

ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway

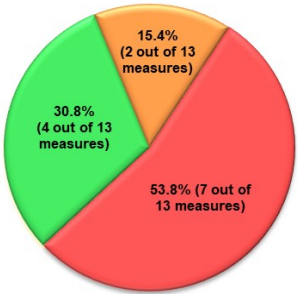


**Q1 2025/26
Children &
Young People
Overview &
Scrutiny
Committee**

Summary of all performance indicators

There are 23 performance indicators for the One Medway Council Plan 2024/28 relevant to this committee.

Performance

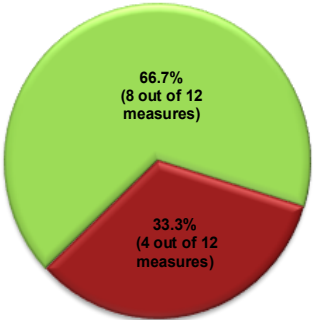


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 13 measures:

- 30.8% (4 out of 13 measures) met or exceeded target.
- 15.4% (2 out of 13 measures) were slightly below target (less than 5%).
- 53.8% (7 out of 13 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 12 measures:

- 66.7% (8 out of 12 measures) had an upward long trend.
- 0.0% (0 out of 12 measures) had a static long trend.
- 33.3% (4 out of 12 measures) had a downward long trend.

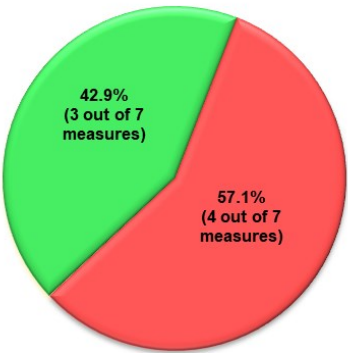
Delivering quality social care and community services

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

Summary of all performance indicators for this priority

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

Performance



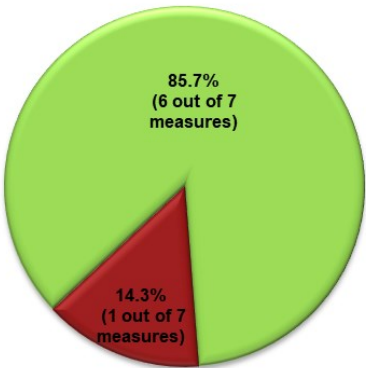
Performance - key

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

This chart shows the performance for 7 measures:

- 42.9% (3 out of 7 measures) met or exceeded target.
- 0.0% (0 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

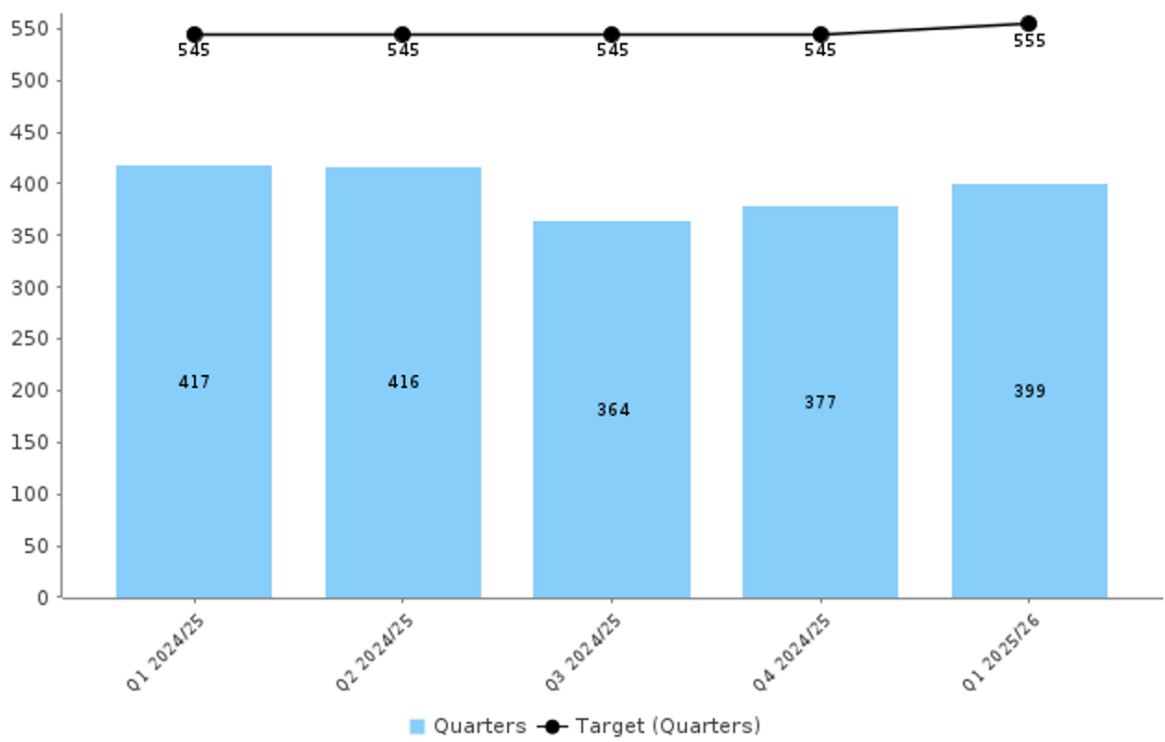
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 7 measures:

- 85.7% (6 out of 7 measures) had an upward long trend.
- 0.0% (0 out of 7 measures) had a static long trend.
- 14.3% (1 out of 7 measures) had a downward long trend.

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

- 1.01a By 2027/28 more families are accessing targeted early help provision than at 31/3/24



Aim to Maximise
Red (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.

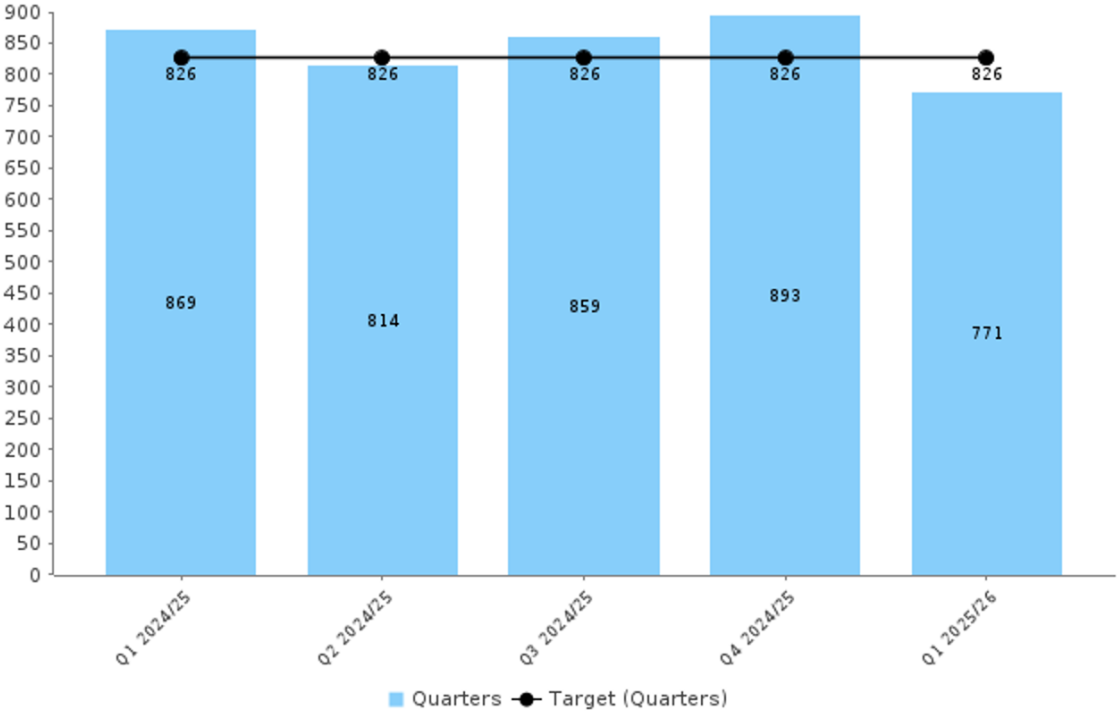
Family Solutions are meeting the current need in respect of the contacts being assessed as needing targeted intervention. There remains a strong focus on ensuring that as soon as a need is identified that early help is provided to the family, either by a lead practitioner or Family Solutions.

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.

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

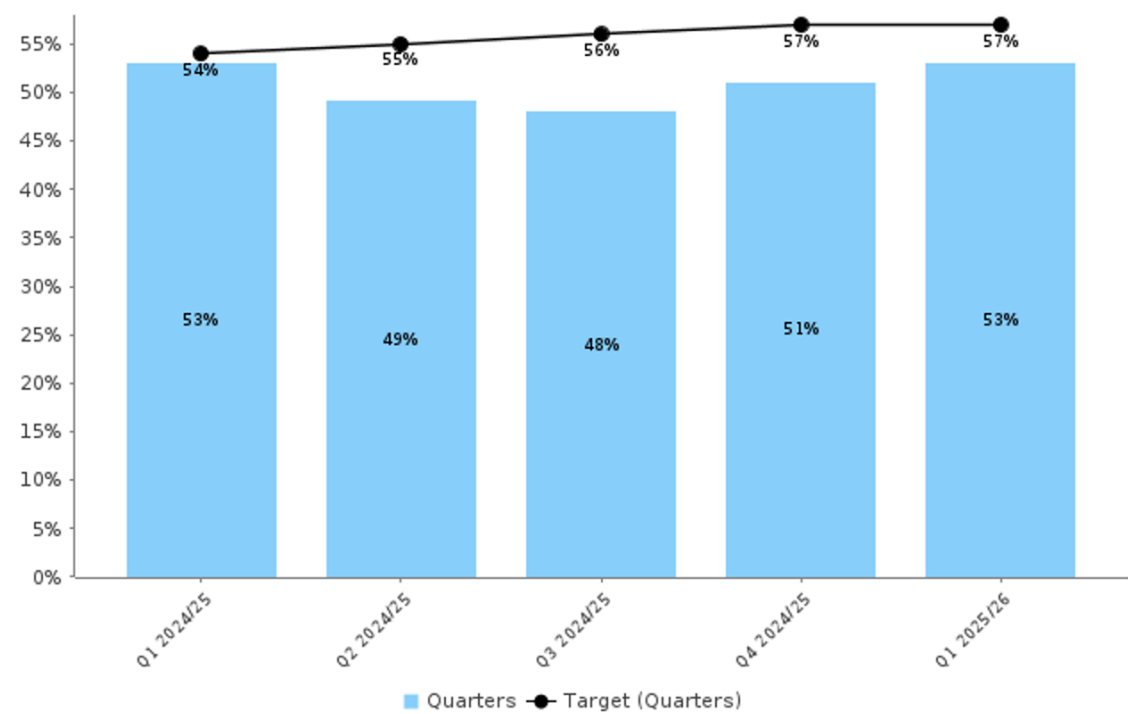
At the end of March 2024, almost 30 % of Medway’s Children in Care were placed within Medway. The service is regularly reviewing children’s placements ensuring care plans are meeting the needs of our children and that placements are matched with children and young people. Eden House opened in October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

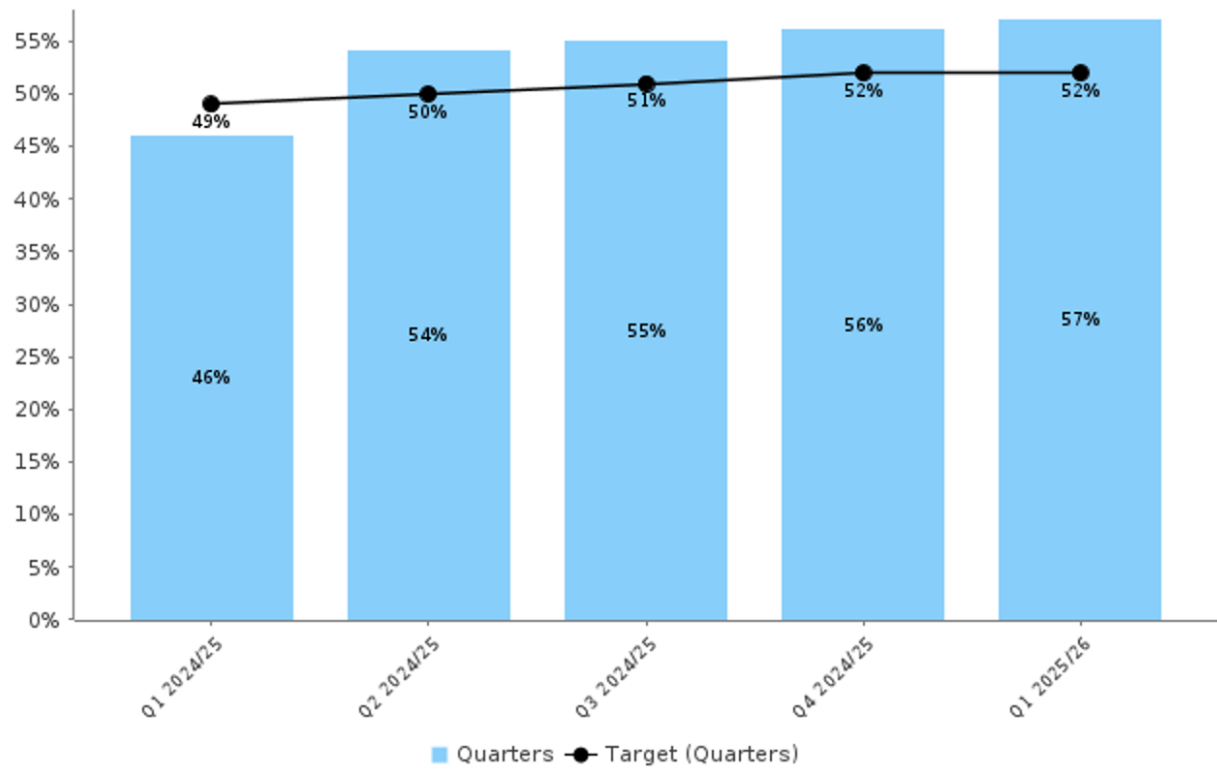
There has been a 2-percentage point (pp) (4%) improvement compared to the March outturn.
Over the last six months this metric has improved by 5pp (10%) maintaining the reversal of the long-term declining trend.

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)

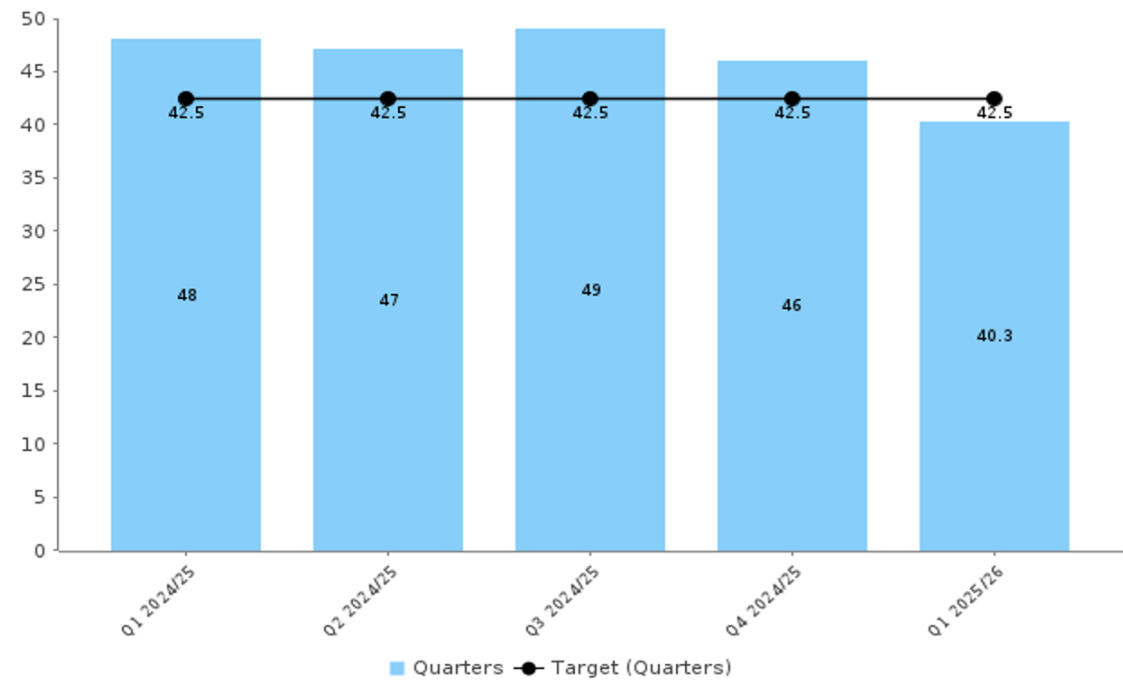
Data is produced a month in arrears so relates to May 2025. Currently 57% of the cohort are in employment, education or training. This is a small 1 percentage point (pp) increase on Q4 Benchmarking. The most recent national outturn is 64%, 2pp higher than statistical Neighbours at 62%

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.

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):

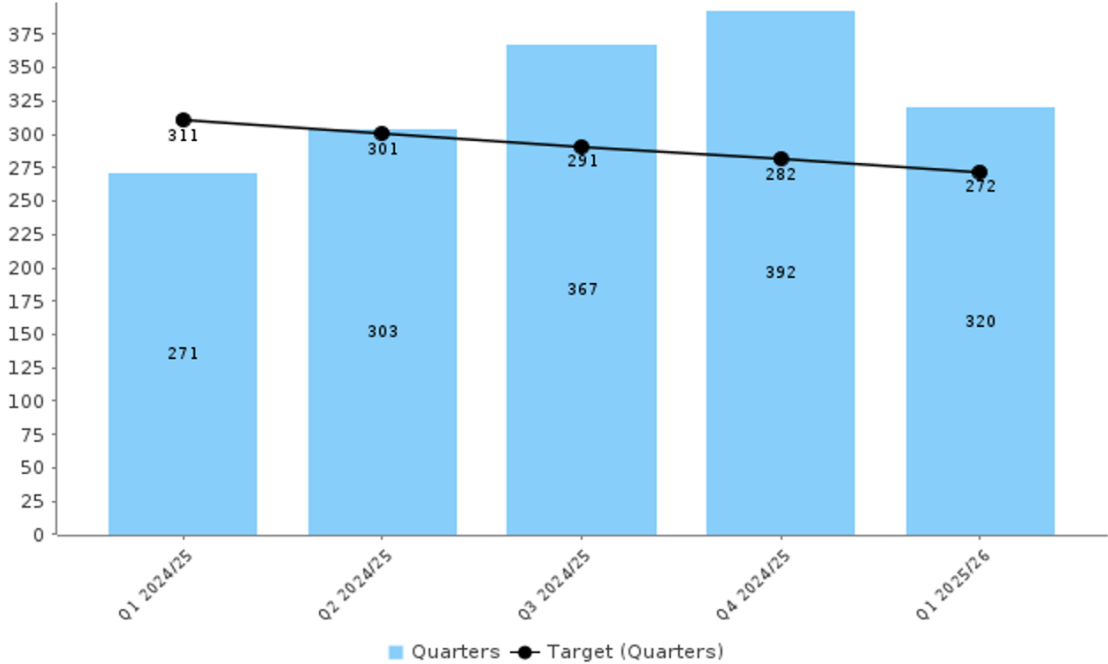
The service continues to review Child Protection numbers on a regular basis; this has reduced numbers and continues to ensure that children and families are subject to the right level of intervention.

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

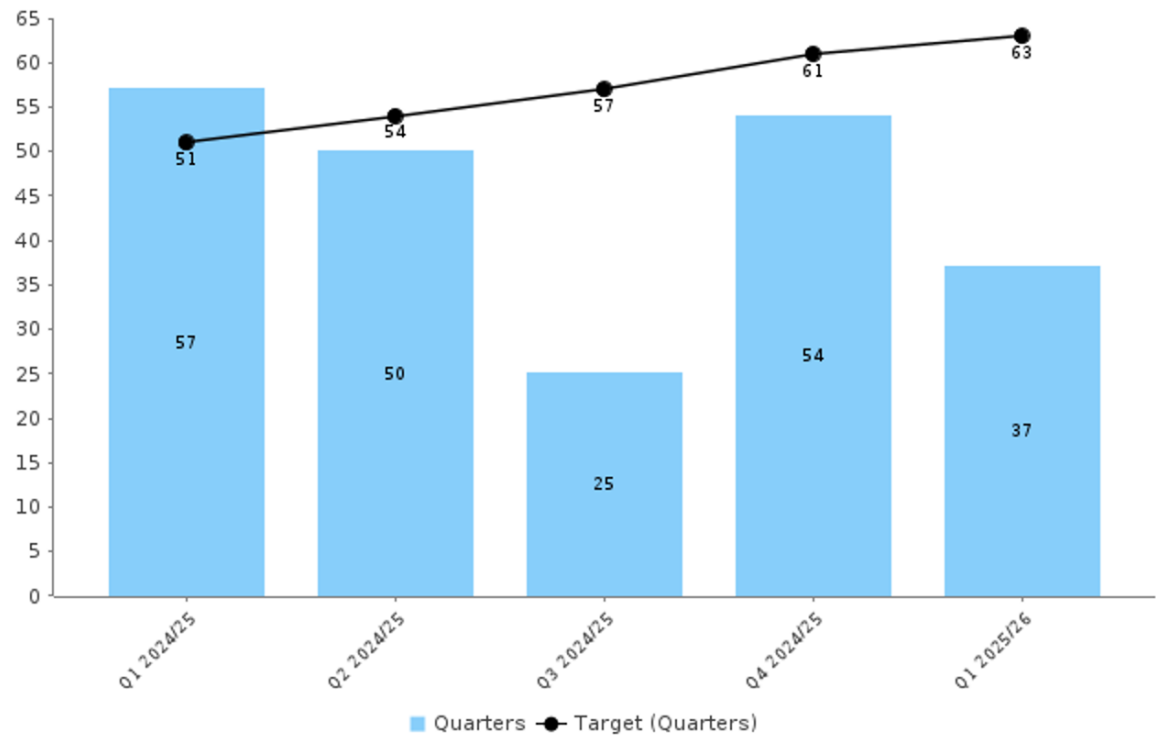
Q1 comment about 23/24 data
2023-24 data has now been published and shows that 1.5% children assessed by social workers had Child Sexual Exploitation and or Criminal Exploitation identified as a factor in the assessment. This is fewer than last year and lower than the 5.8% nationally and 3.4% in the 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.

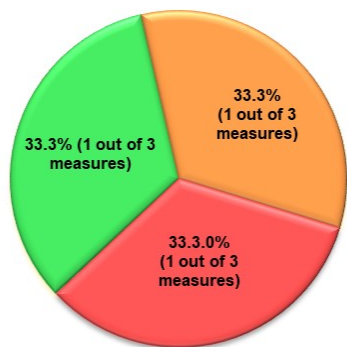
Benefitting from good education, quality jobs and a growing economy

- 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 five performance indicators for the One Medway Council Plan 2024/28 relevant to this committee. .

Performance



Performance - key

Green means met or exceeded target

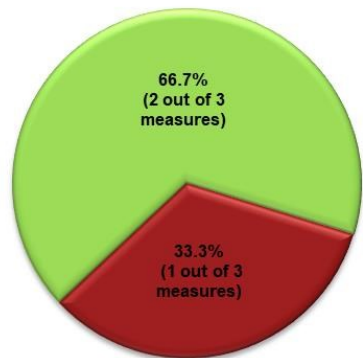
Amber means slightly below target

Red means significantly below target

This chart shows the performance for 3 measures:

- 33.3% (1 out of 3 measures) met or exceeded target.
- 33.3% (1 out of 3 measures) were slightly below target (less than 5%).
- 33.3% (1 out of 3 measures) were significantly below target (more than 5%).

Direction of Travel



Direction of Travel - key

Green means positive travel

Blue means static

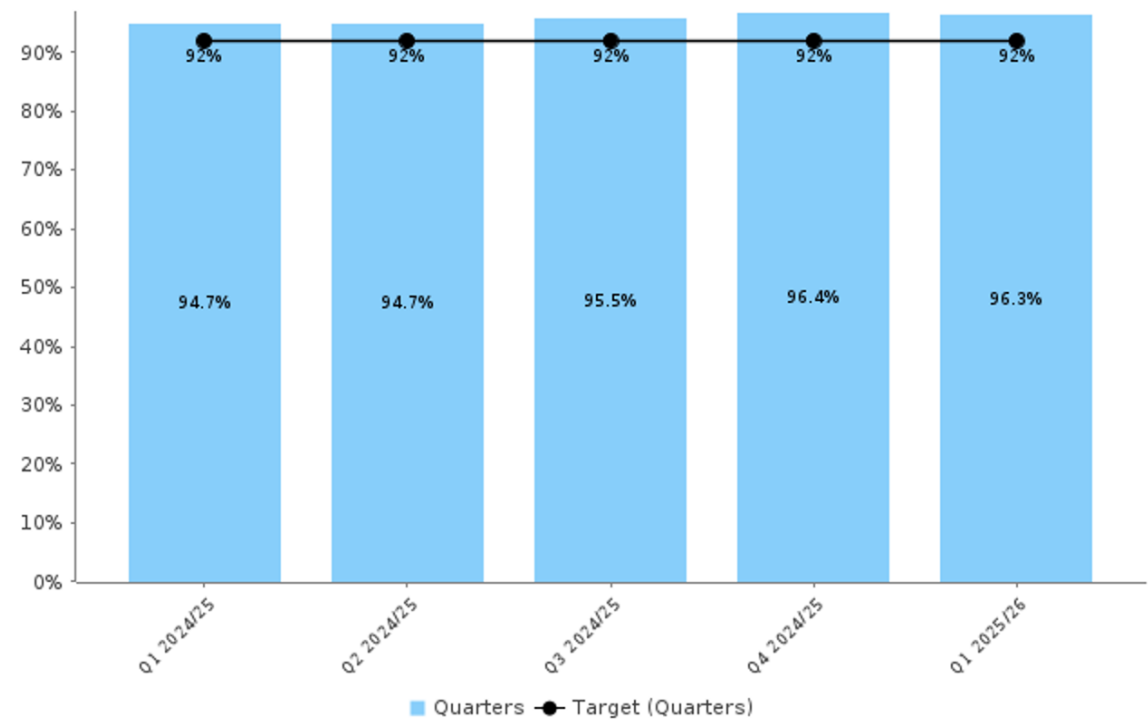
Red means negative travel

This chart shows the direction of travel for 3 measures:

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

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

- 2.01 By 2027/28, 92% of early years, primary and secondary schools in Medway are good or better in the last Ofsted inspection



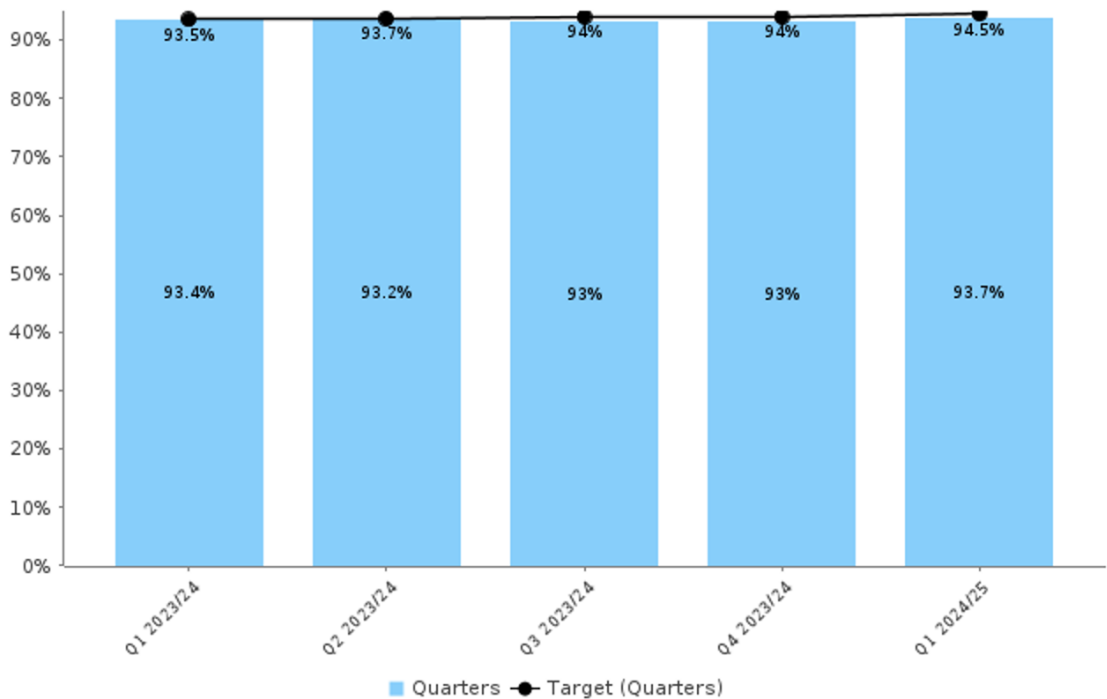
**Aim to Maximise
Green (upward long trend)**

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

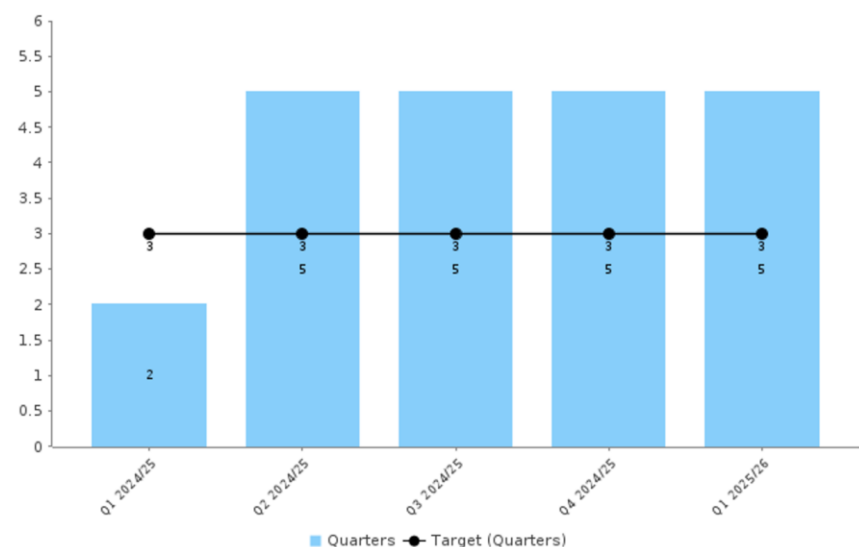
Revised data has now been published. 61% of Medway children achieved or exceeded the expected standard in reading, writing and maths. This is the same as the national attainment level. Medway has improved on the 2022/23 result by 6pp, national attainment has improved by 1pp. The target of 56% was set 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.

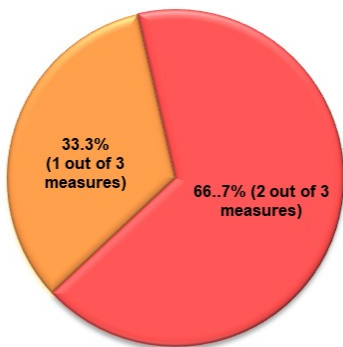
Improving health and wellbeing for all

- 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 nine performance indicators for the One Medway Council Plan 2024/28 relevant to this committee.

Performance

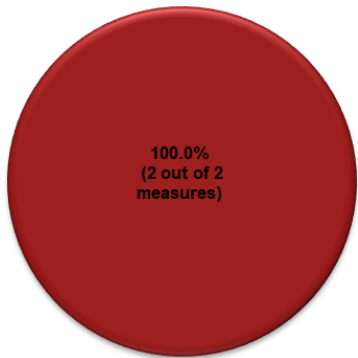


Performance - key
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Amber means slightly below target
Red means significantly below target

This chart shows the performance for three measures:

- 0.0% (0 out of 3 measures) met or exceeded target.
- 33.3% (1 out of 3 measures) were slightly below target (less than 5%).
- 66.7%% (2 out of 3 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 two measures:

- 0.0% (0 out of 2 measures) had an upward long trend.
- 0.0% (0 out of 2 measures) had a static long trend.
- 100.0% (2 out of 2 measures) had a downward long trend.

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

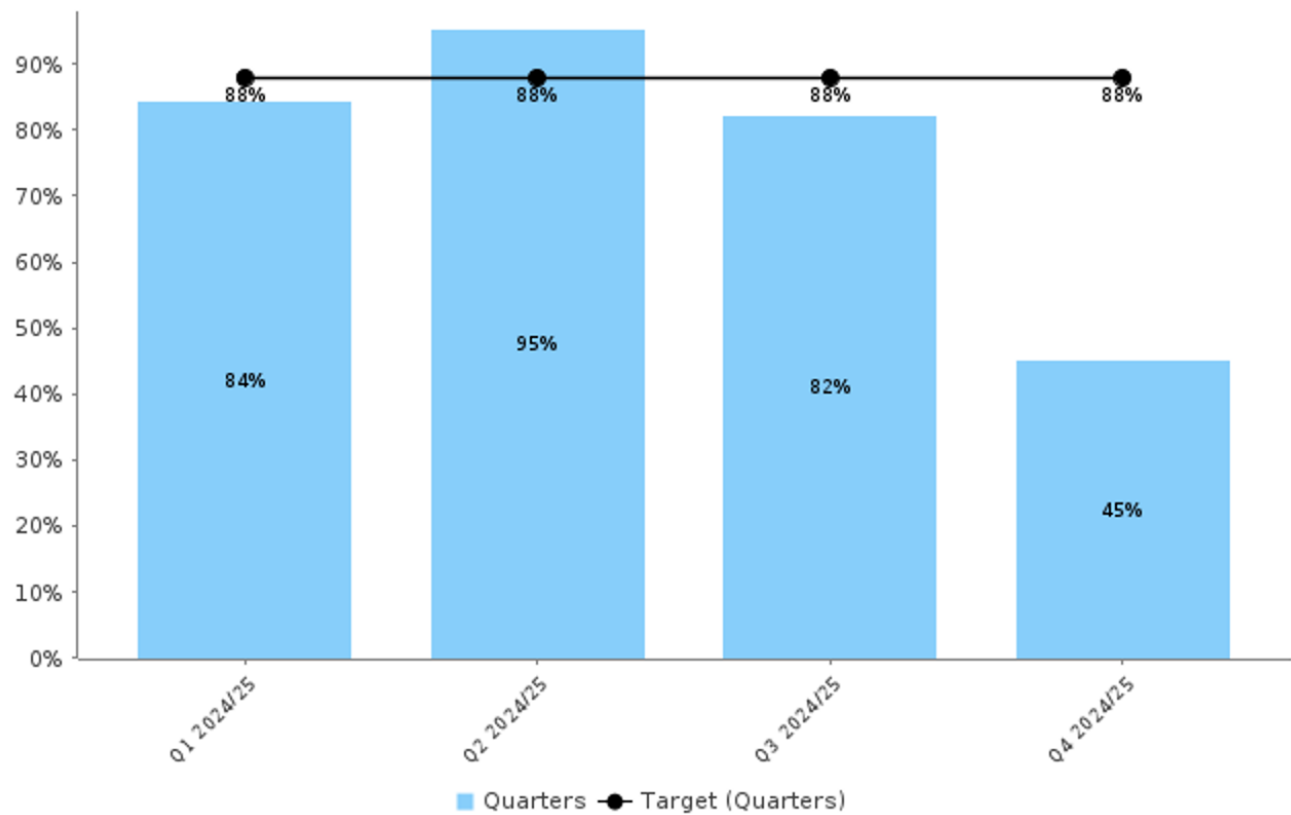
By 2027/28, the proportion of infants that are totally or partially breastfed at age 6-8 weeks will be similar or higher compared to the England average. This performance indicator is reported a year in arrears and data for 2024/25 is not yet available. This data comes from the Office for Health Improvement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

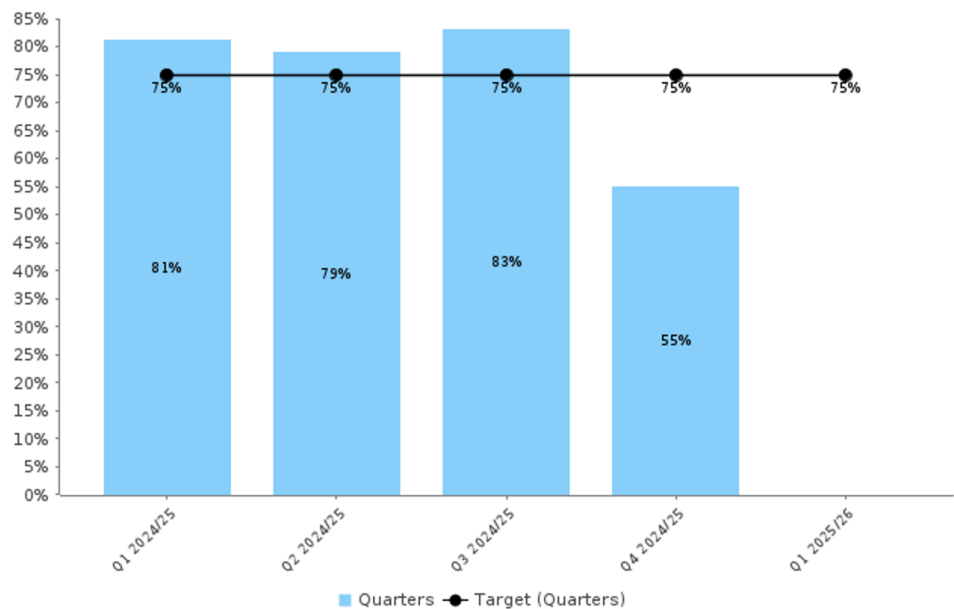
By 2027/28, at least 90% of children will have a new birth visit within 14 days. The four-year target is 90%, with the incremental target for 2024/25 being 88%.

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

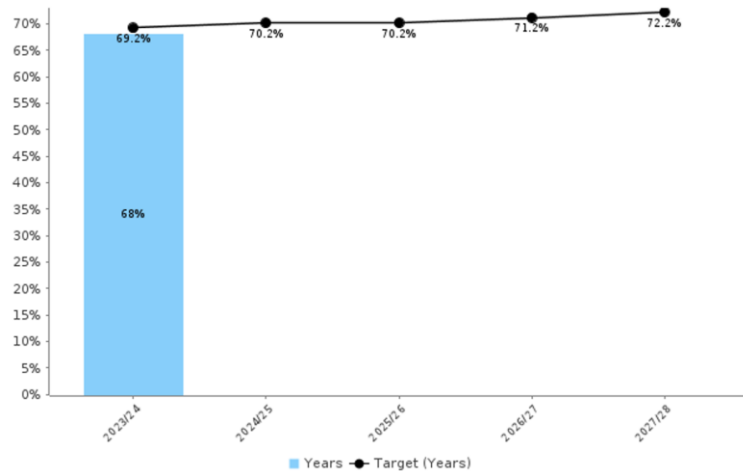


Aim to Maximise
Red (downward long trend)

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
- 4.14 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.