keen to achieve and being well supported to meet their goals.

Meanwhile, projections for apprenticeship achievement this year look positive with a marked increase in the number of apprentices completing and achieving distinctions in their end-point assessments.

Looking ahead, the team have created a curriculum that aligns with both national and local need for next academic year. Enrolments are now open and indicate a continued growing demand for creative courses. Several new offerings are being launched, including a heritage arts programme and courses designed to equip learners with the knowledge and business acumen to curate and market their creative work.

**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.**

Medway Adult Education have 85 learners and 90 enrolments for level 1 courses and continue to run courses developed to create pathways in to work.

**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.**

Medway Adult Education have 61 learners and 67 enrolments for level 2 courses and continue to run courses developed to create pathways in to work and progression.

6 learners are also studying apprenticeships with Medway Adult Education. Training Providers forum continues to work together to promote level 2 apprenticeships in Medway.

**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.**

37 learners are studying apprenticeships with Medway Adult Education.

Training Providers forum continues to work together to promote level 3 apprenticeships in Medway. Kent & Medway Careers Hub continues to support schools and colleges to create progression pathways for young people.

Waterfront UTC are starting level 3 T Levels; College continues to run T 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**  
**- 2.08d 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.**

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.  
We continue to work with universities to promote level 4 courses and foundation courses at level 4 to increase numbers.

**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**  
**Data unavailable (no long trend)**

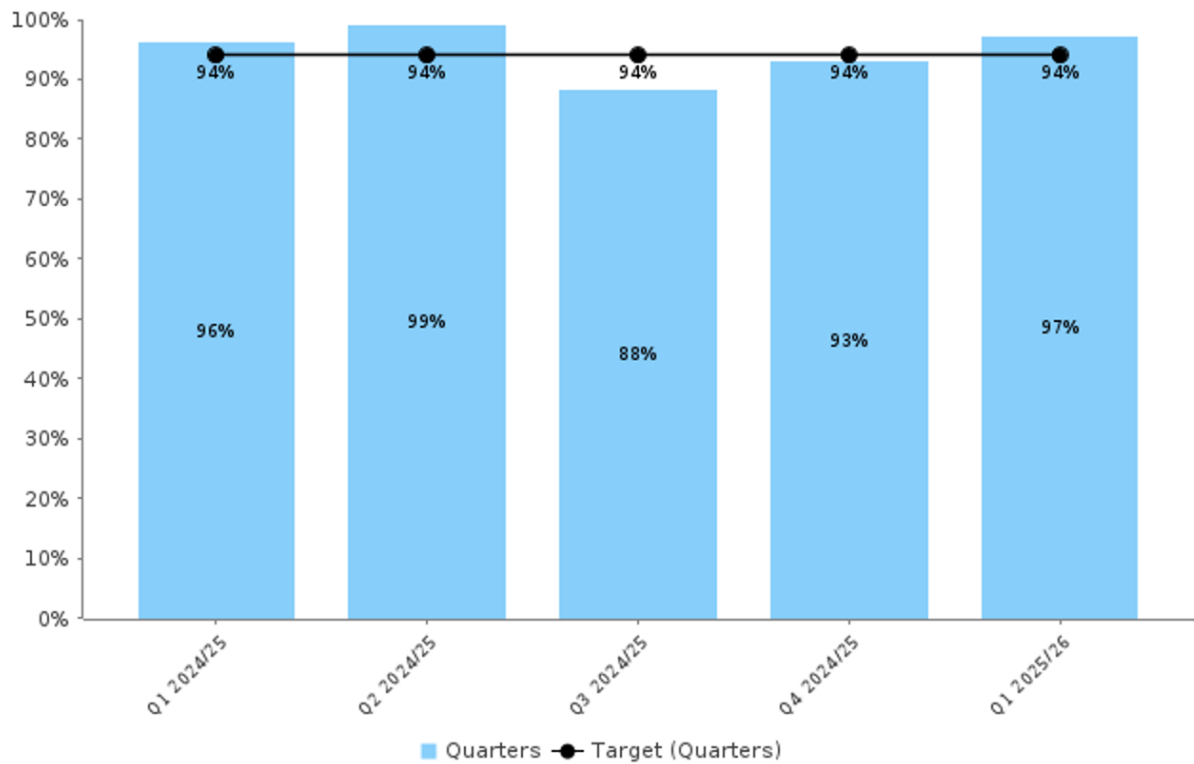
To support lowering unemployment rates, the Local Get Britain Working plan is being written and Connect to Work launched on the 30th June 2025. Work & Health Strategy. Projects promoting supported internships continue into this year with funding achieved, supported employment also promoted. Industry 4 Council Group Training Association is in development with Kent. Skills Bootcamps have restarted, Lower Thames Crossing and other major projects groups are attended.

The Kent & Medway Careers Hub continues to support schools and college with their students to encourage positive destinations in the workplace. Shared Prosperity Fund projects aimed at getting people into work. Job Centre attending skills meeting to discuss the return of youth hubs. Project Search projects with Amazon and Sodexo are running to open jobs for people with Educational, Health and Care Plans.

Training Providers meet in a forum to discuss how we encourage growth of apprenticeships. Individual skills and employment plans used with businesses aim to help employers recruit. Close working with Reed in Partnership and the Job Centre to get people into work. Working with East Kent College and MidKent College to develop 12-week courses to support people on Universal Credit Health into work.

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  
Green (upward long trend)

**Data Summary as of 20 June – Q1 Financial Year 2025/26 (April–June 2025)** *Extracted from the Terms Management System*

This report includes all enrolments that commenced or are scheduled to commence during Q1. A total of 573 starts were recorded in this period, of which 18 learners withdrew. Given that this quarter falls toward the end of the academic year, courses starting during this time tend to be shorter in duration, with typically lower withdrawal rates. Historically, the highest withdrawal points occur in October and March.

**Withdrawals by Course Type:** · ESOL: 8 learners · Vocational Skills: 6 learners · Community Learning: 4 learners

There were no English or Maths course starts recorded during this period.

**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**  
**Data unavailable (no long trend)**  
**Annual PI.**

Q4 update - 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**  
**Data unavailable (no long trend)**  
**Annual PI.**

Q4 update - 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**  
**Data unavailable (no long trend)**  
**Annual Pl.**

Q4 update - 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 unavailable (no long trend)**

Q4 update - 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%**

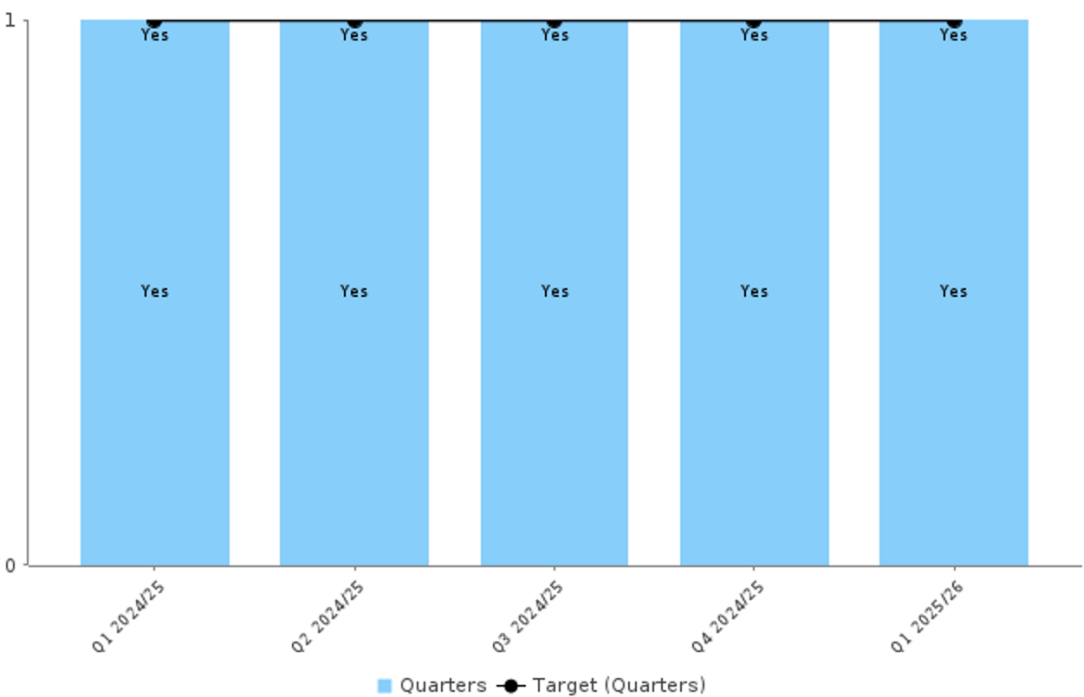
**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI**

This annual performance indicator is measured a year in arrears, the latest data available has been published in 2023 and provides statistics between 2018-2022. There are no available data yet for a 5-year survival rate for businesses from 2019 to current 2025 as the data is only available for the 2018 cohort – a 5-year survival rate requires five full years of data after the business was born. The most up-to-date data on business survival rates published by the Office of National Statistics (ONS) shows that businesses started in 2018 have a 41.8% 5-year survival rate, the statistics for the following cohorts are:

- 2019 cohorts’ 4-year survival rate is at 39.2%
- 2020 cohorts’ 3-year survival rate is at 45.4%
- 2021 cohorts’ 2-year survival rate is at 73%
- 2022 cohorts’ survival rate is at 93%

The downward trend is normal in business demography as the more a business operates the more challenges it faces. However, there are other factors that are also at play as we see the impact of Covid-19 especially in 2019, reflecting the difficulties in access to loans, grants and funding limited to start-ups during that period. The next release of the data has yet to be announced with the current status on the ONS webpage being “to be announced soon”.

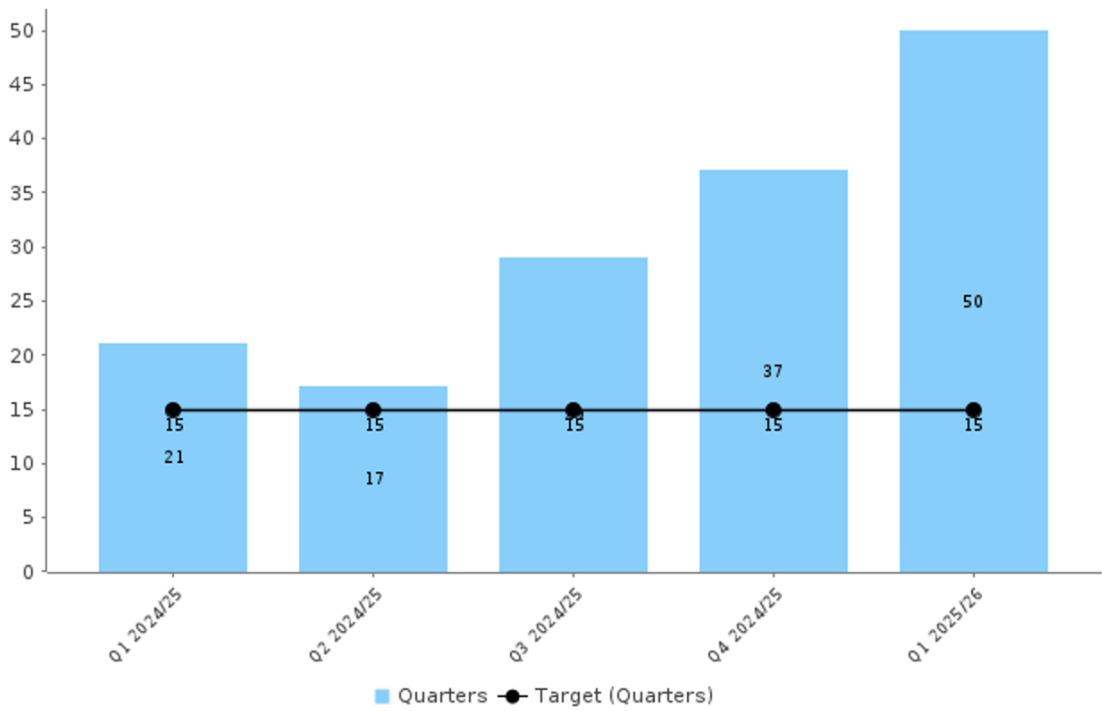
**Develop Medway’s reputation as a home for creative, cultural, and green industries to support a growing economy, maximising our national recognition as a Priority Place for culture and heritage**  
**- 2.16a By 2027/28 Support Creative Medway Compact and partners to deliver four quarterly board meetings 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 – Q1 Update  
CIC Status: Application to become a Community Interest Company approved. Banking arrangements underway to formalise separation from Medway Council.  
Strategic Planning: Board working with Head of Culture, Heritage & Libraries on a long-term business plan and staffing structure for the next five years.  
Fundraising:  
New 3-year fundraising plan finalised. UKSPF bid submitted this quarter. Arts Council bid in development with Medway Council to support joint cultural strategy priorities (skills, creative health, visitor economy). Supporting funding bids for the next phase of Medway Change Makers cultural volunteering programme. Advocacy & Engagement: Active input into the Local Plan and national Arts Council England review on behalf of Medway’s creative community.  
Ongoing monthly sector meetups with Nucleus Arts, quarterly socials, and working groups focused on: Youth engagement in the sector Increasing sector diversity Economic sustainability for cultural organisations

**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)**

Sector Support in Q1 via surgeries, 121 meetings, partnership and bid support.  
The Culture Development Team supported 50 organisations including: Dynamix, Square Pegs Arts, Fun Palaces, Let Loose Initiative, Sean Ximines, Kieran Poole, Elliot Foreman, LV21, Fleur De Lis Theatre Company, Steven Keevil, Dominic Markes, Susan Shaw, Medway School of Art, Medway Photographers, Theo Allotey-Papoe, Nucleus Arts, Rochester Cathedral, Icon Theatre, Lyrici Arts, Dockyard/Guildhall Museum, GEM, iCCi, Ideas Test, Counterpoints Arts, Photoworks, Arts & Homelessness International, Loop Dance Company, Live Music Now, Medway Arts & Homelessness Forum, Estuary Festival, Intra Community Trust, Medway Cultural Education Partnership, Celebrating St Albans partnership, Wordsmithery, Dominic Markes, We Live Here, Sun Pier House, Temple of Kulture House of Stars, Mess Room, ZigZag Scrapstore, Medway African and Caribbean Association, Creative Medway, Rikard Osterlund, BUP Festival, Rob Flood, Short Brothers Aviation Pioneers Group, WHoop! Festival (Whose Hoo), Intra Arts and 51Zero

**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**

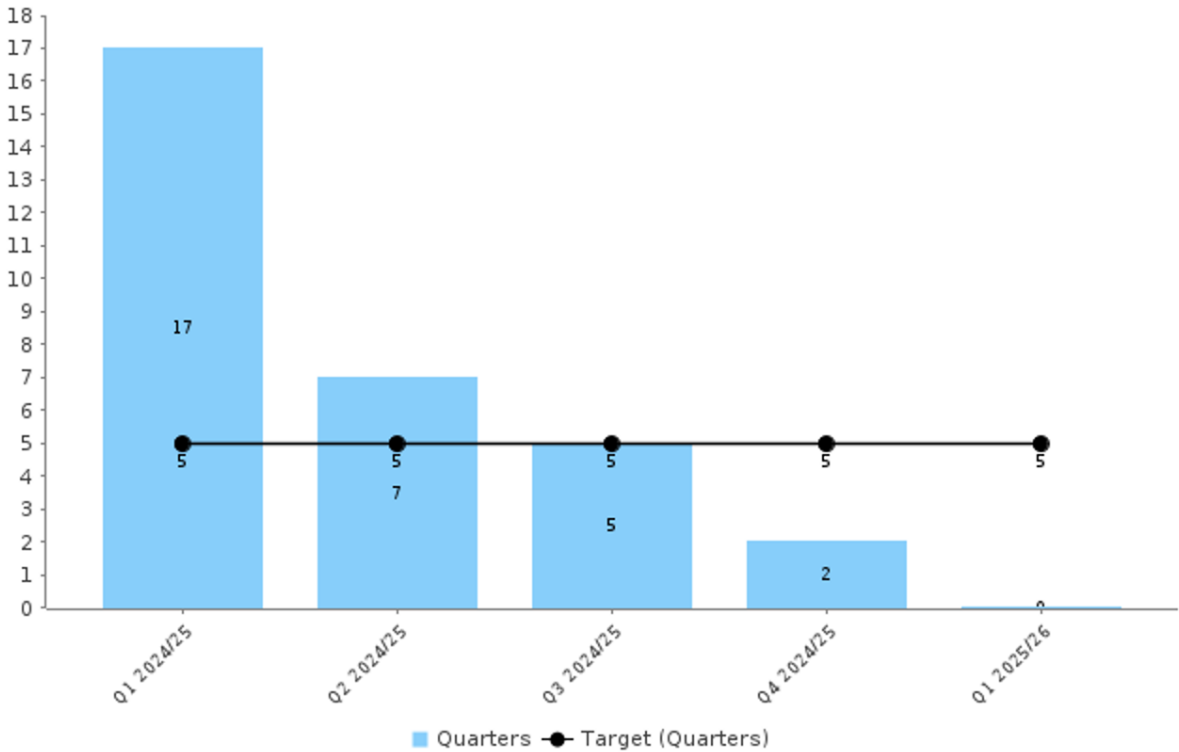
**Aim to Maximise**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

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.

The next round of community project funding will be announced and awarded in Q2 and Q3 2025/26 with delivery of these projects in Q4. The outputs from these projects into Medway Archives will 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)**

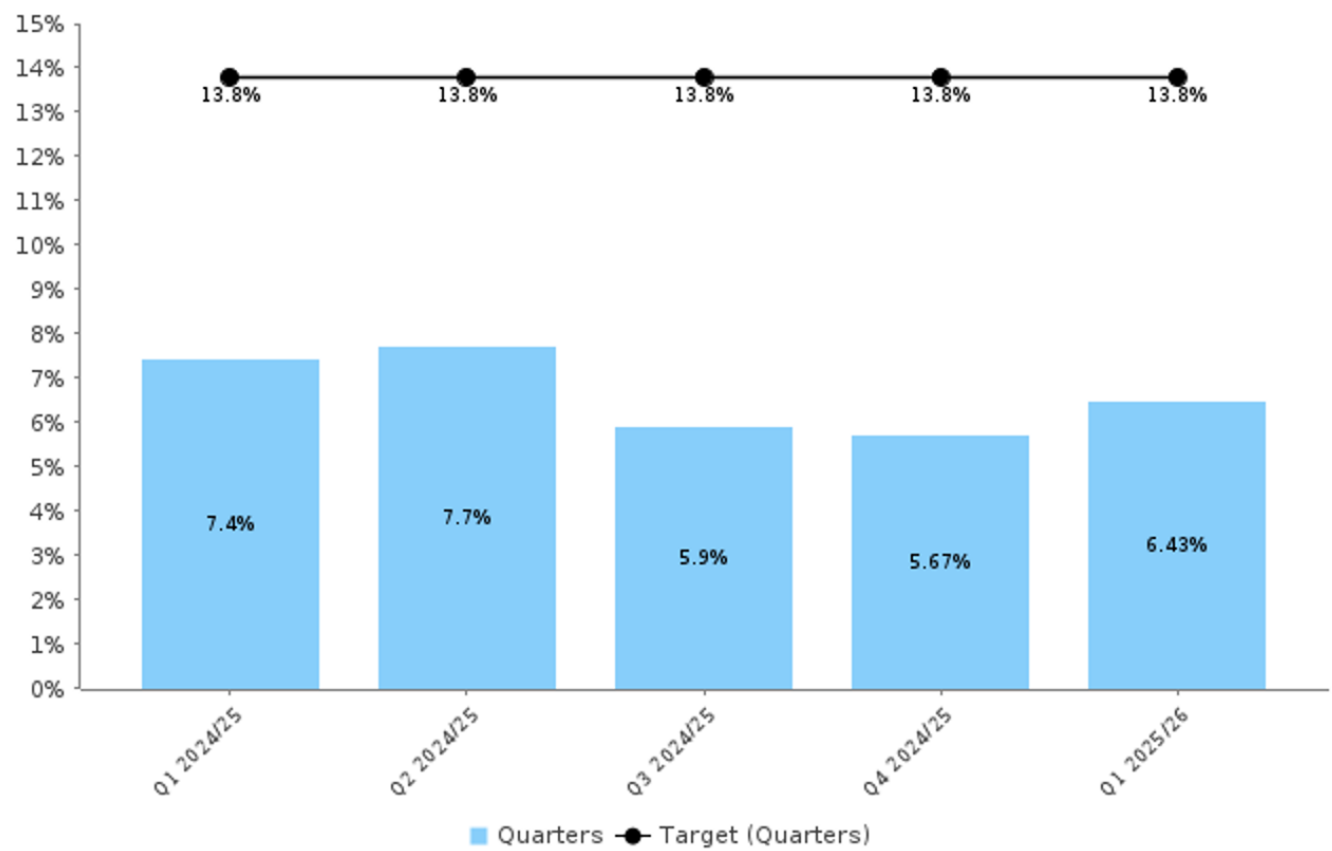
No new application has been received during Q1 2025-26 as the online application has been taken down due to re-launch efforts. During this quarter, the team has been working on making several changes including increasing the amount that can be awarded, creating a separate scheme and application form for previously successful applicants and updates on the webpage and existing online application. The application forms and webpage is expected to go live again, and interest has racked up for the grant with having received multiple enquiries for the re-launch.

Audits – no new audits, however, the uptake it expected to increase after the changes for the grants go live in the next few weeks as the grants amount are to be increased as so will drive more people to completing the audits.



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)

The vacancy rate in Medway for Q1 is 6.43%. Medway's low vacancy rate continues. The national vacancy rate is 14% (Experian Goad).

**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**  
**Data Unavailable (no long trend)**  
**Annual PI. Due November 2025**

This performance indicator is measured using data from the Office of National Statistics with a year in arrears. As such, no new updates since November 2024, the next release of the data has yet to be announced with the status on the ONS webpage being “to be announced soon”.

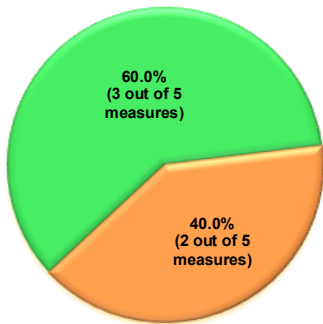
# Enjoying clean, green, safe and connected communities

- 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 20 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. We are reporting on five performance indicators this quarter. There are 15 indicators where data is unavailable.

## Performance



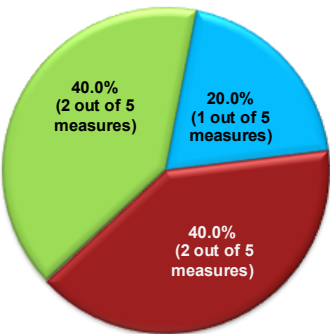
### Performance - key

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

This chart shows the performance for 5 of the measures:

- 60% (3 out of 5 measures) met or exceeded target.
- 40% (2 out of 5 measures) were slightly below target (less than 5%).
- 0% (0 out of 5 measures) were significantly below target (more than 5%).

## Direction of Travel



### Direction of Travel - key

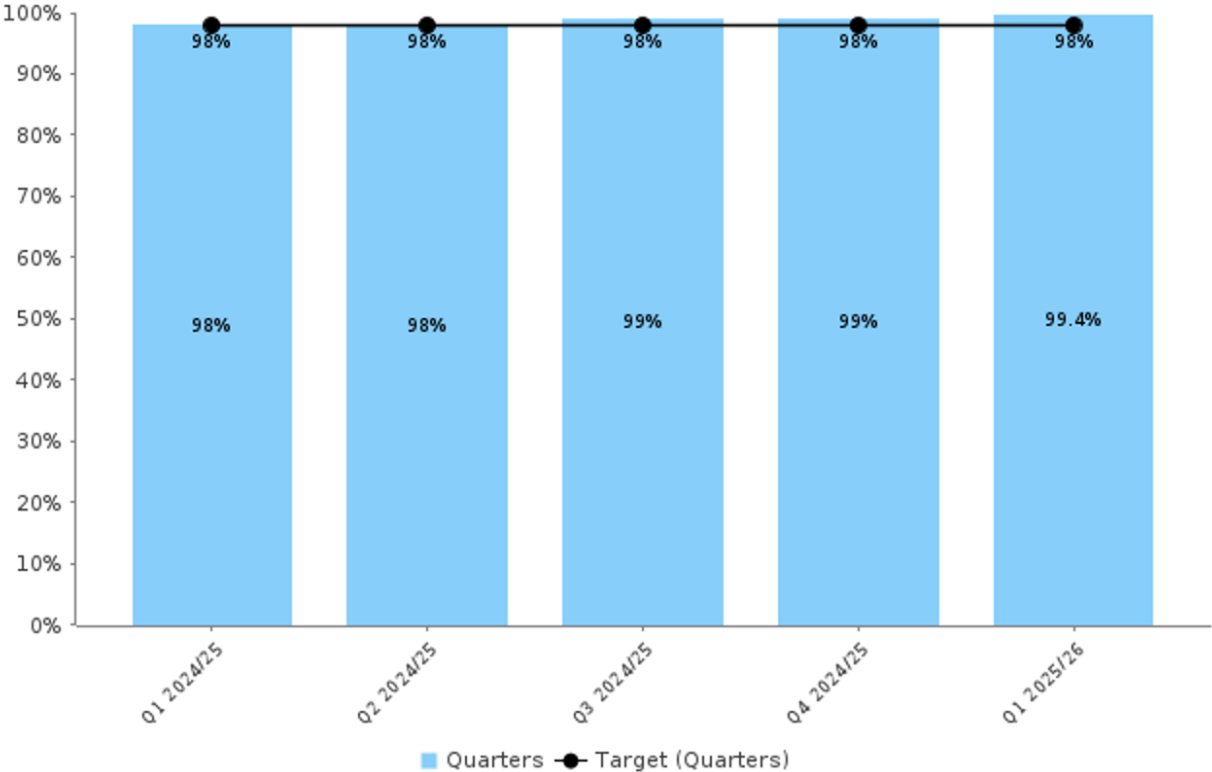
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 5 measures:

- 40% (2 out of 5 measures) had an upward long trend.
- 20% (1 out of 5 measures) had a static long trend.
- 40% (2 out of 5 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 Q1, 99.4% 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  
Data unavailable (no long trend)  
Annual PI. Due March 2026

There are 16 roads included in this year's Road Resurfacing programme. Our Term Maintenance Contractor is programmed to complete all 16 sites within the financial year.

Each location was selected from a list of priority 1 sites and matched to the budget.

The schemes commenced in April 2025 and so far, we have completed 11 sites with a total area of 17,035m2

**Celebrating the individuality of all parts of the Medway community, ensuring services, events and activities reflect and support the diverse communities of Medway**  
**- 3.03 By 2027/28, increase the community satisfaction survey levels in Medway**

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

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.

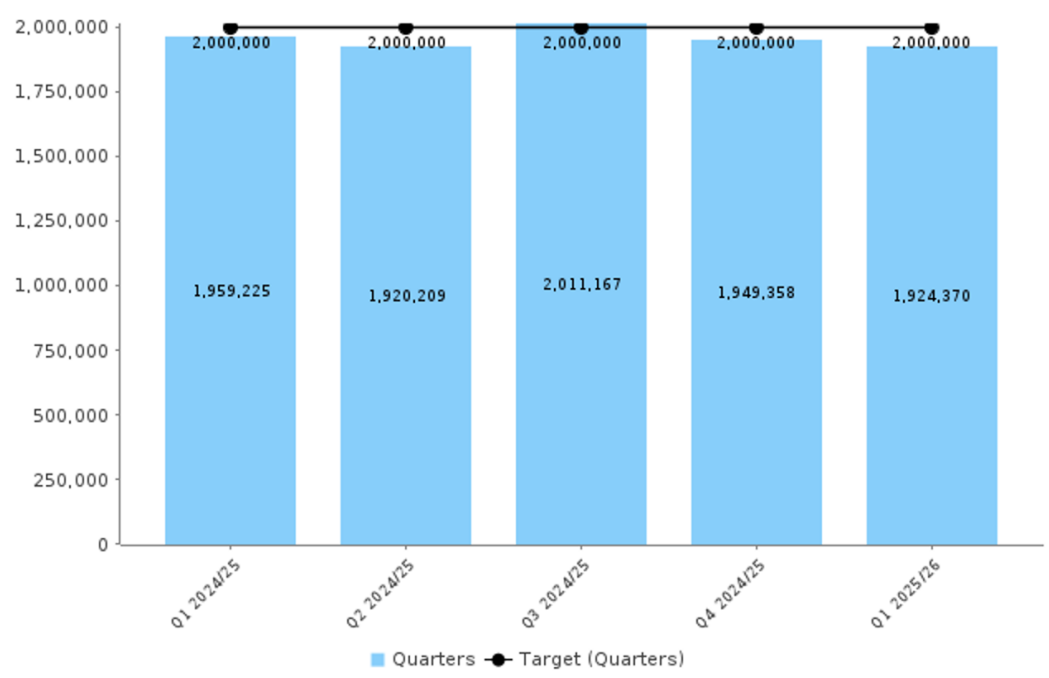
**Provide improved opportunities to walk, cycle, use public transport and electric vehicles, reducing carbon emissions and improving air quality**  
**- 3.05 By 2027/28, residents and visitors have access to 100 miles of signed cycle routes in Medway**

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

During Q1 work commenced on the commissioning of consultancy support to assist with the delivery of six high-level projects identified within Medway's Local Cycling and Walking Infrastructure Plan (LCWIP), progressing each scheme to the detailed design stage. The aim is to take each project to a sufficient level of detail to commence a public consultation and, dependent on the consultation results, the construction phase.



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)**

The number of bus journeys undertaken on the Medway network during Q1 was 1,924,370. This is slightly down on the previous Q1 total, though still a considerable increase on previous first quarter totals back to pre-Covid period.

**Aim to Maximise**  
**Yes/No**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

The Medway Air Quality Action Plan was submitted to and noted by Overview and Scrutiny and was heard at Cabinet on 8 July 2025. Cabinet approved the action plan for adoption.

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**  
**Data unavailable (no long trend)**  
**Annual PI Due August 2025**

All eight applications were submitted in January 2025. Full judging visits have taken place at the Vines, Gillingham Park, Hillyfields, Riverside Country Park and Capstone Farm Country Park. Mystery shops are taking place at Great Lines Heritage Park, Broomhill Park and Ranscombe Farm Nature Reserve. The announcement of the results of Green Flag Awards for 2025/26 isn't released until late July 2025. As soon as our team receive the official announcement and press release from Keep Britain Tidy it will be shared with the Communications team.

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**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

Waverley Paddle Steamer (the only ocean-going paddle steamer in the world) is scheduled to visit Medway on 26 September 2025 and berth at Limehouse Landing, Rochester.

The Waverley Paddle Steamer will be joined by steam tugs Challenge and Portway. Local yacht and sailings clubs are encouraged to hold rallies and invite additional vessels from beyond Medway to join a welcome flotilla at Long Reach & Gillingham Reach (locations between Gillingham and Hoo within the estuary)

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**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

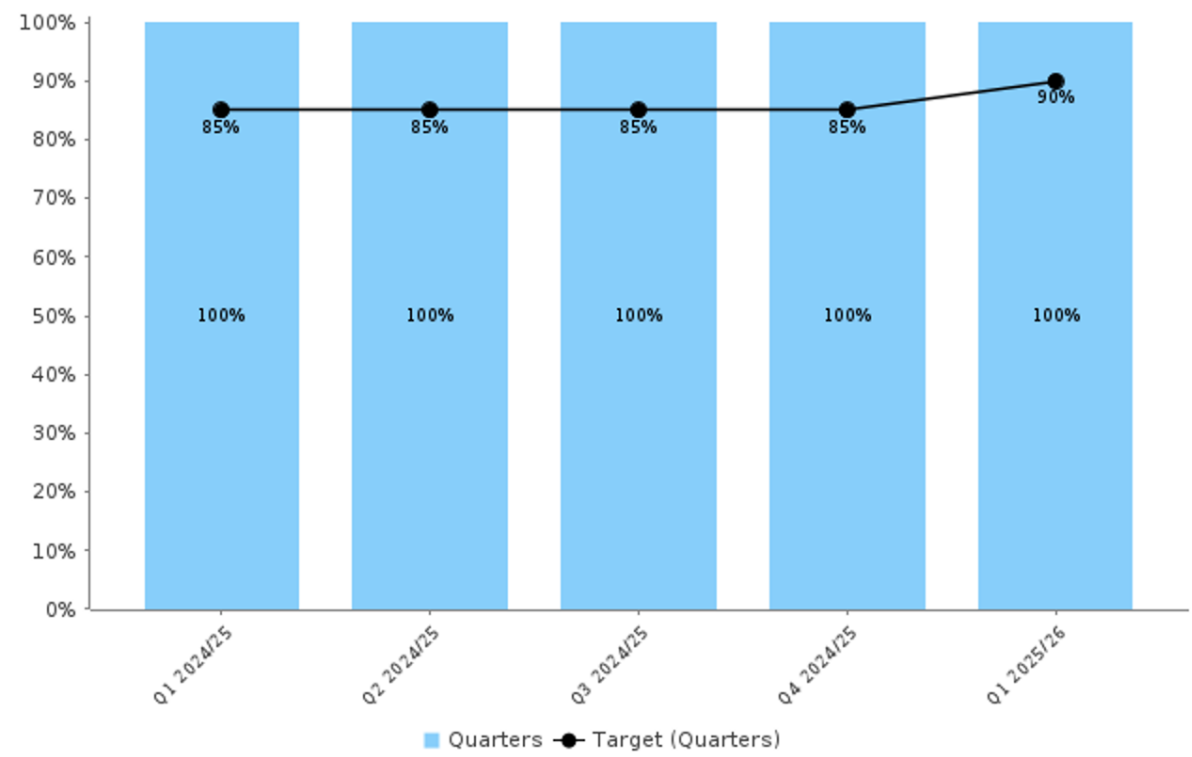
The new embarkation point Limehouse Landing, located at Limehouse Wharf, Rochester Riverside, is now in use by Jetstream Tours. From May to October 2025 Jetstream Tours are offering regular one-hour circular cruises to Upnor and day trips from Southend to Rochester.

Since operation commenced on 3 May 2025 at the start of Sweeps festival, Medway has received 200 visitors from Southend and 200 visitors using the one-hour cruise. This is on target to reach 1300 passengers arriving at Rochester between May and October 2025.

The welcome event for the first visit by Waverley Paddle steamer to Rochester, arriving at Limehouse Landing on 26 September, will include steam tugs Challenge and Portway providing an escort. Local sailing and yacht clubs will welcome the ship at Gillingham Reach and Long Reach (between Gillingham and Hoo, centre of estuary). The Waverley Paddle Steamer is offering a sailing from Rochester to London on 3 October 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

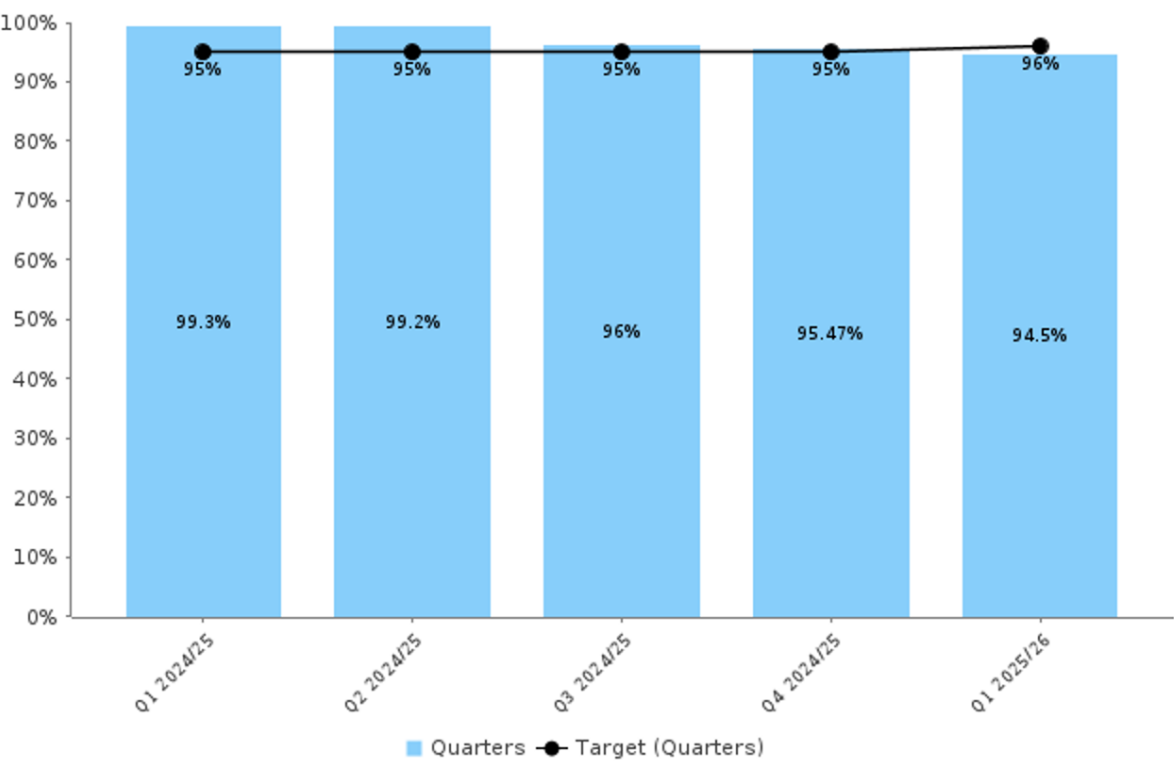


**Aim to Maximise  
Green (static long trend)**

In Q1, 854 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

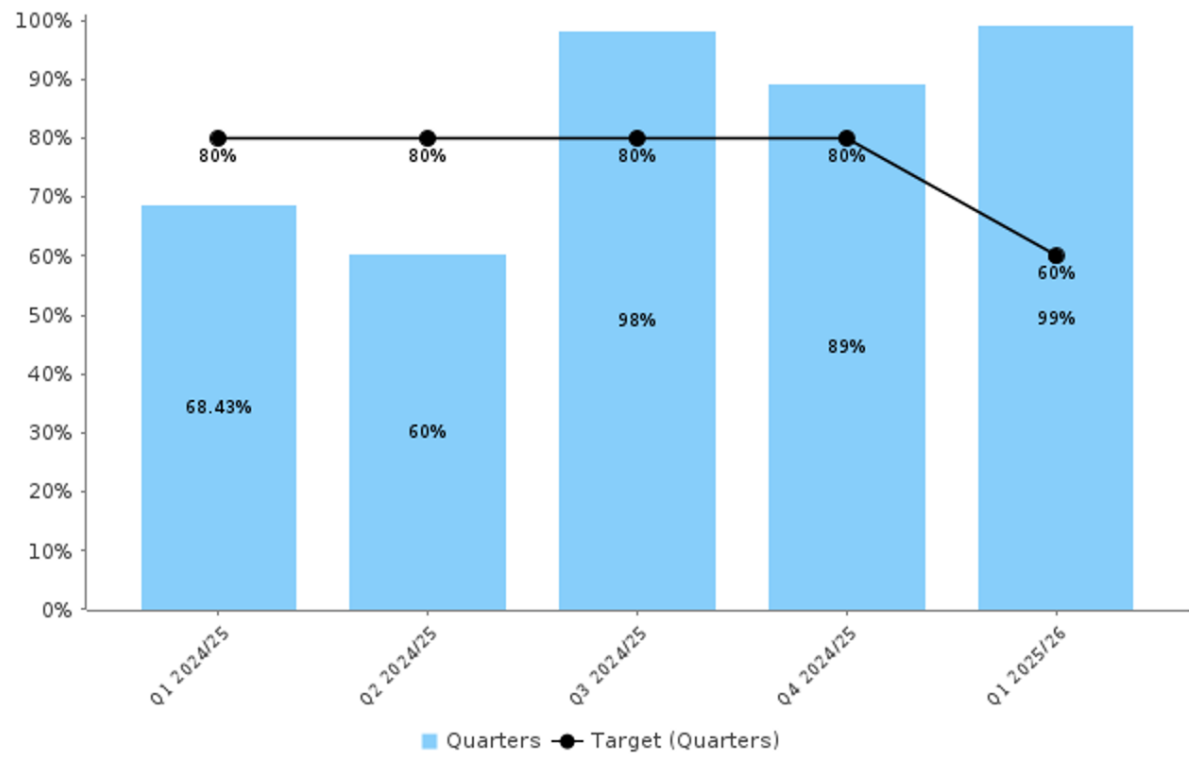


**Aim to Maximise  
Amber (downward long trend)**

During Q1, 1,808 works were completed, of which 99 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 Q1 (2,905) are 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**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

Our LEVI Capital funding to deliver an On-Street EV Charging Infrastructure is with the LEVI Support Body awaiting approval of our route to market. Once the approval is received, tender documents will be active, with award of contract anticipated around Q3. It is hoped some physical installations will commence in Q4.

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 only**  
**Data unavailable (no long trend)**

Invitations to tender will be issued in Q2 2025, with award of contract during Q3 2025.  
Physical installations are expected to commence late in Q4 2025 and throughout 2026/27.

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. Due March 2026.**

There are 16 roads included in this year’s Road Resurfacing programme. Our Term Maintenance Contractor is programmed to complete all 16 sites within the financial year.

Each location was selected from a list of priority 1 sites and matched to the budget.

The schemes commenced in April 2025 and so far, we have completed 11 sites with a total area of 17,035m2.

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

As of Q1, 100% of material removed from 11 sites with a total area of 17,035m2 was diverted from landfill for recycling.

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

**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**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026.**

Q1 - Calls delivered in Q1 totalled 77,240 across all phone lines. This equates to a 45% call reduction vs Q1 in the baseline year of 2019/20. This is the lowest volume of calls for Q1 in 4 years with a promising 7% reduction compared to Q1 last year. As Medway 2.0 progresses we hope to see further reductions. Monthly call volumes fluctuate due to numerous influences on demand. As previously stated, significant demand reduction is dependent on the benefits of transformation being realised. During Q2, some 29 online forms, with 79 associated workflows continue to be improved and launched, helping customers to more easily self-serve. It is hoped that this initiative will gradually erode the need for some phone calls and the results will be monitored.

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

Q1 2025/26 - The accessibility score for the website was 78%. 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 decreased by 2% since Q4 2024/25. This is only a very small percentage, and we continue to remove inaccessible content wherever possible. The website platform, Jadu, is due an upgrade in the coming weeks which will help us implement more accessibility improvements.

The Data and Design Service welcomed its new Accessibility Specialist on 7 April 2025. He has been getting to grips with Medway and dealing with day-to-day operations, as well as planning strategic initiatives to improve accessibility within the organisation.

**Develop and facilitate easy-to-use and simple digital solutions for residents to access services and engage with the public sector**  
**- 3.17 By 2027/28, 80% of customers will rate our digital services as ‘very easy’ or ‘easy’ to use**

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

The survey design has been successfully completed, following the finalisation of testing. We are on track to implement the survey during Q2 2025/26. This implementation schedule will allow us to develop a baseline during the rest of the year. Currently, the survey is with the Business Intelligence team to ensure data output and reporting mechanisms are in place. These will mean that data will be accessible and provide actionable insights to support Medway 2.0.

**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 unavailable (no long trend)**  
**Annual PI. Due March 2026.**

Between April and June 2025, there were 181,368 resident interactions through our digital forms and telephone calls, 57.4% of which were digital. Digital forms relating to bookings for Medway’s household waste and recycling centres, parking, blue badges, and older person’s bus passes were the most popular forms used during this time. Performance is influenced by telephony demand, the main alternative access method for residents, which saw a 7% reduction in the volume of calls compared to the same period last year.

From April to June 2025, Medway 2.0 has focused on updating outdated forms and making our web content and forms easier to find, clear, user-friendly, consistent, inclusive, and adaptable. Allowing residents to complete tasks efficiently. In this time, nine improved forms went live on the council website. As well as two new Special Education Needs service forms that have replaced manual processes.



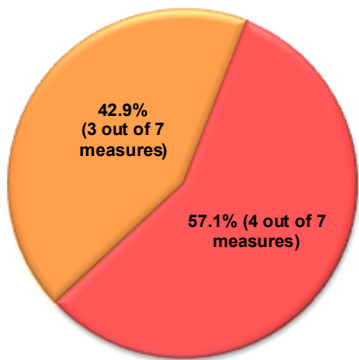
# Improving health and wellbeing for all

- 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. We are reporting on seven performance indicators this quarter. There are 14 indicators where data is unavailable.

## Performance

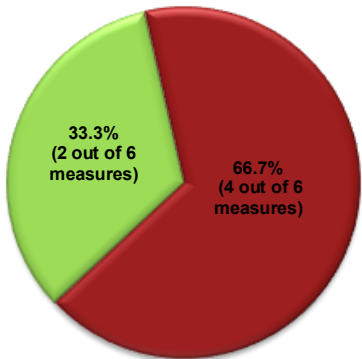


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows performance for 7 measures:

- 0.0% (0 out of 7 measures) met or exceeded target.
- 42.9% (3 out of 7 measures) were slightly below target (less than 5%).
- 57.1% (4 out of 7 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.
- 0.0% (0 out of 6 measures) had a static long trend.
- 66.7% (4 out of 6 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  
Data unavailable (no long trend)  
Annual PI. Due March 2025

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).

This data comes from the Office for Health Improvement and Disparities and is based on data from the Office for National Statistics. The value for 2024 will be available in March.

Achievements

The Varenicline Patient Group Directions (PGD) is operating well and the service saw a 20% increase in the number of referrals in Quarter 1 2025/26 compared to the same period for the previous year. This has led to an increase in activity from Pharmacists across Medway.

Medway's work on the PGD is used nationally as a case study.

The specialist Mental Health Smoking Cessation service is fully operational.

Actions

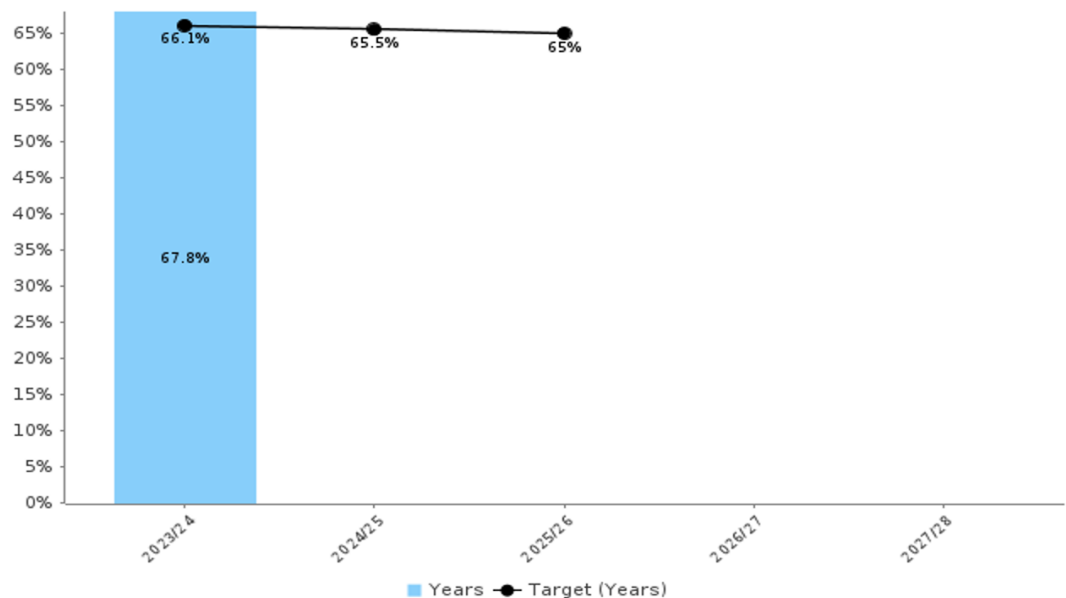
Discussions are underway with the Integrated care Board for 2025/26 to provide a Local Incentive Scheme for smoking cessation in primary care.

There will be a soft launch of an AI Stop Smoking tool, known as Quit Coach for Medway residents who smoke.

New smoking cessation groups are to be launched in areas of high need and limited coverage.

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 (downward long trend)  
Annual PI

By 2027/28, the percentage of adults (18+) classified as overweight or obese is the same as or below 65%. In 2023/24, the prevalence of overweight adults in Medway was 67.8%, which is statistically similar to the England value of 64.5% and the target of 66.1%. Significant steps are being implemented to reduce adult obesity rates in Medway, across a range of programmes. **Healthy Way Courses:** Courses continue to be delivered in the community, women and men only courses are due to start in September and October. **Healthy Way Plus (HW+)** Initiatives: Voluntary sector organisations are delivering HW+ services. Complete Wellness and Sisu Fitness started in June. Services are also being delivered by the: Nigerian community, Medway Diversity Forum and Kent Ghana Association. **Training and Outreach:** Delivered safeguarding and obesity training to front line clinicians at Medway hospital. **New Tier 2.5 Community:** We are pleased to announce the launch of a new Pilot of a Tier 2.5 service, designed to bridge the gap between Tier 2 and Tier 3 weight management support. This enhanced offer includes access to psychotherapy, providing individuals with tailored psychological support to address the emotional and behavioural aspects of weight management. The introduction of Tier 2.5 comes as the NHS assumes responsibility for commissioning Tier 3 services, ensuring a more seamless and supportive pathway for those on their weight management journey. **Bump Club Medway:** This is a free, 6-week programme designed for pregnant women to learn about healthy eating and staying active during pregnancy. **Bump Club Walks:** These are free, friendly walking sessions designed for pregnant women and new parents with babies or young children (aged 2 or under). **Oral Health:** We are just about to roll out the national supervised toothbrushing programme, a government-backed initiative aimed at tackling childhood tooth decay in the most deprived areas. Funded by the NHS and supported through partnership with Colgate-Palmolive, the programme provides early years settings and primary schools with resources and guidance to help children aged 3 to 5 develop lifelong oral hygiene habits. This means children will benefit from daily supervised brushing sessions, helping to reduce hospital admissions for dental extractions and promote positive routines from a young age.

**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**

Medway launched a project to be a Marmot Place with health equity as a priority. Key actions will be co- produced and agreed by Medway residents, supported by an advisory group. The Medway Health & Wellbeing board requested a report outlining provision of local services to support people under secondary mental health care to gain employment. Access to these services will be extended via devolved Connect2Work funding. A task group has made recommendations to improve provision for people with both mental health and housing needs.

Aim to Maximise  
Data unavailable (no long trend)  
Annual PI. February 2026

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. This data comes from the Office for Health Improvement and Disparities and is based on data from NHS England. The value for 2025 will be available in February 2026. Since 2020/21, the coverage in Medway has been above 60%, with the latest value for 2024 at 69.7%.

**Achievements**

Bowel screening in Medway falls under Priority Theme 1 of the Joint Local Health and Wellbeing Strategy: “Healthier, 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 Voluntary, Community, Social Enterprise and Faith (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 employing NHS England’s CORE20+5 approach to improve outcomes for all Medway residents by leading an inequalities workstream focused on improving disparities.

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

Public Health is working to identify suitable measures that would give us the ability to assess impact on outcomes. Health facilities meeting the needs of the population and being accessible is a complex topic. Some important health facilities, such as GPs and pharmacies, fall under Integrated Care Board estates. We as a Council can only influence impact via interactions with the ICB.

Support families to give their children the best start in life  
- 4.06 Mothers smoking at the time of delivery

Aim to Minimise  
Data unavailable (no long trend)  
Annual PI. Due November 2025

By 2027/28, the proportion of mothers smoking at time of delivery will be less than 7%.

This performance indicator is reported a year in arrears. This data is calculated by the Office for Health Improvement and Disparities and is based on data from NHS England.

The data reported is for 2023/24, the value for 2024/25 has not yet been released.

Achievements

Medway NHS Foundation Trust (MFT), as part of the NHS Long Term Plan, have functioned to make a significant contribution to making England smoke-free, by offering pregnant people who smoke NHS-funded treatment services. From January 2025, a smoke-free pregnancy pathway, with participation in the National Smoke-free Pregnancy Incentive Scheme, was established with the Public Health (PH) team’s guidance and expertise. 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 (midwives and health visitors) to maintain referral pathways and ensure evidence-based training is delivered.

As of February 2025, the ‘Little Lungs’ campaign launched aiming to give Medway families a smokefree start in life. Training has been provided for neonatal specialists, postnatal midwives and maternity support workers. Plans to expand this training offer are underway.

A Lead Midwife for Smoking in Pregnancy has been appointed at MFT.



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

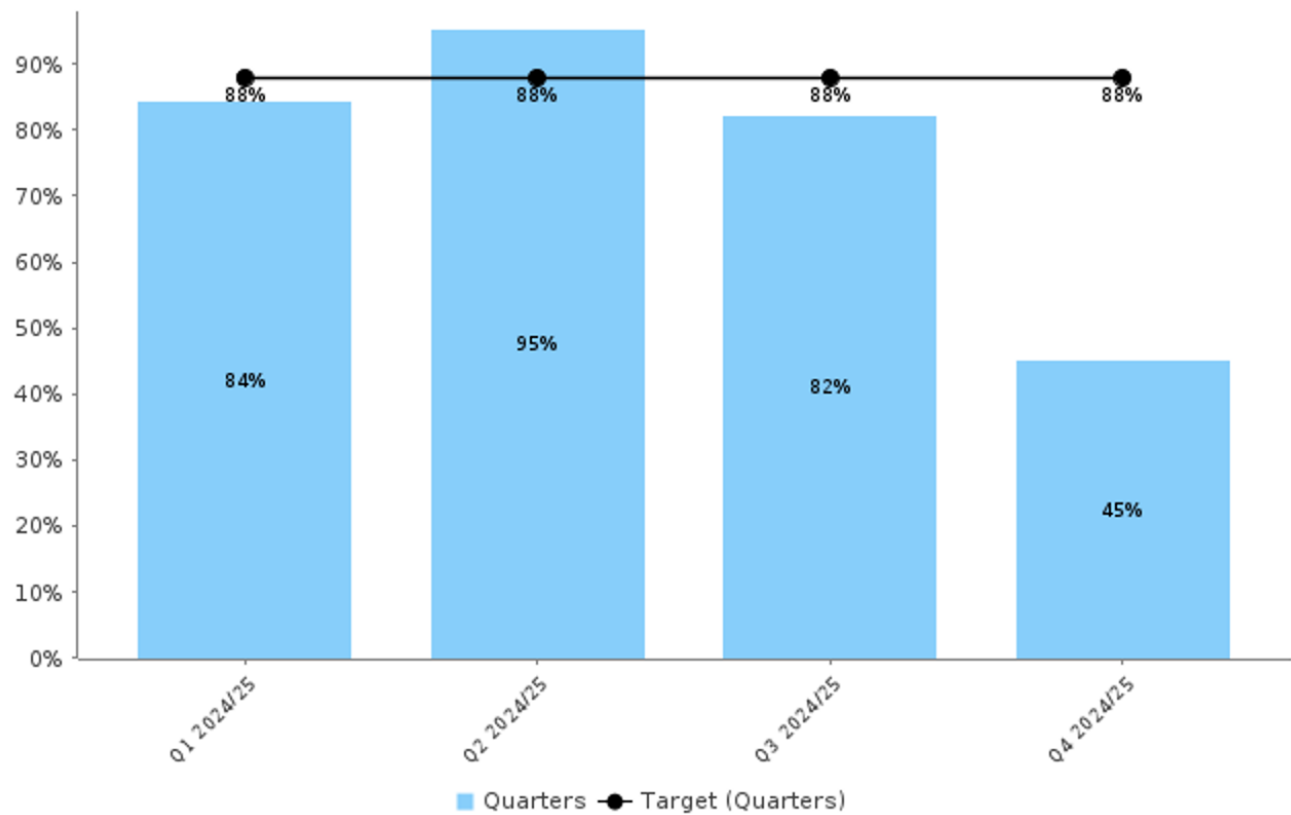
By 2027/28, the proportion of infants that are totally or partially breastfed at age 6-8 weeks will be similar or higher compared to the England average. This performance indicator is reported a year in arrears and data for 2024/25 is not yet available. This data comes from the Office for Health Improvement and Disparities (OHID).

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 service provide an early extract of the data ahead of verification and publishing by OHID, which shows a recent increase in continuation rates in the last year.

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 Beside You Medway website is set to be relaunched in August 2025 with improvements in functionality and real residents case studies. These will show how all stakeholders can support the breastfeeding agenda, beyond it just being the responsibility of the mother.

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)

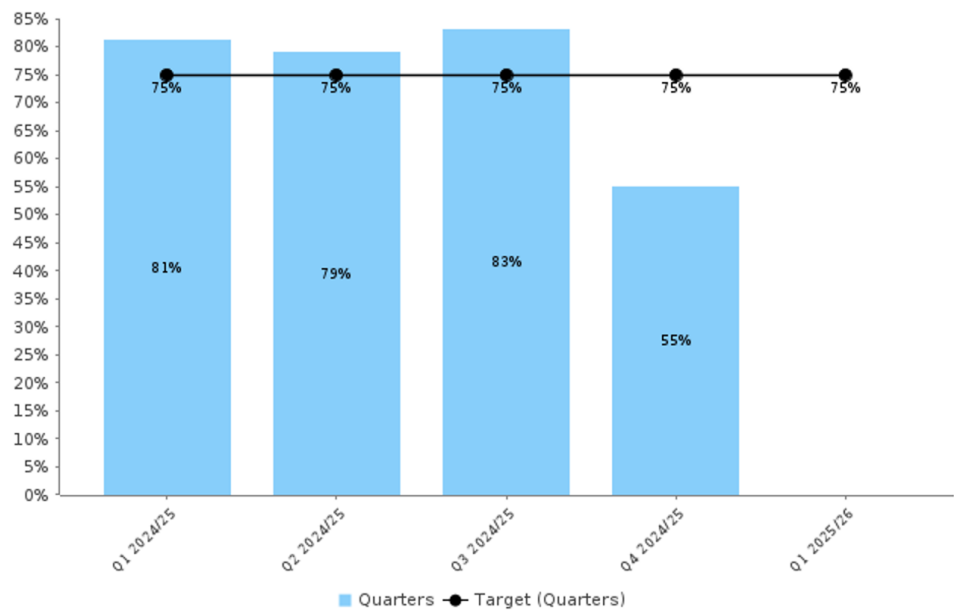
By 2027/28, at least 90% of children will have a new birth visit within 14 days. The four year target is 90%, with the incremental target for 2024/25 being 88%.

New Birth Visits present the opportunity of early intervention and support for both parent and child.

Performance of new birth visits fell from 82% in Q3 2024/25 to 45% in Q4 2024/25. Medway Community Healthcare (MCH) experienced a significant cyber security incident which has affected data quality in Q4 2024/25. The provider assures commissioners that quality of service was maintained. Live monitoring of the data indicates that the service is recovering in Q1 2025/26.

Overall, the service is on track to achieve the target of 90% by 2027/28.

Support families to give their children the best start in life  
- 4.09 Children receiving 2-2½ year health and development review

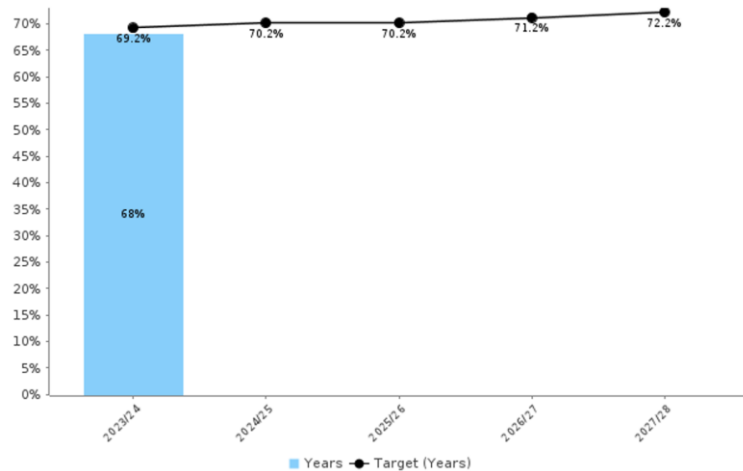


Aim to Maximise  
Red (downward long trend)

Reported a quarter in arrears  
By 2027/28, 75% of children receive a 2-2½ year health and development review.  
Development reviews are key to ensuring children are school ready and to identify any unmet need.  
Medway Community Healthcare (MCH) experienced a significant cyber security incident which has affected data quality in Q4 2024/25. Live monitoring of the MCH data indicates the service is recovering in Q1 and Q2 2025/26 and is back on track to achieve the target of 75%. Commissioners are working with MCH to understand whether all falls in recorded activity are related to the cyber incident and the digitising of paper records. Assurances have been given by the service that all parents were contacted and signposted to additional support if needed.

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.

In Medway, 68.0% of children had a good level of development which is marginally better than the national Good Level of Development (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% (1 percentage point (pp)) 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. The Council’s oversight of the performance (Ofsted judgement) for all early years settings and standards achieved (pupil outcomes) by the end of the Reception year in schools is vital for creating a robust early years system that supports children's development and prepares them for future educational success. An external peer review was requested by Medway Council that was undertaken via a LGA peer to peer process, focusing on the following three lines of enquiry: SEND – what is known about the primary areas of needs of the youngest children, has this changed or remained constant within a recent period? What is known about the engagement with and knowledge that parents/carers have of the support available to them locally to respond to their child/ren’s needs? Do providers understand the support available to them in the local area and how effectively are they engaging with this? How effectively are partners within the local area working together to exchange information and support providers in their work with children and families within this age group? Early Years SEND team – management of the team including the remit, composition, deployment, SEND knowledge and overall quality of service. How equipped are the team to support providers in responding to the SENDs of the youngest children? SENIF – is the process known by providers and parents, how is funding allocated and how does this compare to other local authorities, what is the known impact of SENIF, is there a tracked process for allocation of funding. Is there a known correlation between those children in receipt of SENIF leading onto allocation of an EHCP? Are we tracking developmental outcomes and school readiness? **Achievements in the time period (Past/Present):** The process of a peer review enabled greater focus on the Early Years and the opportunity to review identified priorities within the Early Years SEND team in the context of associated services and directorates across the Council. **Actions going forward (Future):**The Early Years SEND peer review provided nine recommendations that are currently being implemented at both a strategic and operational level to lead transformational change across Education & SEND, Public Health and Social Care.

Support families to give their children the best start in life  
- 4.11 Year 6 prevalence of healthy weight (10-11 yrs)

Aim to Maximise  
Data unavailable (no long trend)  
Annual PI. Due November 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 performance indicator is reported a year in arrears and data for 2024/25 is not yet available. 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. **Healthy Early Years (HEY) award:** Two settings were shortlisted for the Jamie Oliver Schools Food Awards. HEY participation was reflected in 2 settings' Ofsted reports. Information about HEY was included in SEND/School Headteachers newsletter and SEND and Early Years newsletters to promote and try and in crease participation. Brushathon was promoted to HEY nurseries and preschools in conjunction with Medway Community Healthcare. **Tri Cookery for Families and Children:** A 6-week course for children aged 5-7 and their families, focusing on cookery skills and healthy recipes. Service delivery is ongoing. **Tri Club Programmes:** Healthy lifestyle programmes for families with children above a healthy weight, now 6 weeks long. In Q1 2025/26, 3 sessions ran with 39 families. **FitFix:** For 13-17-year-olds to improve diet, exercise, self-esteem, and energy levels. It includes guided exercise, personal training, and a free gym membership. **Holiday Activities and Food (HAF) Programme:** Offers free holiday activities for children from Reception to Year 11. It aims to improve children's health and wellbeing, support families, and foster community resilience. Procurement of Summer and Christmas activities has been combined, helping with clearer financial planning. We have also partnered with Medway Parent and Carer Forum (MPCF) to boost the engagement of dads whose children have Special Educational Needs and Disabilities (SEND).

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

- 4.12 Physically active children and young people

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

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 and data for 2024/25 is not yet available.

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 ran throughout 2023/24. This saw residents log how far they walked, ran or cycled in a bid to travel enough miles to make it around the world.

Achievements

Medway held its second meeting in a bid to secure Place Partnership funding for up to £2 million. It was attended by a wide range of stakeholders to demonstrate how Medway can work together to increase physical activity levels. An initial bid for Test and Learn initiatives and gather data has now been submitted to Sport England, and the team is working with Active Kent and Medway as it moves through this process.

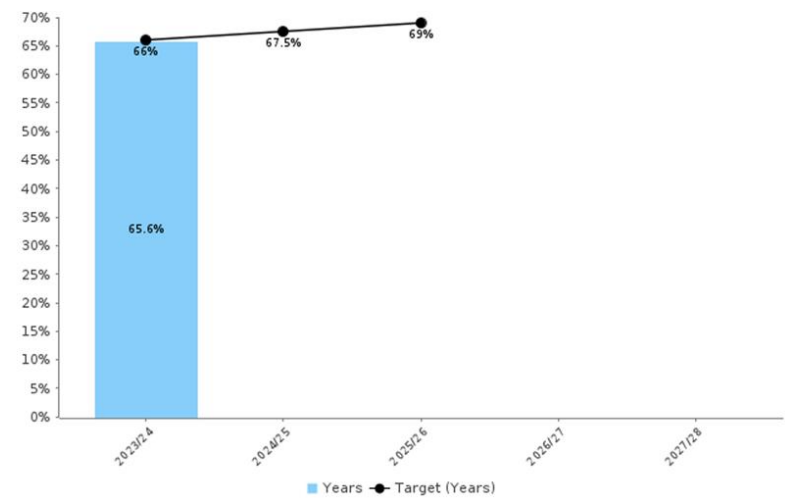
A Children and Young People Project Officer has been recruited to focus on the Childhood Obesity 5 year Plan.

Actions

Work has started to assist Sustainable Transport colleagues with sign up to the Modeshift Stars programme. This develops a School Travel Plan using a framework for structured implementation of active travel initiatives.

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 (upward long trend)  
Annual PI

By 2027/28, the percentage of physically active adults will have increased to 69%.

In 2023/24, the number of physically active adults rose to 65.6% from 62.9% in the previous year. This is statistically similar to the England value, which was 67.4% in 2023/24. During 2023/24, Public Health ran its successful Medway Can programme which looked to reduce sedentary behaviour for Medway residents.

**Achievements:**

Medway Public Health continue to offer a range of interventions to support people to become more active.

Medway held its second meeting in a bid to secure Place Partnership funding for up to £2 million. It was attended by a wide range of stakeholders to demonstrate how Medway can work together to increase physical activity levels. An initial bid for Test and Learn initiatives and gather data has now been submitted to Sport England and the team is working with Active Kent and Medway as it moves through this process.

The Primary Falls Prevention service known as FaME (Falls Management Exercise) is now fully operational. The service is being positively received by residents and colleagues across the system. Primary Care are referring in those that are eligible.

**Actions:**

‘Let’s Get Active’ project in development to upskill local instructors and increase the number and variety of local and affordable community physical activity sessions in Medway. This aims to increase physical activity levels for all residents.

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

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

Our swimming lesson programme runs across our sports centres, and this vital life skill is available to everyone from babies to seniors, and all ability levels are catered for.

We also have the largest school swim programme in Medway offering swimming to over 30 schools.

Current swimming lesson participation numbers (weekly average) x weeks (1 April to 30 June)

Medway Park 851 x 10 weeks = 8510

Strood 669 x 10 weeks = 6690

Hoo 398 x 10 weeks = 3980

Cozenton Park 508 x 10 weeks = 5080

Total = 24,260 participants across our swimming lessons this financial year to date

This is an annual target, so increase percentage will be shown at end of budget year. The swimming lessons figures have increased in comparison to last year, so we are on target to achieve the 15% by 2027/28



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

- 4.15 By 2027/28 a minimum of 43 primary schools per year enter a minimum of two Mini Youth Games events

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

This year we celebrate the 25th year of the Mini Youth Games (MYG). The MYG, supported by Child-friendly Medway, is a competition and sports participation series available to all Medway primary schools.

The series runs alongside school year September to July, but for reporting purposes we provide a report on each quarter within that series Q1 has seen the following competitions:

**MYG Cricket** at High Halstow cricket club, 55 school teams attended with an overall participation of 550 pupils, 45 young leaders and a link to the local cricket club.

**MYG Football** was held at Anchorians FC, 67 school teams attended with an overall participation of 670 pupils, 60 young leaders, we hosting a young referee course for eight participants and linked to on local football club.

**MYG Netball** was held at Medway Park, 63 school teams attended with an overall participation of 567 pupils, 45 young leaders and a link to the local netball club.

**MYG Tag Rugby** was held at Medway Rugby Club, 60 school teams attended with an overall participation of 600 pupils, 45 young leaders and a link to the local rugby club. 53 Schools entered more than two events over this period.

**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**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

By 2027/28, life expectancy at birth for females will have increased by one 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. The data is taken from the Office for Health Improvement and Disparities and is based on data from the Office for National Statistics (ONS).

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 team delivers a range of healthy lifestyle services under the ‘A Better Medway’ initiative, many of which are open to self-referral. These services include stop smoking support, mental health resources, weight management programmes, a newly introduced falls prevention service, and more.

On 22 April 2025, Medway was officially launched as a Marmot Place - an initiative supported by University College London’s Institute of Health Equity. This partnership brings together the council and local organisations to address health inequalities across the area. A central goal of the initiative is to narrow the gap in life expectancy across Medway. During Q1 2025/26, the Medway Marmot Steering and Advisory Groups have been actively working to define key priorities and establish timelines to drive this ambition forward. Planned work for the second quarter include:

- Creating a community asset map to highlight existing services
- Engaging with local communities
- Launching a Medway Marmot website

**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)**

<b>Aim to Maximise</b> <b>Data unavailable (no long trend)</b> <b>Annual PI. Due March 2026</b>
<p>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.</p> <p>This performance indicator is measured 3 years in arrears. The data is taken from the Office for Health Improvement and Disparities and is based on data from the Office for National Statistics (ONS).</p> <p>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.</p> <p>The Medway Public Health team delivers a range of healthy lifestyle services under the ‘A Better Medway’ initiative, many of which are open to self-referral. These services include stop smoking support, mental health resources, weight management programmes, a newly introduced falls prevention service, and more.</p> <p>On 22 April 2025, Medway was officially launched as a Marmot Place - an initiative supported by University College London’s Institute of Health Equity. This partnership brings together the council and local organisations to address health inequalities across the area. A central goal of the initiative is to narrow the gap in life expectancy in Medway. During Q1 2025/26, the Medway Marmot Steering and Advisory Groups have been actively working to define key priorities and establish timelines to drive this ambition forward. Planned work for the second quarter include:</p> <ul style="list-style-type: none"><li>• Creating a community asset map to highlight existing services</li><li>• Engaging with local communities.</li><li>• Launching a Medway Marmot website</li></ul>

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  
Data unavailable (no long trend)  
Annual PI. Due March 2026

By 2027/28, healthy life expectancy at birth will have increased by 1.5 years for females.

The Office for National Statistics data (ONS) have changed the methodology for Healthy Life Expectancy and published figures have been recalculated. The target of a 1.5-year increase in healthy life expectancy remains the same, but the end goal has changed from 65.1 to 65.2 years by 2027/28 in light of the new methodology.

This performance indicator is measured 3 years in arrears, and data for 2022/23 has not yet been released. The data is taken from the Office for Health Improvement and Disparities and is based on data from the ONS.

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, similar to the England average of 61.9 years. The Global Burden of Disease suggests that key contributing factors to disability-adjusted life years since 2011 are anxiety, depression, diabetes, and COVID-19, amongst others.

The Medway Public Health team delivers a range of healthy lifestyle services under the ‘A Better Medway’ initiative. These services include stop smoking support, weight management programmes, a newly introduced falls prevention service, and more.

On 22 April 2025, Medway was officially launched as a Marmot Place - an initiative supported by University College London’s Institute of Health Equity. This partnership brings together the council and local organisations to address health inequalities across the area. A central goal of the initiative is to narrow the gap in healthy life expectancy across Medway. During Q1 2025/26, the Medway Marmot Steering and Advisory Groups have been actively working to define key priorities and establish timelines to drive this ambition forward. Planned work for the second quarter include:

- Creating a community asset map to highlight existing services
- Engaging with local communities
- Launching a Medway Marmot website

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

By 2027/28, healthy life expectancy at birth will have increased by 3 years for males.

The Office for National Statistics data (ONS) have changed the methodology for Healthy Life Expectancy and published figures have been recalculated. The target of a 3-year increase in healthy life expectancy remains the same, but the end goal has changed from 63.9 to 65.5 years by 2027/28 in light of the new methodology. This performance indicator is measured 3 years in arrears, and data for 2022/23 has not yet been released. The data is taken from the Office for Health Improvement and Disparities and is based on data from the ONS.

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, similar to the England average of 61.5 years. The Global Burden of Disease suggests that key contributing factors to disability-adjusted life years since 2011 are anxiety, depression, diabetes, and COVID-19, amongst others.

The Medway Public Health team delivers a range of healthy lifestyle services under the ‘A Better Medway’ initiative. These services include stop smoking support, weight management programmes, a newly introduced falls prevention service, and more.

On 22 April 2025, Medway was officially launched as a Marmot Place - an initiative supported by University College London’s Institute of Health Equity. This partnership brings together the council and local organisations to address health inequalities across the area. A central goal of the initiative is to narrow the gap in healthy life expectancy across Medway. During Q1 2025/26, the Medway Marmot Steering and Advisory Groups have been actively working to define key priorities and establish timelines to drive this ambition forward. Planned work for the second quarter include:

- Creating a community asset map to highlight existing services
- Engaging with local communities
- Launching a Medway Marmot website

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  
Red (downward long trend)  
Annual PI.

By 2027/28, inequalities in life expectancy at birth will have decreased by 0.5 years for females.

The Office for National Statistics data (ONS) have changed the methodology for Inequality in Life Expectancy and published figures have been recalculated. The target of a 0.5 year decrease in inequality in life expectancy remains the same, but the end goal has changed from 6.1 to 6.3 years by 2027/28 in light of the new methodology.

The data is taken from the Office for Health Improvement and Disparities and is based on Ministry of Housing, Communities and Local Government and ONS data.

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 females was 8.4 years, compared to 8.3 years in England in 2021-23, placing Medway in the second worst quintile nationally. The value is worse than the target of 6.4. This suggests a large gap in life expectancy between more and less deprived areas in Medway.

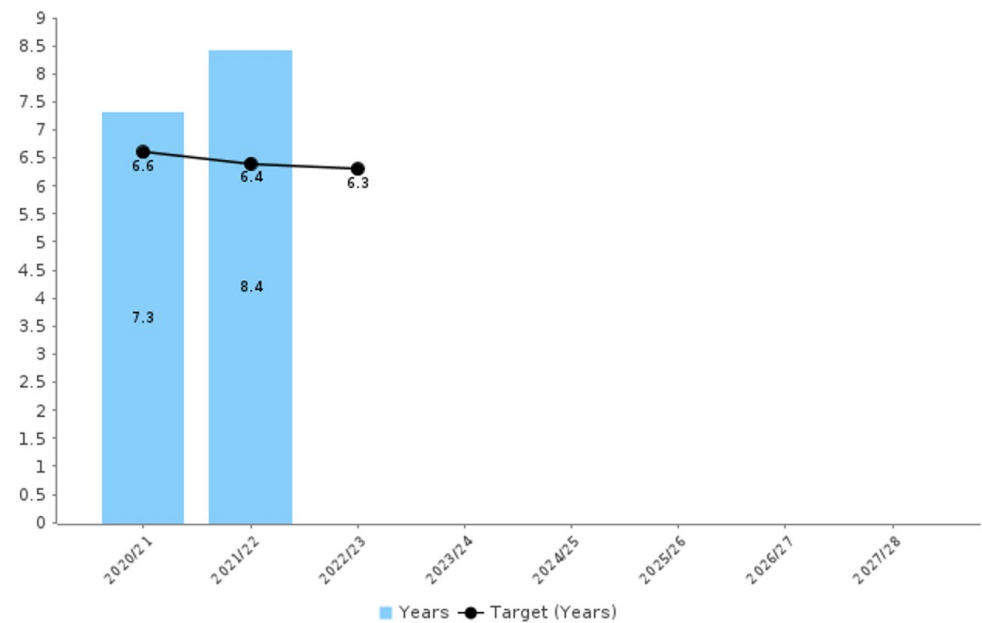
The Medway Public Health team delivers a range of healthy lifestyle services under the 'A Better Medway' initiative. These services include stop smoking support, weight management programmes, a newly introduced falls prevention service, and more.

On 22 April 2025, Medway was officially launched as a Marmot Place - an initiative supported by University College London's Institute of Health Equity. This partnership brings together the council and local organisations to address health inequalities across the area. During Q1 2025/26, the Medway Marmot Steering and Advisory Groups have been actively working to define key priorities and establish timelines to drive this ambition forward. Planned work for the second quarter include:

- Creating a community asset map to highlight existing services
- Engaging with local communities
- Launching a Medway Marmot website

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  
Red (upward long trend)  
Annual PI.

By 2027/28, inequalities in life expectancy at birth will have decreased by 2 years for males.

The Office for National Statistics data (ONS) have changed the methodology for Inequality in Life Expectancy and published figures have been recalculated. The target of a 2 year decrease in inequality in life expectancy at birth remains the same, but the end goal has changed from 7.4 to 8.7 years by 2027/28 in light of the new methodology. The data is taken from the Office for Health Improvement and Disparities and is based on Ministry of Housing, Communities and Local Government and ONS data. 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 11.6 years, compared to 10.5 years in England in 2021-23, placing Medway in the worst quintile nationally. The value is below the target of 9.2. This suggests a large gap in life expectancy between more and less deprived areas in Medway.

The Medway Public Health team delivers a range of healthy lifestyle services under the 'A Better Medway' initiative. These services include stop smoking support, weight management programmes, a newly introduced falls prevention service, and more.

On 22 April 2025, Medway was officially launched as a Marmot Place - an initiative supported by University College London's Institute of Health Equity This partnership brings together the council and local organisations to address health inequalities across the area. During Q1 2025/26, the Medway Marmot Steering and Advisory Groups have been actively working to define key priorities and establish timelines to drive this ambition forward. Planned work for the second quarter include:

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# Living in good quality, affordable homes

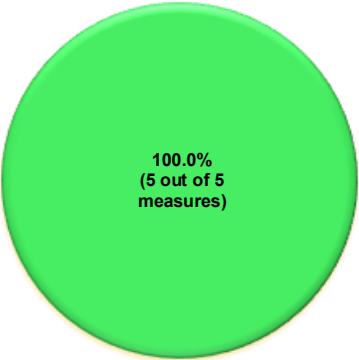
- Increase the supply of good quality, energy efficient and sustainable homes that reflect the needs of the communities in Medway.
- Implement a Local Plan which reflects the needs of the communities in Medway, supporting a transition to a low-carbon future promoting affordable, energy efficient and 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

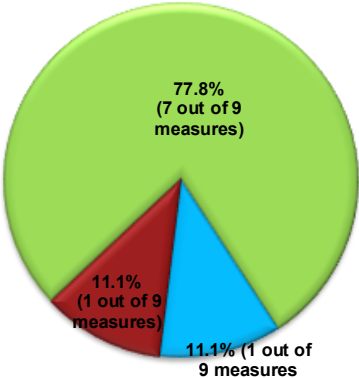
There are 16 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. We are reporting on five performance indicators this quarter. There are four indicators where it is data only and seven where data is unavailable.

## Performance



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

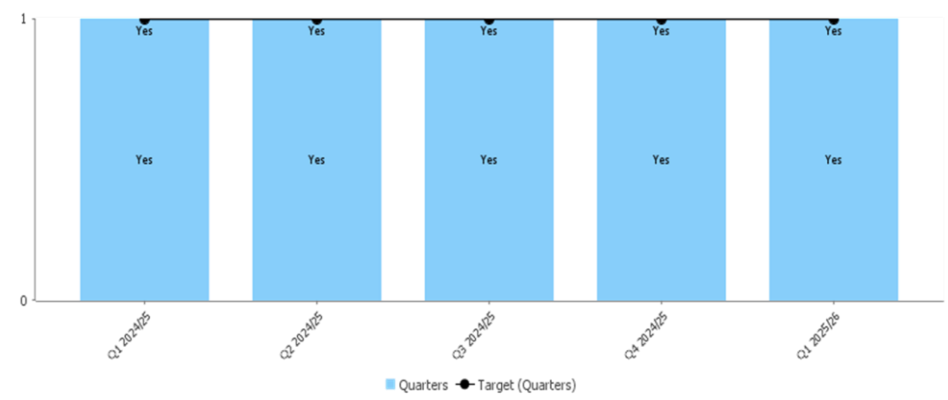
This chart shows the performance for five of the measures:  
100.0% (5 out of 5 measures) met or exceeded target.  
0.0% (0 out of 5 measures) were slightly below target (less than 5%).  
0.0% (0 out of 5 measures) were significantly below target (more than 5%).



**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:  
77.8% (7 out of 9 measures) had an upward long trend.  
11.1% (1 out of 9 measures) had a static long trend.  
11.1% (1 out of 9 measures) had a downward long trend.

**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)**

Full Council at its special meeting on 26 June, agreed the Regulation 19 Draft Local Plan for publication. Consultation started on 30 June and runs through to 11 August. This will then enable time to consider comments on the plan and complete final reports to then be submitted to Planning Inspectorate with the Plan and comments in November 2025, in accordance with the agreed timeframe in the Local Development Scheme. This will then enable an Examination in Public in 2026 and hopefully adoption of a Plan by the end of that year.

**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**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

This is an annual indicator, and the final figure will be confirmed in March 2026.

The HRA has several acquisitions forecast for delivery during 2025/26. A new build development of 12 x 2 bed houses is due to complete during Q2 along with the acquisition of Block B Ingram Court which will provide nine flats. The new build block of 44 flats at Truro Manor (former Britton Farm site) is due to complete in Q2. We are also acquiring properties for HRA stock through the Local Authority Housing Fund Round 3 (LAHF R3) resettlement element, for which we have four completions due before the end of March 2026.

Our Phase 5 development site at Lennox Wood is fully underway and anticipated to complete in May 2026, delivering 19 houses, the Aburound House development has just recently started on site and will deliver 18 flats in summer 2026.

**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**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

This is an annual performance indicator.  
Britton Farm - 44 homes to be delivered. This will now be completed by Q2 25/26 due to subcontractor resource delay.  
The Strood Civic project due to begin in 2025/26 has yet to start. Delays in obtaining a grant from Homes England to unlock the site has delayed the works start date.  
Mountbatten House works started on site in April 2025.

**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**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

At the end of Q1 there are 614 households in all forms of temporary accommodation (TA). An increase of 25 households from 31 March 2025.

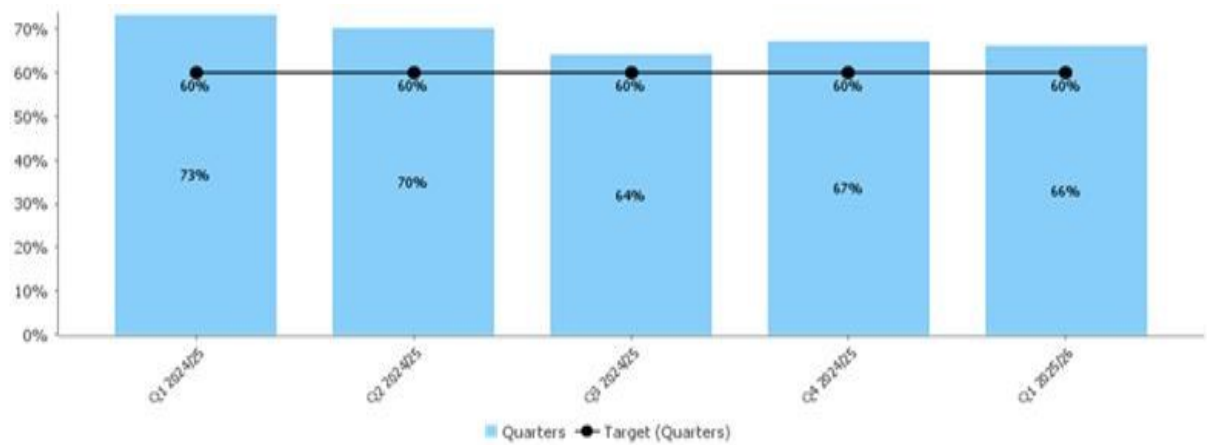
Of these, 512 are in nightly paid private sector accommodation, 83.4% of all TA being in nightly paid provision at a cost of roughly £30,091.64 per night.

It was anticipated that numbers entering TA would increase in the first quarter of the year, and we are aware that the impact of the Renters Rights Act will also have an effect on homeless approaches, however, we are still confident in the TA Acquisition programme’s planned success. With a current target of 190 TA properties owned and managed by Medway Council by the end of the financial year. Additionally, we are currently making plans to do a competitive commission for Private TA provision, with the intention of improving management and getting great control over costs.

At the end of Q1 there are 75 HRA TA in use, 11 corporate TA properties with one property void, 15 owned TA in use and 0 Bed and Breakfast TA in use.

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)

The financial year 25/26 has started as expected with 945 approaches to the Housing Options Team for Q1 compared to 872 for 24/25 in increase of 8%. In order to reduce the amount of clients in temporary accommodation a number of initiatives have been developed which has reduced resources in the Housing Options Team, although this is an essential step to reduce the numbers in temporary accommodation it has had an effect on the successful prevention & relief outcome, for Q1 we have still seen 236 cases prevented or relieved being 66% of all cases where a duty has been accepted of this 125 of the cases prevented would have been TA placements. However, the Move On Team have compensated these numbers with supporting 37 main duty owed families to vacate temporary accommodation and move into permanent private rented sector properties.

One Medway Lettings incorporate all the different offers Medway has; this includes :

**Client find service** – where the team match clients to a property only, either we have been offered, or a client sources themselves

**Rent Guarantee** - we offer a rent guarantee for the duration of the first year's tenancy

**Fully Managed service** – we take over management of the property, pay guaranteed rent to the landlord and manage the tenant and if required all repairs for the duration of the agreement. We have been successful in securing a total of 12 properties to our full managed service and signed 11 families from TA in, these were some of our larger families in TA that have been in the longest and the hardest to move so this is a great achievement for the Team, in addition for the client find service the team secured an additional 133 properties for Q1 and increase of 34% on the same period last year and managed to sign up 81 clients again an increase in sign ups of 35%

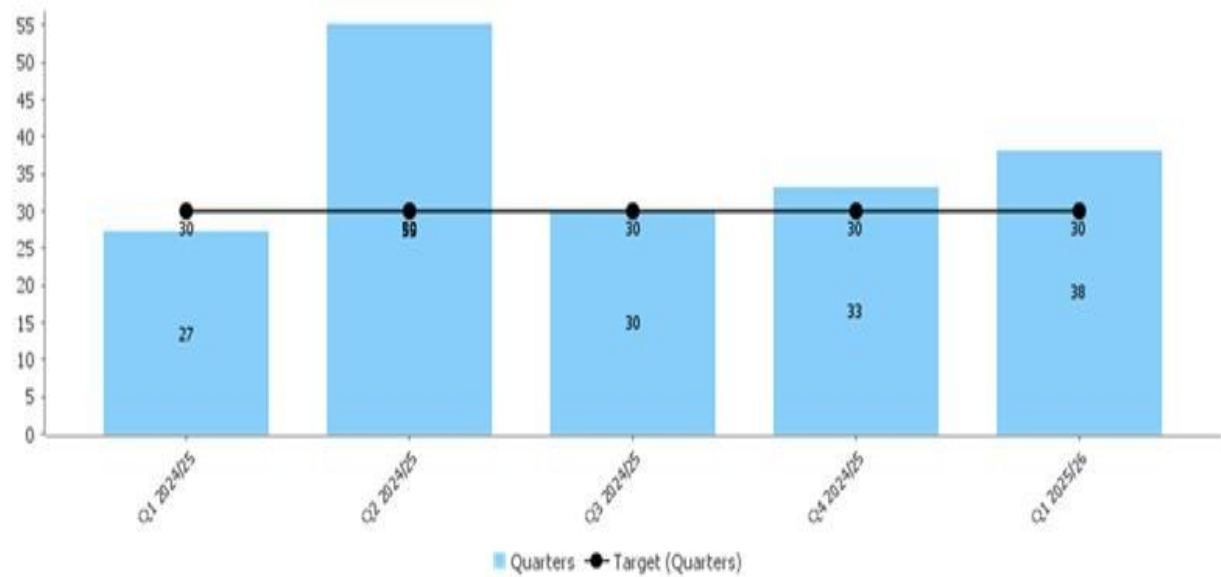
**Assist people with specific accommodation needs including older people, people with disabilities, people needing specialist support and those who find themselves homeless**  
**- 5.05b By 2027/28, reduce the number of rough sleepers to 0**

**Aim to Minimise**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

The Rough Sleeping Service multi agency approach has been working with a highly challenging workload this quarter but has had significant successes in getting people into first stage accommodation and then seeing people move on to more settled accommodation. 46 people in total moved out of the night shelter directly into accommodation and move on to longer term options. The warmer months often see an increase in numbers of people sleeping out and this spring has been no exception, however, the team are working from 5.00am to engage with people and offer support, with currently around 80 people on their caseload. There was significant reduction in numbers from May to June. An analysis of the people who stayed at the winter night shelter showed a number who had come to Medway over the winter from other local authorities, additionally significant numbers of people released directly from prison. We will be running a session to see what we can learn from this and see where we can proactively engage with e.g. prison services, neighbouring Local Authorities, as the winter shelter is not a suitable route into accommodation. Rough Sleeping Services are currently taking part in a Chatham High Street initiative with Kent Police and the Community Safety Partnership. The initiative targets support from the team for people who are vulnerable and need assistance to engage with services, whilst also looking to feed into a reduction in anti social behaviour, with police colleagues taking action within the newly created public space protection order. Funding announcements are expected in late Q3, and plans are being developed about what additional resources would be needed to deal with complex cases who need a multi agency approach, this includes significant work with the Kent and Medway Safeguarding Adults Board.

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 (upward long trend)**

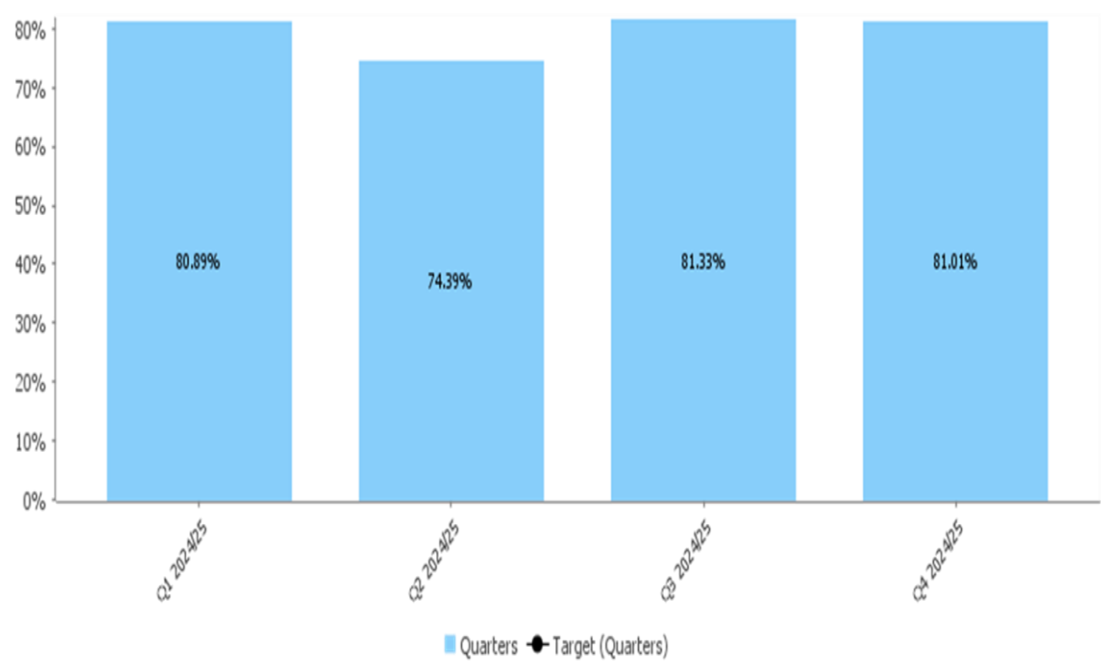
During Q1, 38 Disability Facility Grant (DFG) applications have been approved. The adaptations from these grants can restore the use of the home so that our clients can regain or retain their independence and carry on living in the community.

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)**

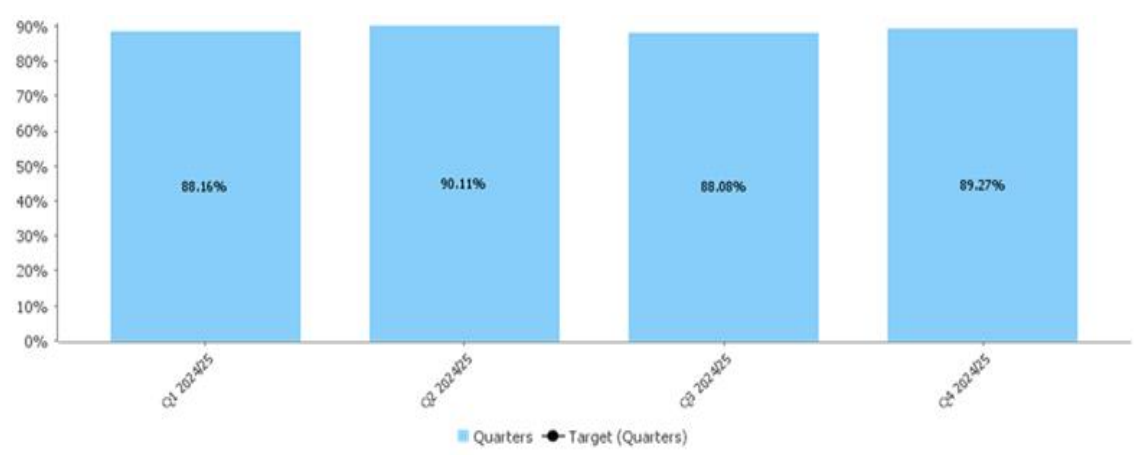
Reported a quarter in arrears

Satisfaction amongst users of parks and open spaces was 81.01% in Q4 24/25, 0.32 percentage points less than the 81.33% figure seen in Q3 24/25. Fewer users were dissatisfied about the service (6.96%, up slightly from 6.67% in Q3) than neutral (11.4% of respondents, up slightly from 11.3% in Q3). A further 0.6% gave no response to this question.

These results are based on the 158 users of parks and open spaces from the 233 respondents to the Q4 24/25 Citizens’ Panel, giving a margin of error of +/-7.8%, 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. (upward long trend)**

Reported a quarter in arrears

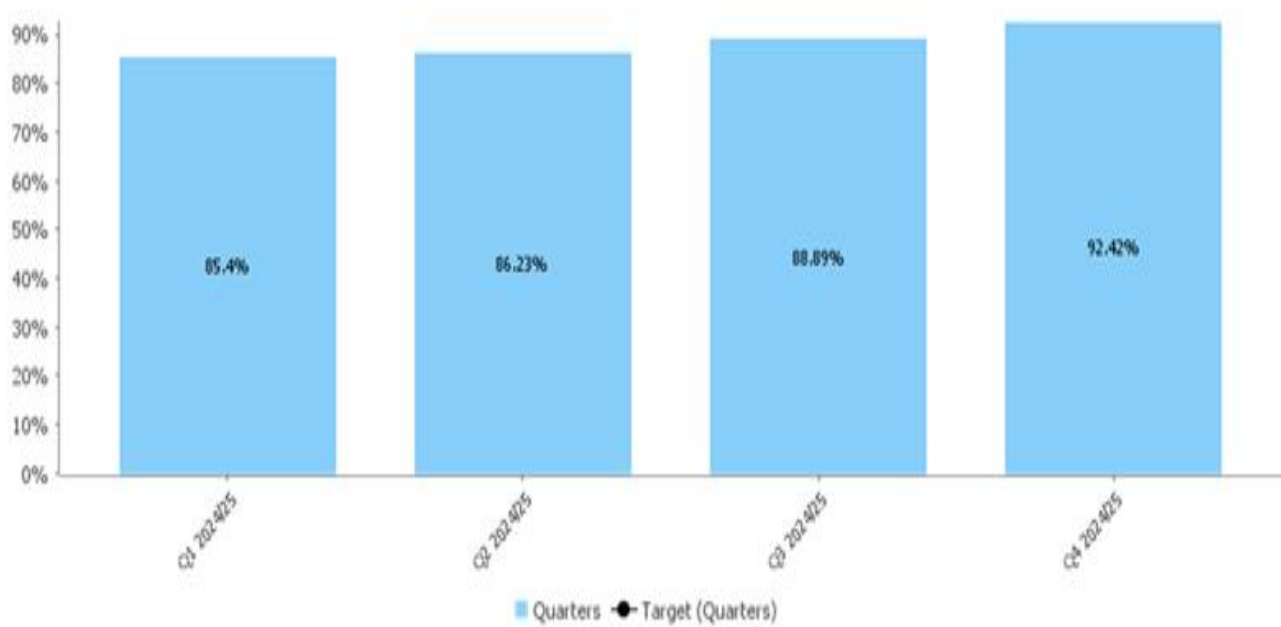
Satisfaction with refuse collection increased to 89.27% in Q4 24/25 (up from 88.08% in Q3 24/25).

3.9% of respondents were neutral about the service (down from 4.3% previously) and 4.3% were dissatisfied (the same as seen in the previous quarter). A further 2.5% did not know or gave no response (down from 3.4% in Q3).

The results are based upon 233 respondents to the Q4 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



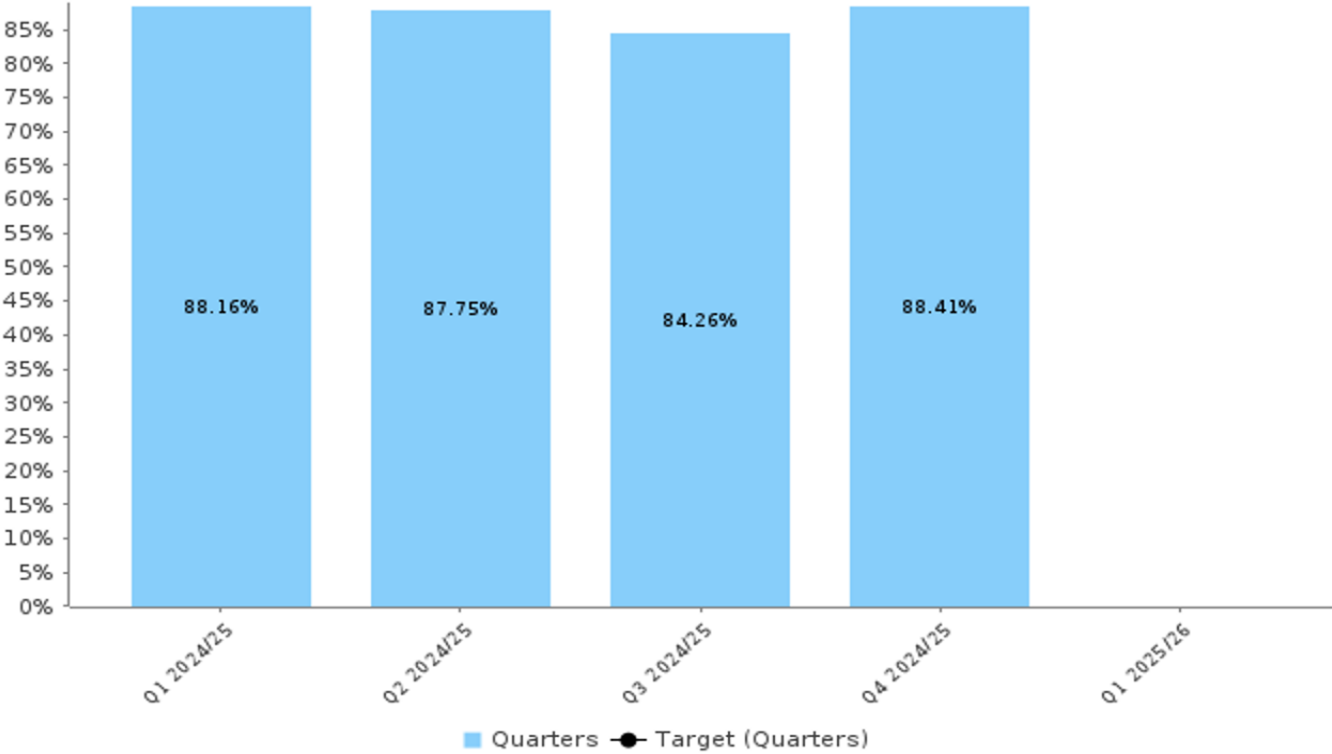
**Aim to Maximise  
Data only (upward long trend)**

Reported a quarter in arrears

Satisfaction amongst users of the tip (HWRC) was 92.42% in Q4 2024/25. 4.5% of users were neutral about the service and 3.0% were dissatisfied. These results are based on the 132 users of the tip from the 233 respondents to the Q4 2024/25 Citizens’ Panel, giving a margin of error of +/-8.5%.

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 (upward long trend)**

Reported a quarter in arrears.

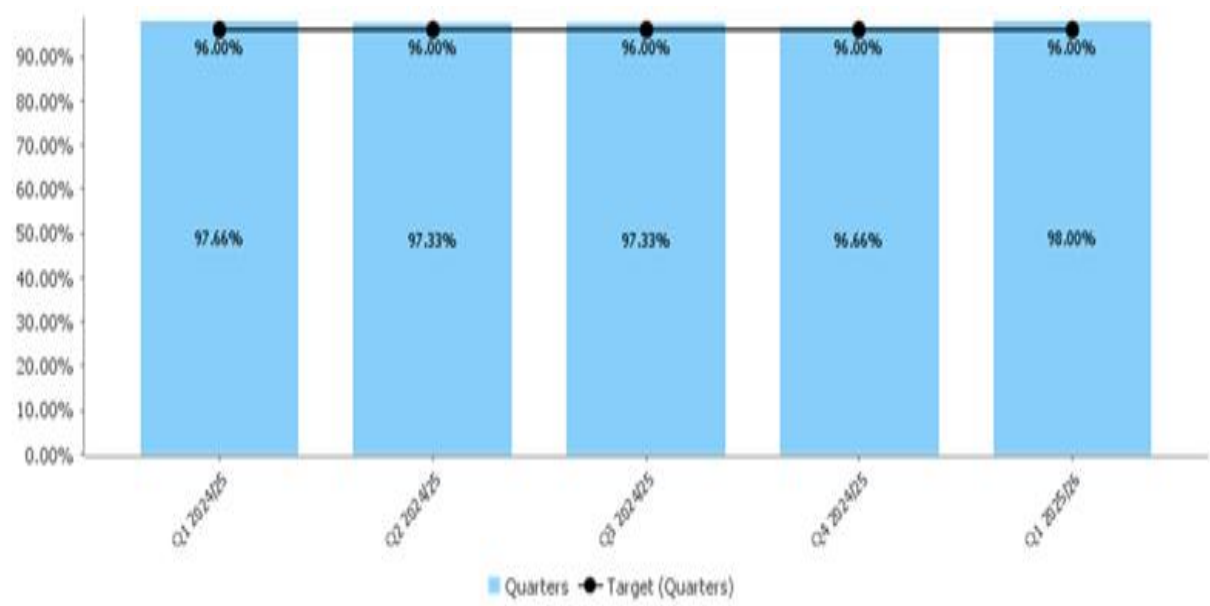
Satisfaction with recycling collections (brown bin, blue/white bag and clear sacks) was 88.41% in Q4 2024/25, up from 84.26% in Q3 2024/25. The number of respondents who were neutral about the facilities was 2.1% (down from 5.1% in Q3). 6.8% of respondents were dissatisfied (the same as in Q3). A further 2.5% of respondents did not know or did not give a response (down from 3.8% in Q3).

The results are based upon 233 respondents to the Q4 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 (upward long trend)**

Medway is split into 24 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 Q1 2025\_2026, 98% 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 294 satisfactory inspections of A and B grades in Q1 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**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

This is an annual indicator, and the final figure will be confirmed in March 2026. The team are currently working with an external provider to carry out the annual tenant satisfaction measures (TSM) survey. It is anticipated that the survey will be carried out during September and October 2025 with preliminary results expected in December 2025.

The Tenant Satisfaction Measures survey, conducted between September and October 2024, 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.

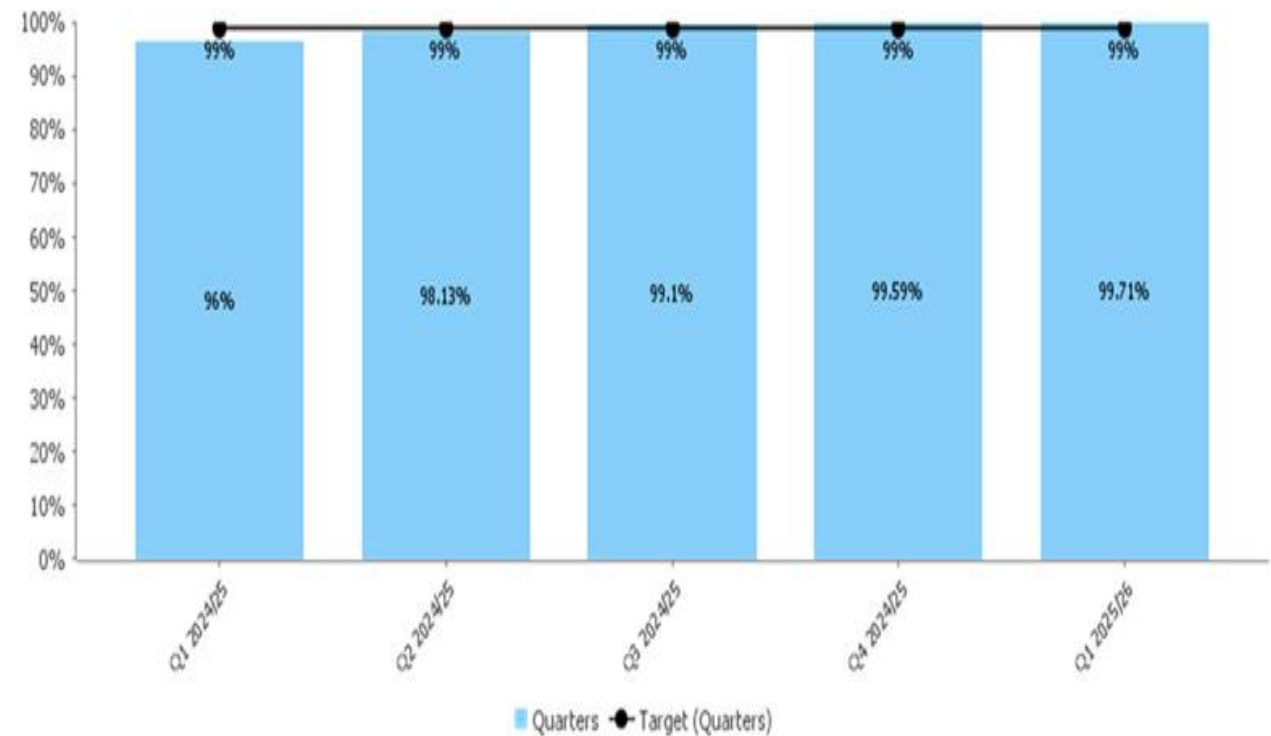
**Ensure the Council’s housing stock is good quality, efficient, free from damp and mould and tenants are at the heart of decision making**  
**- 5.08 By 2027/28, increase the Housing Revenue Account (HRA) Housing stock’s average energy efficiency score (referred to as SAP) to 72**

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

At the end of Q1 the average energy efficiency score (SAP rating) for the HRA housing stock surveys was 71.41.  
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 Q1, average compliancy was 99.71% 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 Q4 at 99.59%. 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**  
**Data unavailable (no long trend)**  
**Annual PI. Due March 2026**

This is an annual indicator, and the final figure will be confirmed in March 2026.  
At the end of Q1 82.68% meets the Decent Homes Standard. This figure is expected to rise as planned work replacement programmes continue throughout 2025/26.