

ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway



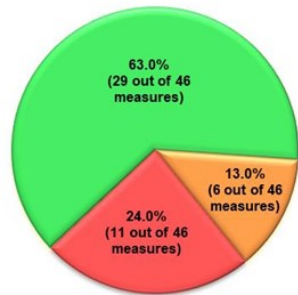
Performance Report

Q2
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 46 performance indicators this quarter. There is one indicator that is data only and 58 indicators where data is unavailable.

Performance

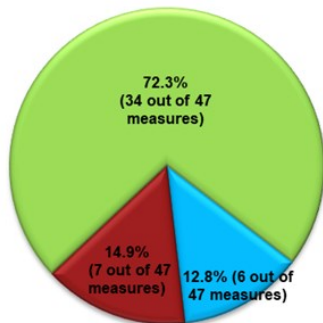


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 46 of the measures:

- 63.0% (29 out of 46 measures) met or exceeded target.
- 13.0% (6 out of 46 measures) were slightly below target (less than 5%).
- 24.0% (11 out of 46 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 47 measures:

- 72.3% (34 out of 47 measures) had an upward long trend.
- 12.8% (6 out of 47 measures) had a static long trend.
- 14.9% (7 out of 47 measures) had a downward long trend.

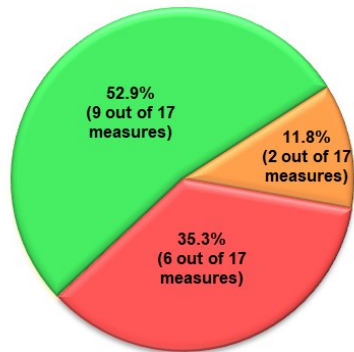
Delivering quality social care and community services

- 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 17 performance indicators this quarter. There is one indicator that is data only and seven indicators where data is unavailable.

Performance

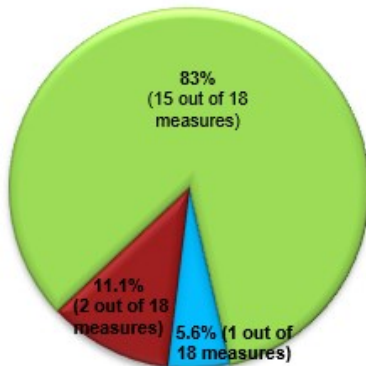


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 17 of the measures:

- 52.9% (9 out of 17 measures) met or exceeded target.
- 11.8% (2 out of 17 measures) were slightly below target (less than 5%).
- 35.3% (6 out of 17 measures) were significantly below target (more than 5%).

Direction of Travel



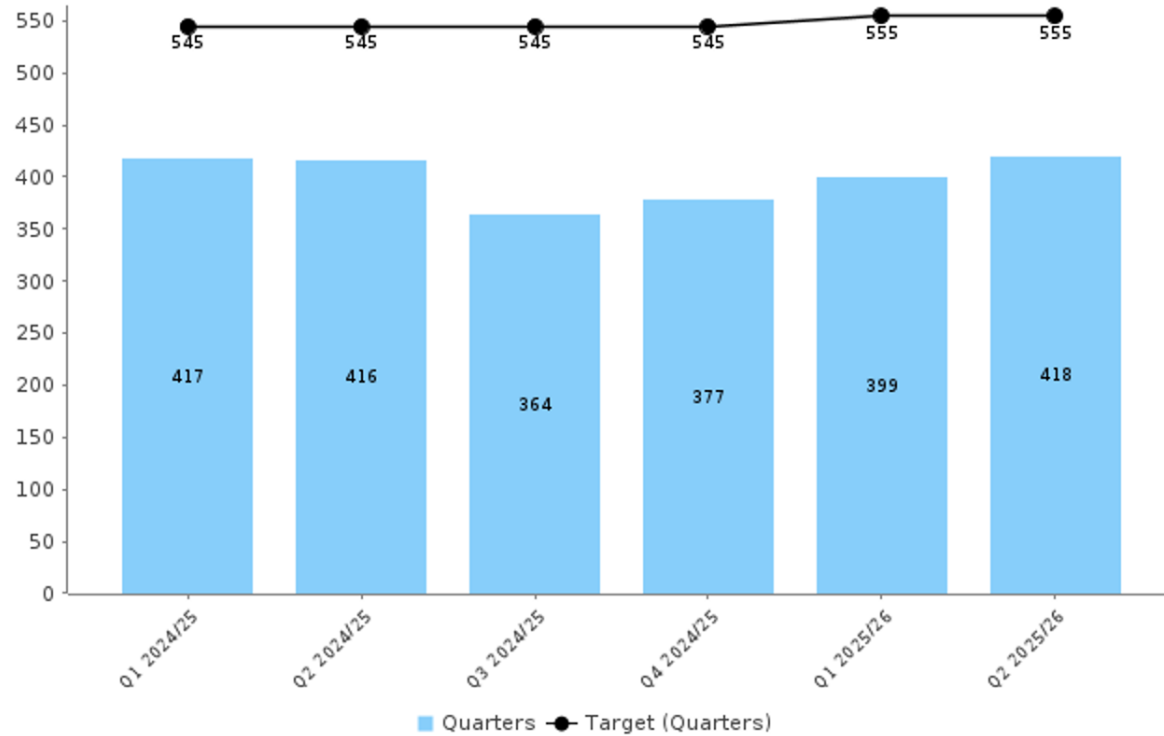
Direction of Travel - key
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 18 measures:

- 83.3% (15 out of 18 measures) had an upward long trend.
- 5.6% (1 out of 18 measures) had a static long trend.
- 11.1% (2 out of 18 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

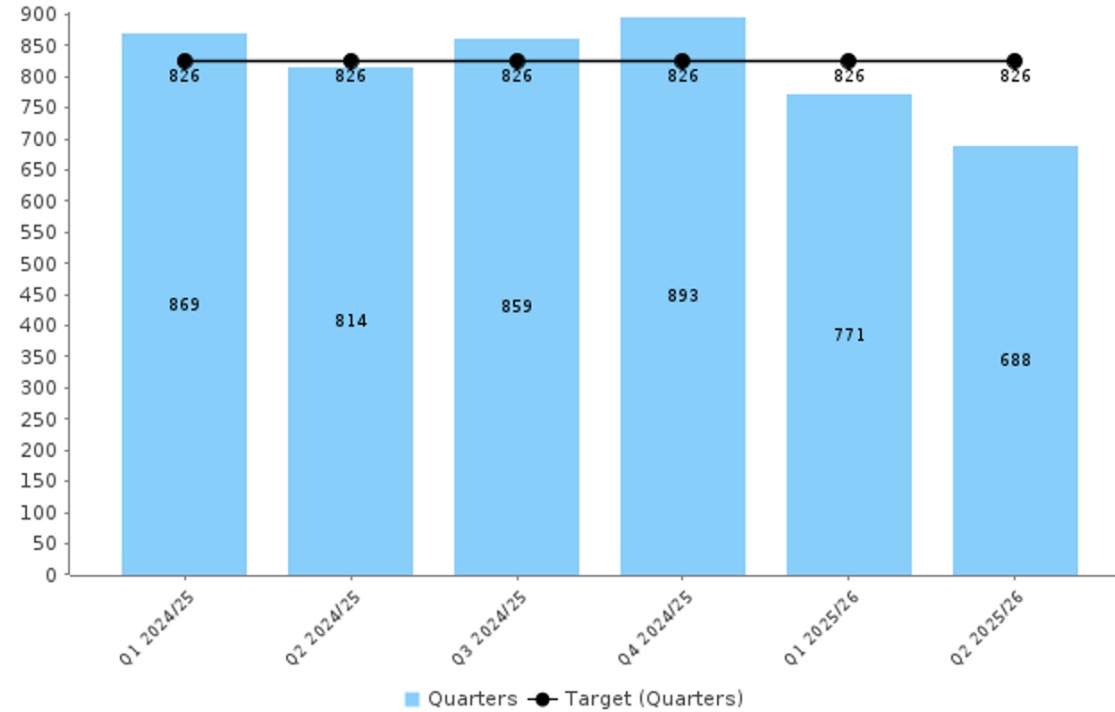
- 1.01a By 2027/28 more families are accessing targeted early help provision than at 31/3/24



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

Currently there are 418 families with open targeted early help held by the local authority. This is 24% (137 families) below target but 5% (19 families) more than the Q1 outturn. Family Solutions have more families open at the end of Q2 than they had in Q1. This is a positive projection. Strong recruitment activity remains in place to fill vacant positions, which will support meeting the target by the end of the year. Family Solutions are meeting the current need regarding contacts being assessed as needing targeted intervention. A strong focus at the front door continues to ensure that as soon as a need is identified that early help is provided, either by a lead practitioner or Family Solutions. Achievements in the time period (Past/Present): The Early Help Partnership Board continue 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 both at the front door and following Family Solutions intervention. Family Solutions proactively work with the statutory social work teams to ensure that families receive the right level of support at the right time. Actions going forward (Future): Continue to promote the Lead Practitioner role in the community and 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**



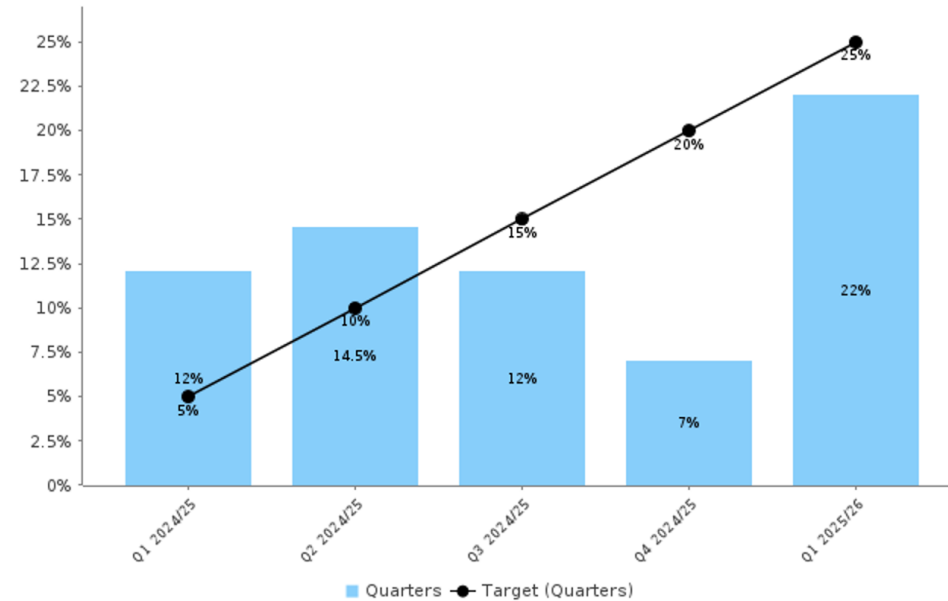
Aim to Minimise Green (upward long trend)

At the end of the quarter there were 407 Child in Need (welfare) plans open and 281 Child Protection plans (CP) open. There has been a fall of 19% (95 children) with open CiN welfare plans and a rise of 4% (12 children) with open CP plans when compared to the Q1 outturn. The rate of CP is 40.9 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.

There has been a reduction in the number of children supported through Child in Need Plans. Encouragingly, fewer children are remaining on CIN plans for extended periods, with a decrease in cases open for nine months or more and a further reduction in those open for 12 months or longer. Whilst recent performance data shows a very slight increase in the number of children subject to Child Protection Plans, this figure is now aligning more closely with our statistical neighbours. These trends reflect improved responsiveness and progress in addressing children's needs in a timely and effective manner.

Achievements in the time period (Past/Present): The Children in Need Panel, attended by Family Solutions and the allocated Reviewing Officer, facilitates multi-agency collaboration. Social workers are increasingly drawing on support from Education, Health, and Voluntary Sector Partners, contributing to a reduction in the number of children requiring child in need plans. Actions going forward (Future): Practitioners will continue identifying universal services for families that no longer requiring a Child in Need Plans to reduce the numbers for this cohort of children and families. The aim is to continue to reduce the number of children on Child Protection Plans and remove those children who are subjects to supervision order from CP plans to CiN plans.

- 1.02 Commissioned domiciliary care workers MECC training



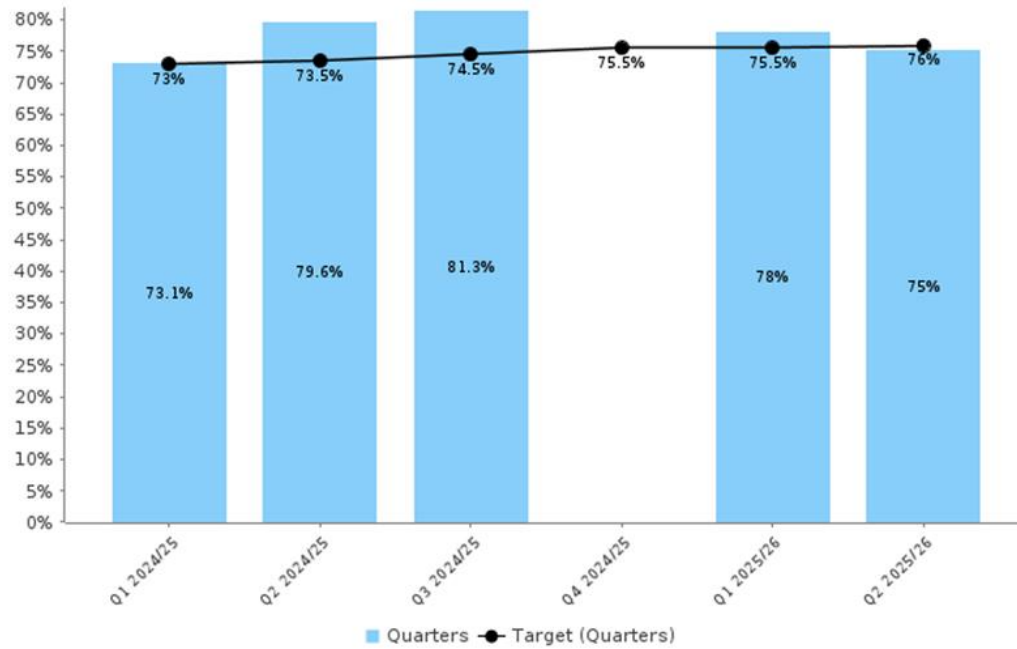
**Aim to Maximise
Red (upward long trend)**

Reported a quarter in arrears. During Q1 of year 2, 22% of the providers workforce had undergone MECC training. The target of 25% has not been met.

Achievements in the time period (Past/Present): Given that 7% was achieved in Q4 2024/25, the new Senior Contract Manager for Homecare and Extra Care, and the Partnership Commissioning Programme Lead have pressed the MECC training agenda at monthly provider meetings and within provider presentations. Partnership working has taken place with workforce development to offer custom on-mass training solutions to providers. Each provider has also been issued with a provider action template to help them with outlining their own plans for meeting the KPI goals. Whilst these efforts have taken place, the increase in percentage is also due to a slight reduction in total care staff employed by providers which directly impacts the percentage. One provider is still due to report full KPI data for the quarter for reasons known to us, and therefore we have presumed the same level of staffing for these providers based on the last quarter report. Providers are also now clearer on reporting the total amount of staff MECC trained, rather than just reporting how many were trained for that month, which provides more accurate reporting.

Actions going forward (Future): There are still some providers that do not have any staff MECC trained. The Senior Contract Manager for Homecare and Extra Care will have a 1:1 discussion with these providers to highlight the individual barriers to MECC training and work through the MECC Action Plan to look at mitigating these barriers and increasing staff training and engagement. We will continue to stress the importance of training and encourage all providers to work directly with workforce development to arrange custom training sessions to train staff on-mass rather than taking the ad hoc approach.

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%

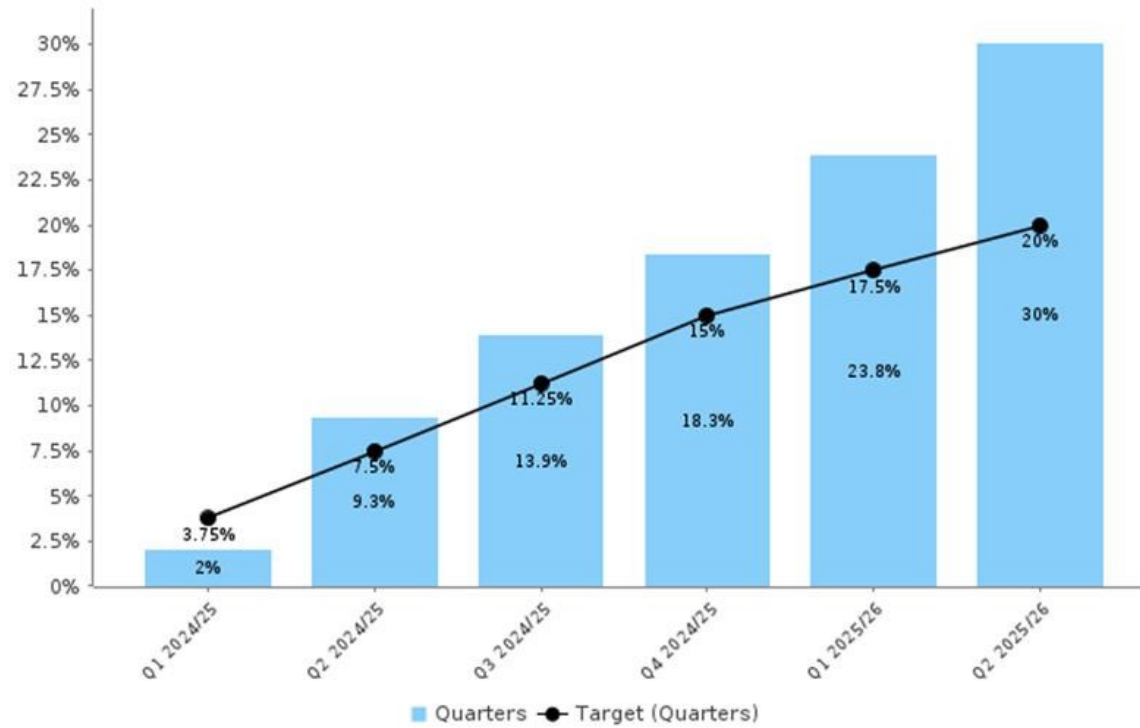


**Aim to Maximise
Amber (downward long trend)**

Data is presented for the 12 month period to the end of the last Client Level Data reporting period. This is currently July 2024 to June 2025. Currently three quarters of applicable clients are not making further requests for support, this is marginally behind the stepped target of 76%. It is however 3pp below the previous 12 month reporting period. Between the two periods the numerator has decreased by 13%, where as the denominator has decreased by 9%. This indicates that the numbers of clients needing ongoing support is increasing faster than the size of the cohort is changing. Benchmarking The 2023-24 National outturn was 79.4% and 80% in the South East. Achievements in time period (Past/Present) During this period, our new SW Operations Manager has worked closely with commissioners to draft an Enablement Plan and identify effective methods for sharing it with care providers. The plan sets out clear expectations for providers to support individuals in achieving their personal goals, promoting independence, and reducing reliance on long-term adult social care. In parallel, the Occupational Therapy Operations Manager has collaborated with another local authority that has successfully reduced waiting lists while. Actions going forward (Future): The Enablement Plan will be rolled out next quarter to support consistent reablement practice, helping people achieve their goals and reduce reliance on long-term care. The new Head of Early Help and Prevention will be undertaking a whole service review to determine how we can improve further and reduce waiting lists across the service.

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)

Performance continues to be strong, exceeding the target by 50% (10pp)

Achievements in time period (Past/Present)
Pilots of the Circadian lightbulb and Evondos automated medication robot are still ongoing, but we're beginning to see evidence of positive impact for people using both technologies. Early feedback highlights improvements in wellbeing and medication adherence, supporting our wider enablement and independence goals. Kyndi attended the Adult Social Care (ASC) divisional meeting to raise awareness of their service and technology to all staff.

Actions going forward (Future):
Planned market engagement event with Kyndi to raise awareness not only in ASC but across the council.

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.

Achievements in the time period (Past/Present):

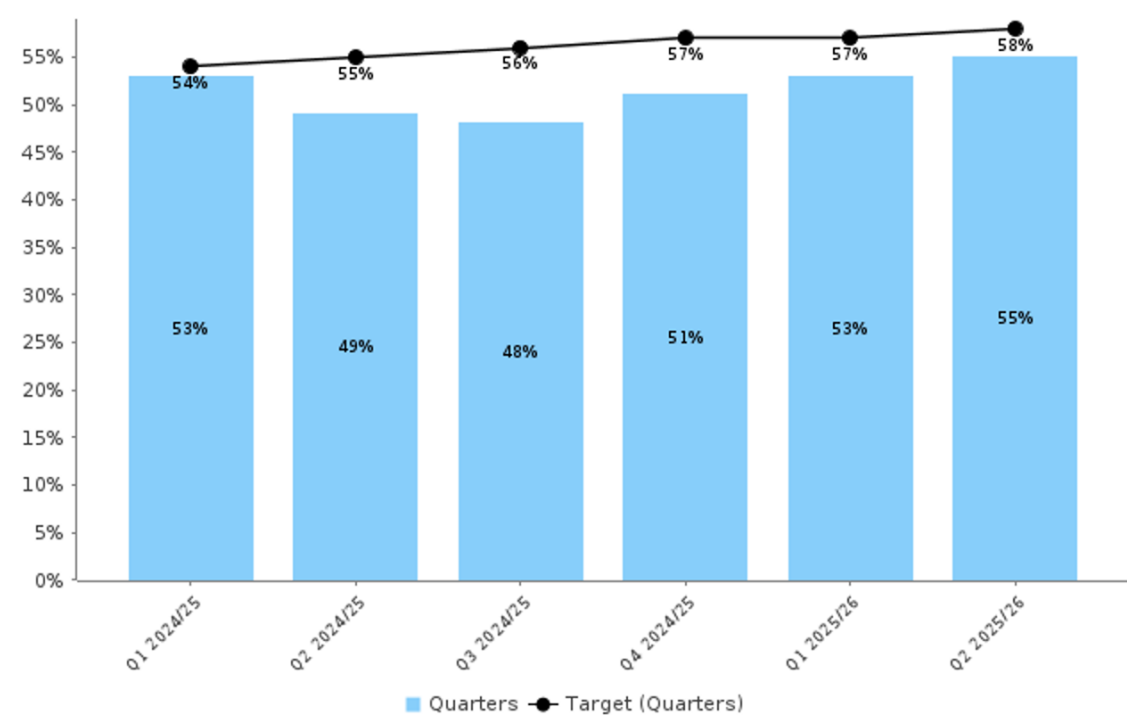
The service is actively recruiting inhouse foster carers. Positively five new foster homes have been approved since April 2025 and there are currently six more potential foster carer approvals in the pipeline before the end of the calendar year. The recruitment of a new Enquiry Officer and Marketing and Recruitment Officer, alongside the impact of the regional hub are having a positive impact on enquiries. The service has been creative in trying to address the barriers faced with delays with medical checks, impacted on assessment timeliness.

Actions going forward (Future):

The service is in the process of reviewing Medway's children placed outside of area to inform our sufficiency strategy moving forward.

There is collaborative work being undertaken with the regional hub to understand the rewards and benefits that are most attractive to carers across the region. There is a co-ordinated marketing campaign with the regional hub as well as increased presence at local community events and an increase in social media presence for Medway Fostering. There is a plan to launch Mockingbird constellation 3 for Medway in Q3. This model is supportive to existing carers and supports their retention as Medway carers.

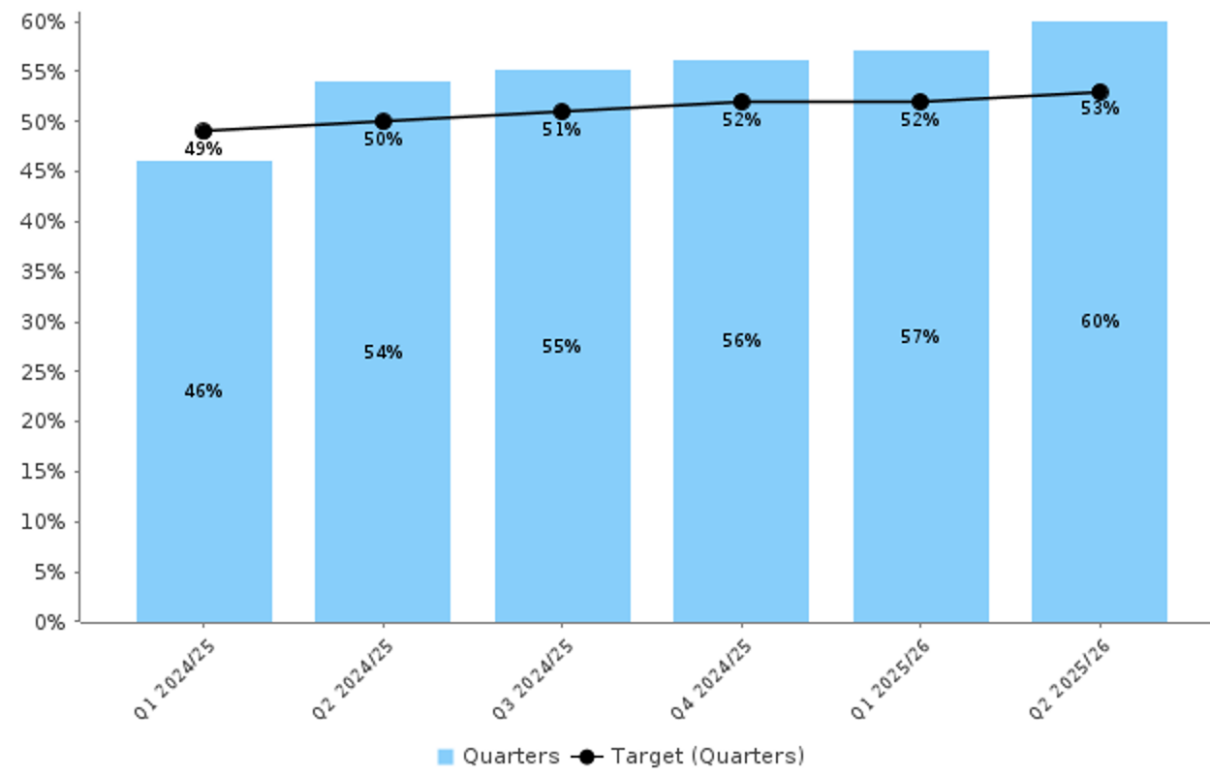
Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities
- 1.06 By 2027/28, the percentage of children in care with long-term fostering 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 2pp (4%) improvement compared to the June outturn. Currently 143 out of 263 (55%) children are meeting their permanency plan. Over the last 12 months this metric has improved by 6pp (12%). The service remains committed to increasing the number of children who are formally long-term matched with their carers. To support this, the frequency of reviewing children’s permanence options has been increased through the introduction of three Permanence Panels per month, alongside regular review meetings. As a result of this strengthened focus, the service has achieved a 12% increase in long-term matches over the past 12 months. Actions going forward (Future): The Task and Finish Group on Permanence and Placement Stability was established in September 2025 to build on the progress achieved in Q2 and to drive sustained improvements in permanence planning for children in care. A key focus of the group is increasing the frequency of reviews for children’s permanence plans. This enhanced oversight ensures robust scrutiny and maintains a clear line of sight, supporting timely and effective progression towards achieving permanence for every child.

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



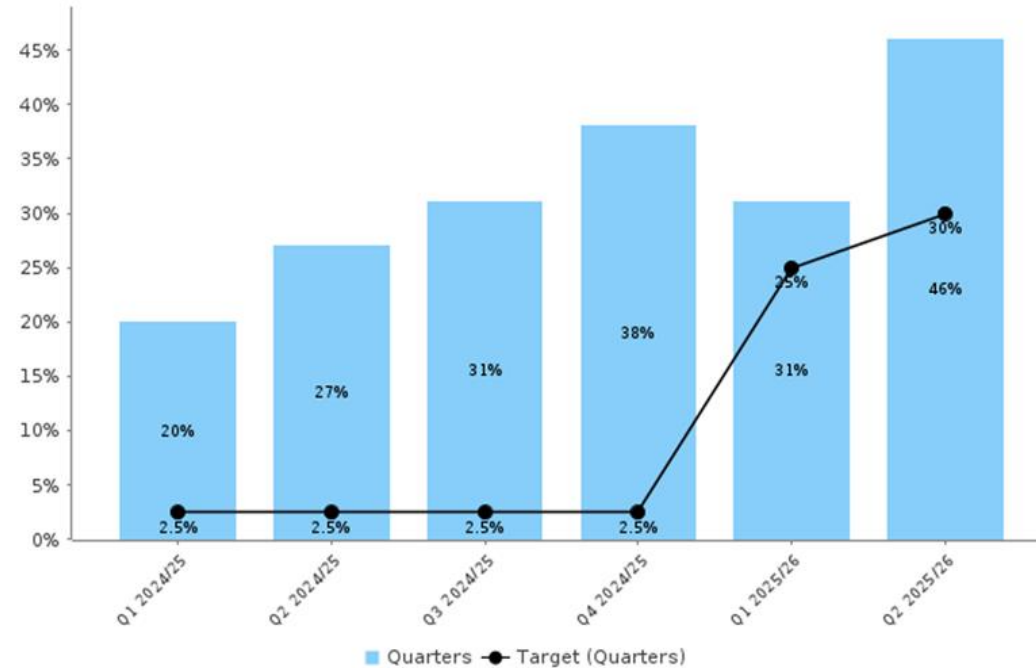
**Aim to Maximise
Green (upward long trend)**

Data is produced a month in arrears so relates to August 2025. Currently 60% of the cohort are in employment, education or training. This is a 3pp increase on Q1 and represents good progress. The most recent national outturn is 64%, 2pp higher than statistical Neighbours at 62%

The service continues to prioritise support for young people in accessing education, employment, and training (EET) opportunities and continues to work towards achieving the 60% target. Achievements in the time period (Past/Present): The service's ongoing focus on supporting young people to access education, employment, and training (EET) opportunities has resulted in the current target of 60% being successfully achieved. Actions going forward (Future): The Aspirations Officer continues to play a pivotal role within the team, ensuring consistent engagement with young people, education providers, and key stakeholders. This role is central to supporting young people in exploring education and career pathways, while also providing the practical assistance needed to access relevant opportunities.

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 extracted from the Terms Management System as of 4 October 2025.

During Q2, which coincides with the start of the academic year, Adult Education services welcomed **513 new learners**, out of a total of **1,119 course enrolments**. This represents a **15-percentage point increase** compared to Q1, indicating a positive impact from recent marketing campaigns and the introduction of new course offerings for the 2025/26 academic year.

Additionally, changes to the Department for Education (DfE) funding rules have expanded learner eligibility, contributing to the growth in enrolments.

Breakdown of New Learners by Course Type:

27% enrolled in ESOL (English for Speakers of Other Languages)

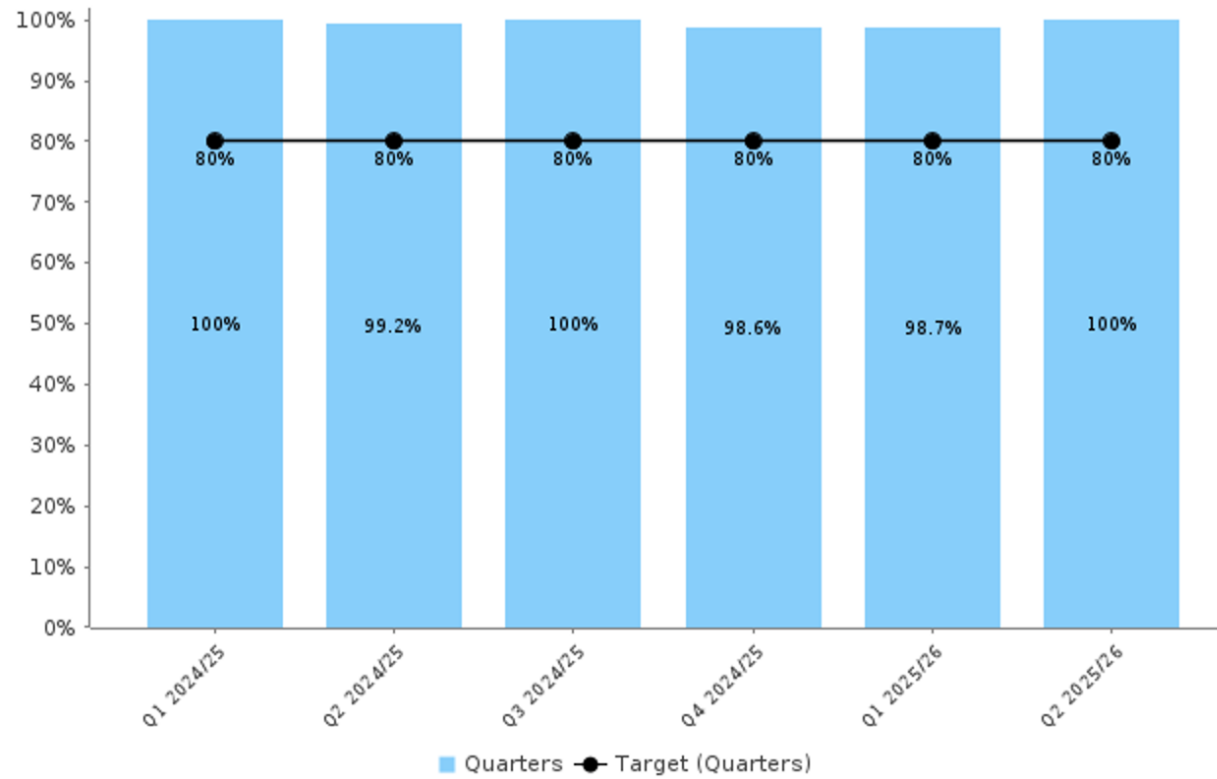
13% in English and Maths

19% in Vocational Skills

The remaining **41%** in Community Learning programmes

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 (upward long trend)

Q2 surveys were conducted in Hempstead, Hoo, Rochester and Walderslade Village. Satisfaction has held steady from Q4, with praise for high customer service standards, the Summer Reading Challenge, craft activities and welcoming atmosphere. Notable comments this quarter include:

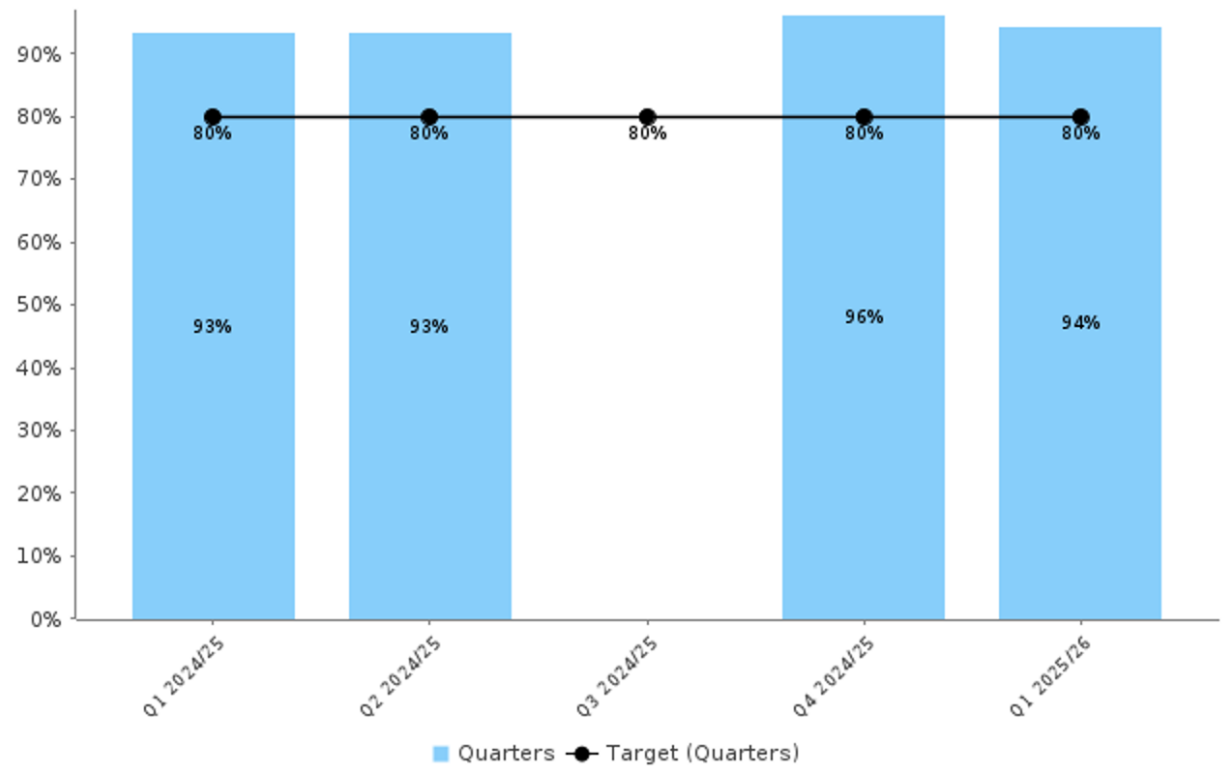
Very helpful and informative for 1st time visit. Librarians are always very helpful and approachable. They made the summer reading challenge fun and engaging for my son, this makes him want to come to the library more. Due to their approach my son looks forward to the summer reading challenge every year.

We love coming to craft at the library. The ideas are amazing and lots of resources too so we can be creative. The ladies are very friendly, helpful and gives lots of praise to the children. It's a lovely time together making memories.

Very helpful, always happy to look up books order for reservations. Love the reading challenge. My friend comes to Medway and can not believe how helpful the library staff are. Keep up the good work.

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

- 1.09b By 2027/28, the satisfaction rates across theatres exceeds 80%



Aim to Maximise Green (static long trend)

Reported a quarter in arrears.

A recent customer survey with 107 responses, covered performances from April to July (includes some Q2 data but this matches across the theatre season). The survey yielded highly positive feedback:

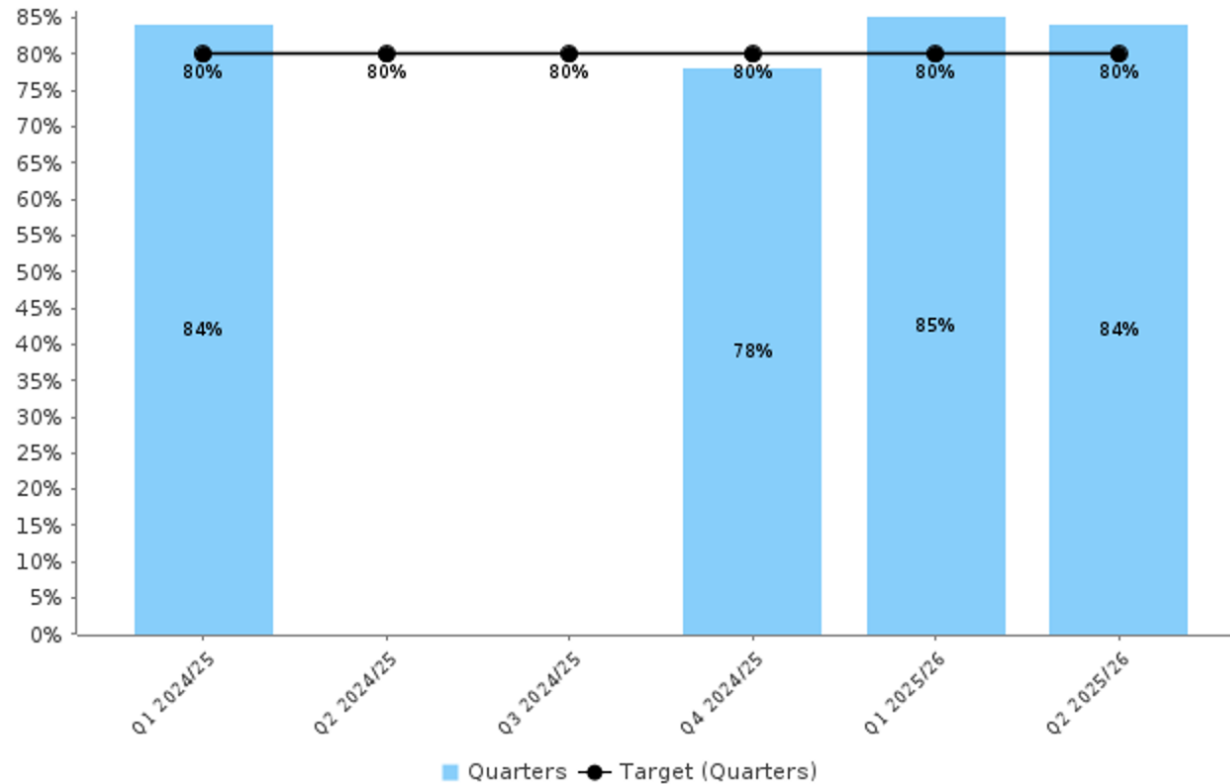
Survey Category, Satisfied/Very Satisfied

- Ease of Buying Tickets, 99%
- Quality of Shows, 94% (5% did not respond)
- Cleanliness of Venue, 93%
- Helpfulness of Staff, 90% (6% did not respond)

Overall Satisfaction, 94% average

Only one respondent expressed dissatisfaction with a show they attended. All other responses were either positive or neutral.

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)

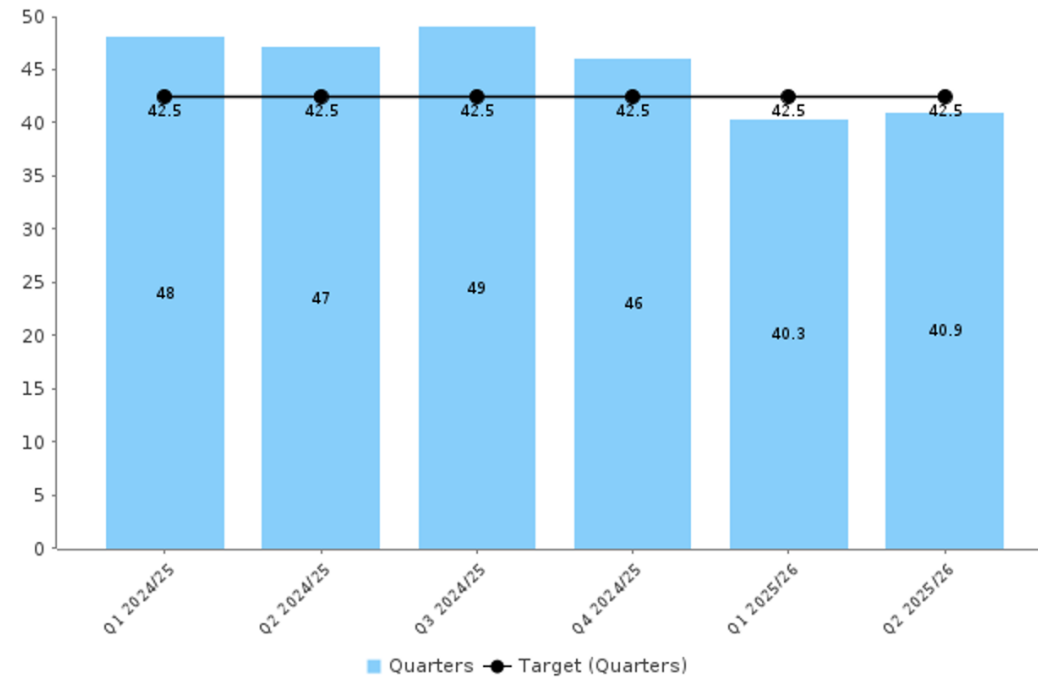
Reported in Q2 as event took place at the end of the Q1 reporting period.

Armed Forces Day 2025 (28 June) brought nearly **8,000 visitors** to the Historic Dockyard Chatham for a day of celebration and remembrance. Highlights included a **military parade, commemorative service, and live reenactments**, including WWI cavalry displays and Cold War submarine tours aboard HMS Ocelot. Visitors enjoyed **live music** from local bands and choirs and engaged with military units and organisations at interactive stalls. The event also marked the **80th anniversaries of VE Day and VJ Day**, adding historical depth to the celebrations and reinforcing Medway’s strong military heritage.

A post event survey was used to collect feedback and satisfaction. Most responses were positive, with many describing the event as: A great day out - Well organised - Family-friendly - Respectful to veterans and serving personnel. Many said they would attend again next year and praised the atmosphere, the staff, and the opportunity to engage with the military in a meaningful way - Military displays, bands, and parade were often highlighted as standout moments - Veterans and families felt recognised and appreciated - Visitors appreciated the friendly volunteers, clean grounds, and general organisation.

Feedback for consideration includes Difficult terrain (gravel, rail tracks) unsafe for veterans and inaccessible for wheelchairs/pushchairs - Spread-out layout making navigation harder - A focus on promoting the Dockyard over honouring the Armed Forces.

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



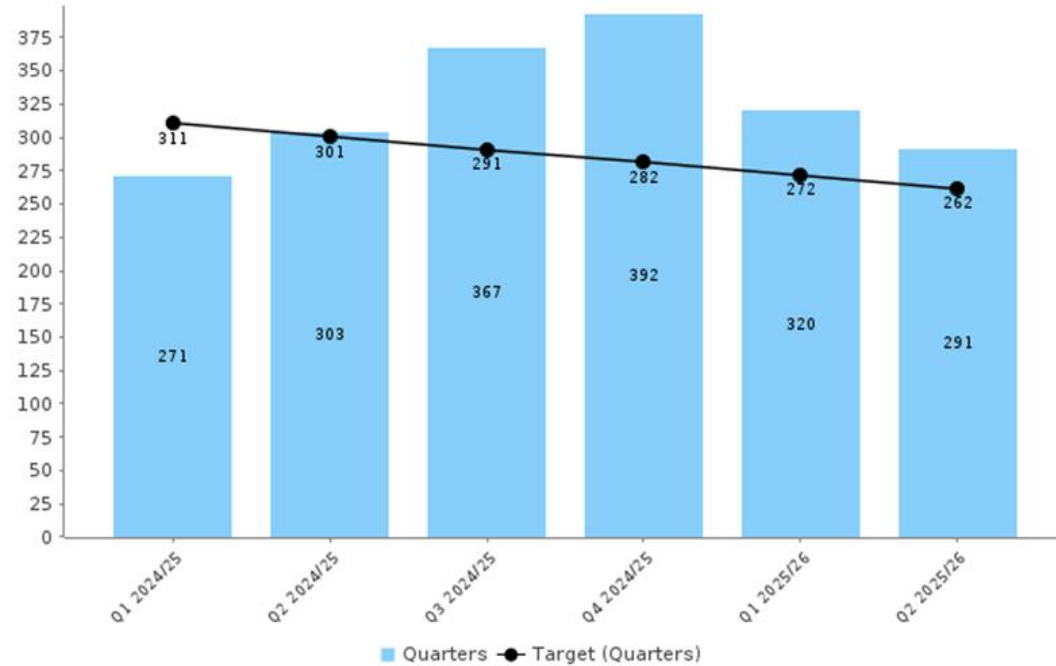
Goldilocks
Green (upward long trend)

Child protection numbers and subsequently rates have risen over the quarter. There are now 281 children on a CP plan, pushing the rate up by 0.9 to 40.9 per 10,000 population. Medway's rate is lower than the national (42) but higher than statistical neighbour (36) rates. This increase means Medway is more securely in the 40-45 per 10k target zone rate set.

Achievements in the time period (Past/Present): The service exercises a grip on these numbers and continues to review on a regular basis. this has led to 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. It is usual for CP numbers to rise as schools break for the summer and referrals increase, meaning we may see a seasonal increase as we move toward Christmas.

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 quarter snapshot shows a reduction in the rate of S47 enquires, which now stand at 291 per 10k of population. This is an 9% drop compared to Q1. Over the quarter there have been 493 S47 enquiries, an average of 164 per month, an average rate of 286 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.

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 multi agency decision making at strategy discussions where the outcome can be s47 enquiry.

Achievements in the time period (Past/Present):

Ongoing dip sampling 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.

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

- 1.12 By 2027/28, the rate of children and young people who are identified at risk of exploitation is statistically similar to the national average

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

2024/25 data is expected to be published in Q3.

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):

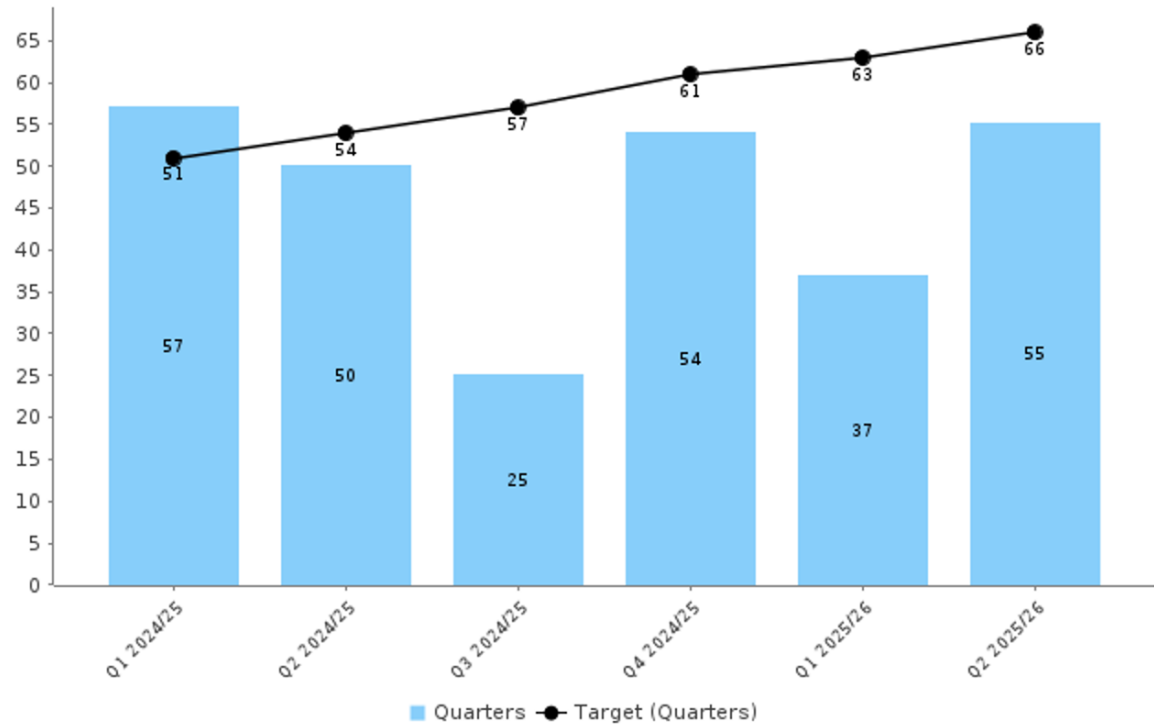
An additional Return Home Interview (RHI) practitioner has been recruited to ensure that Children in care placed outside of Medway receive the same level of service as those placed within Medway.

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 (upward long trend)**

The month end snapshot shows 55 families were passed to Early Help partnership agencies as an outcome of contacts to Medway CSC. This is 18 more families than at the end of June 2025. Across the quarter 90 families have been passed to partners, which averages 30 per month. This is lower than the Q1 average (32) but is affected by the school holidays in August.

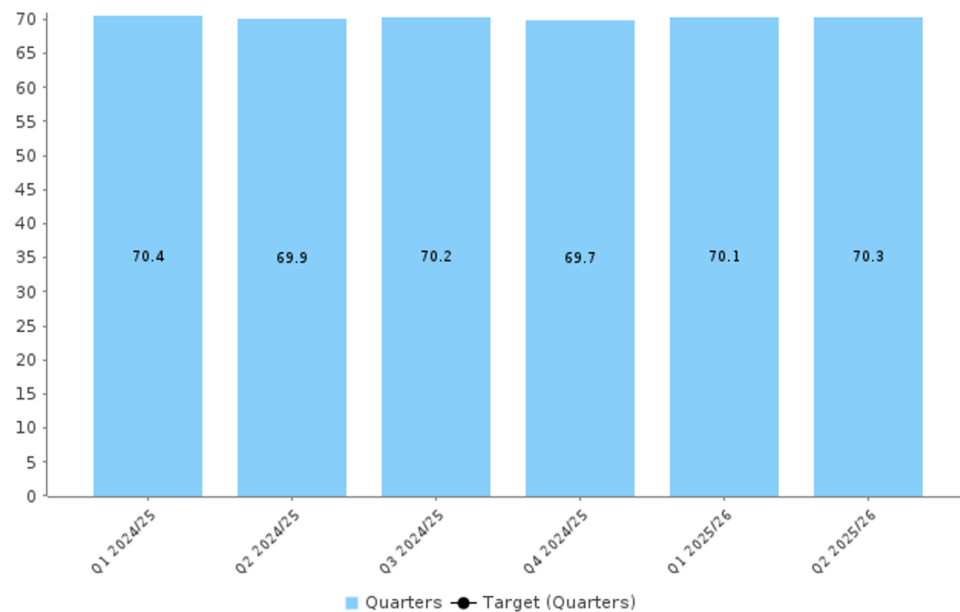
The new Early Help & Prevention Strategy has now been launched together with a delivery plan. It is envisaged that this will lead to improved multi agency engagement and ultimately lead to an increased number of families being worked with across the partnership.

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 collaborate 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 and MASH 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)

Local data shows that 2160 out of 3071 (70.3%) clients receive services in the community, a small rise compared to the from the Q1 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 58%

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.

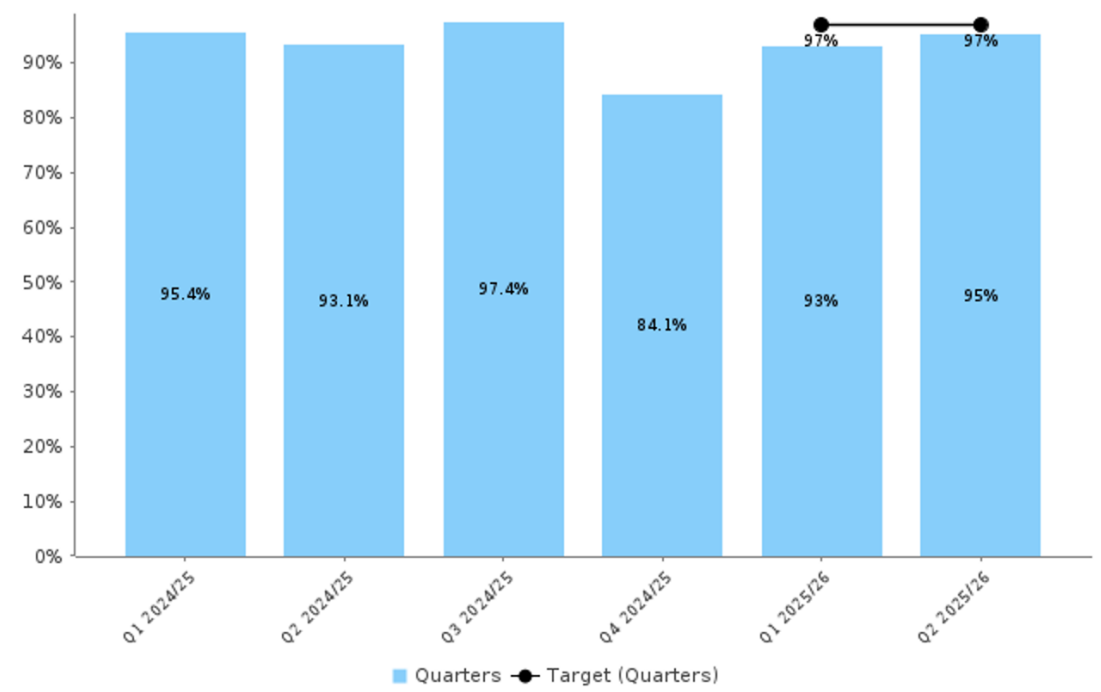
Achievements in the time period (Past/Present): Two additional social work posts have been recruited to support people who have a Learning Disability and/or are who autistic. This will assist people who receive long term care and support to remain living at home.

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

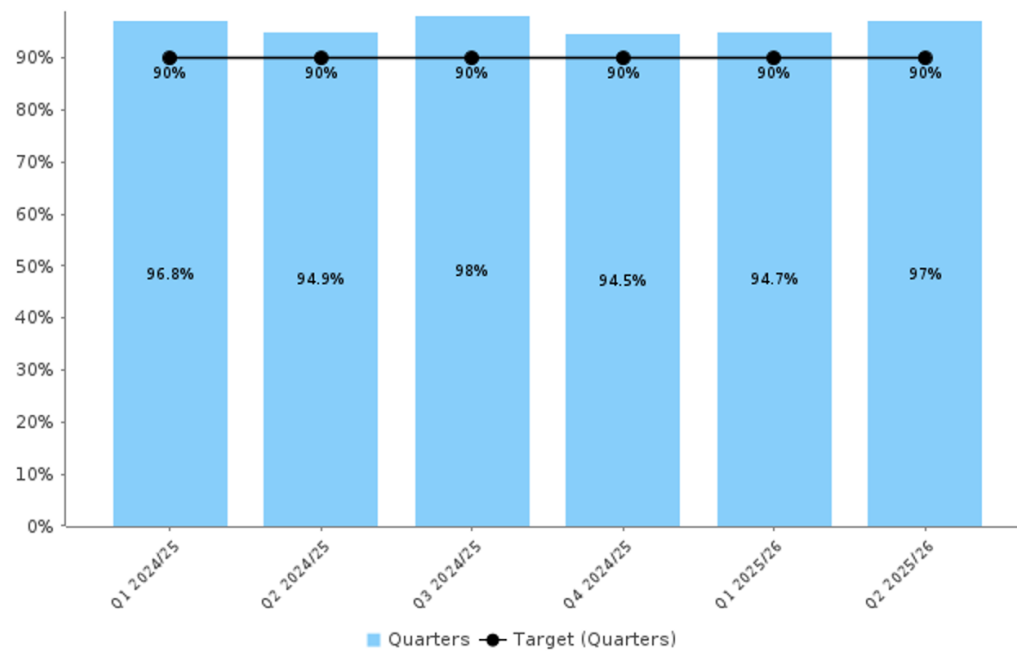
- 1.15 By 2027/28 the proportion of closed safeguarding enquiries where risk is reduced or removed is better than the national percentage



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

Local data shows that there were 248 closed enquiries in the quarter. Of these 210 had risks positively or inconclusively identified, where actions under safeguarding took place. The risk was removed or reduced in 95% (200) of these cases. This represents a 2pp improvement on the Q1 outturn. Benchmarking The national outturn for 2023/24 is 81%, well below Medway's performance. Our performance continues to significantly exceed the national benchmark, reflecting the effectiveness of our current strategies and the commitment of our teams. We are striving to increase this further and meet our internal target of 97%. We acknowledge that there are some circumstances where risk cannot be removed or reduced but we are committed to analysing the data to understand why and to identify ways to reduce or eliminate similar risks in the future. We remain focused on sustaining this high level of achievement through continuous monitoring, reflective practice, and targeted improvement initiatives. Achievements in the time period (Past/Present): We have further enhanced our procedures and have implemented daily oversight meetings for safeguarding concerns strengthening risk management strategies. We continue with 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 significantly exceeds national benchmarks, by reinforcing the strategies that have proven effective and supporting our teams in maintaining high standards. Our focus continues to be sustaining and enhancing this level of achievement through proactive monitoring, reflective practice, and targeted improvement initiatives. We remain agile in responding to emerging challenges and 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 (upward long trend)

Local data shows that there were 248 applicable Safeguarding enquiries closed in Q2. Of these 145 (58%) had outcomes expressed. 140 were resolved with the risk reduced or removed, this is 97% which is an improvement in the Q1 outturn. 65 (26%) clients were asked about their desired outcomes, but either chose not to or weren't able to express their wishes. 38 clients (15%) were either not asked, or it is not known if they were asked. 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 have improved against the last quarter by 2pp and are performing at 2.1pp above national benchmarking, demonstrating our continuous drive to ensure safeguarding is outcome focused. Achievements in the time period (Past/Present): We have continued to actively engage with key partners and care providers to foster strong, outcome-focused collaboration aimed at improving outcomes for individuals. We have started a review of the safeguarding service, and one area of focus is to implement strategies to increase participation of individuals who are the subject of safeguarding concerns, including their attendance at safeguarding meetings which will provide further opportunity to discuss and capture their desired outcomes. Actions going forward (Future): We will continue to engage proactively with key partners and care providers to strengthen collaboration around adult safeguarding. We will undertake analysis of the data relating to individuals who did not want to or could not express their desired outcome and use this analysis to drive strategies aimed at supporting individuals to feel and be able to express their desired outcome. We will have a driven focus on improving the current percentage of individuals either not being asked or not knowing if they were asked their desired outcome and will review our system to support this become a mandatory field in our safeguarding forms.

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

Q2 comment

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): Regular case audits are carried out to ensure these processes are being applied effectively and that people's safety is being prioritised in every care arrangement. The audits provide assurance that individuals' needs and risks are being appropriately identified and addressed, and that care plans promote wellbeing and security.

Actions going forward (Future) Case audits focused on management oversight are being introduced. These will help ensure that decision-making, supervision, and escalation processes are robust and consistently applied. Strengthening oversight in this way will enhance our ability to identify and respond to risks early, improving safety outcomes for people receiving care

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

Q2 comment

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% 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.

Benchmarking

The national outturn was 77.6% and the Statistical neighbour, 78.3%. While there has been a small increase in the proportion of people who feel they have as much control over their daily life as they would like, Adult Social Care is committed to driving further improvement. The newly formed Engagement Team will strengthen our capacity to gather meaningful feedback from clients, carers, and families, helping us better understand their experiences and priorities. This insight will inform service development and support our goal of enabling greater choice and control.

Achievements in the time period (Past/Present): A new Adult Social Care Strategy is currently being drafted, setting out our future priorities and direction.

Engagement with residents, care providers, and strategic partners has taken place to ensure the strategy reflects a shared vision and responds to local needs.

Feedback gathered through these conversations is helping shape a strategy that promotes independence, safety, and improved quality of life, with a strong emphasis on enabling people to have greater choice and control over the support they receive.

Actions going forward (Future):

Once completed, the strategy will be embedded across services and commissioning activity to directly respond to the needs and priorities identified through engagement. This will help shape a more responsive, person-centred approach to care and support.

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)

Following a review of this measure by central government, it has been decided that the client level dataset is unable to provide the relevant information. As such it has been announced that this measure will be changed, within the Adult Social Care Outcomes Framework (ASCOF), to: The proportion of people aged 65 and over discharged from hospital into reablement and who remained in the community within 12 weeks of discharge.

The counting rules and methodology are yet to be published and as such we can't report this measure.

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 2.1pp (3.4%). However, Medway has now dropped below the indicative scores for both national and statistical neighbours having been greater than these in 2022/23. It is likely that the difference between Medway and the benchmark results are not statistically significant.

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 web pages is progressing, with a focus on making content more accessible, user-friendly, and meaningful for service users. Web pages are being iteratively reviewed and refreshed to ensure accuracy, relevance, and ease of navigation. This includes updating logic trees to ensure they are intuitive and engaging and incorporating user testing to validate that changes meet user needs. Accessibility remains a priority, with improvements aligned with the Web Content Accessibility Guidelines (WCAG) to ensure the site is inclusive for all. In parallel, Adult Social Care is contributing to the development of Integrated Hubs to enhance face-to-face access to information. Efforts are also underway to improve non-digital communication, such as updating or creating leaflets to reflect the most requested information in physical formats and ensuring that these are made available across Medway. Digital innovation is being explored through the pilot of Beebot, which will support in centralising Adult Social Care information and tailoring content to individual user preferences. The Adult Social Care Engagement Team plays an active role in this work, gathering insights into how individuals and communities prefer to access services and information.

Achievements in the time period (Past/Present) The redesign of Adult Social Care web pages is continuing, with the homepage nearing finalisation. Carers web page redesign proposals have been completed and are awaiting implementation before going live. Research has commenced to identify key areas of information that should be prioritised for physical communication materials, such as leaflets.

Actions going forward (Future): Continued redesign of the Adult Social Care web pages, iteratively following home page redesign - Implement Beebot pilot - Develop physical media and distribute to locations across Medway - Develop business case exploring how digital tools can be used across Adult Social Care to make accessing services and information simpler, including exploring digital assistants and chatbots which could help to guide people to the right support Explore a directory of services or e-marketplace to help people find support and services themselves, while also giving professionals a central place to access reliable information

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 due 2026**

Q2 comment

The next survey of carers will take place in autumn 2025 with validated data being published in mid 2026

Benchmarking

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 has been 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.

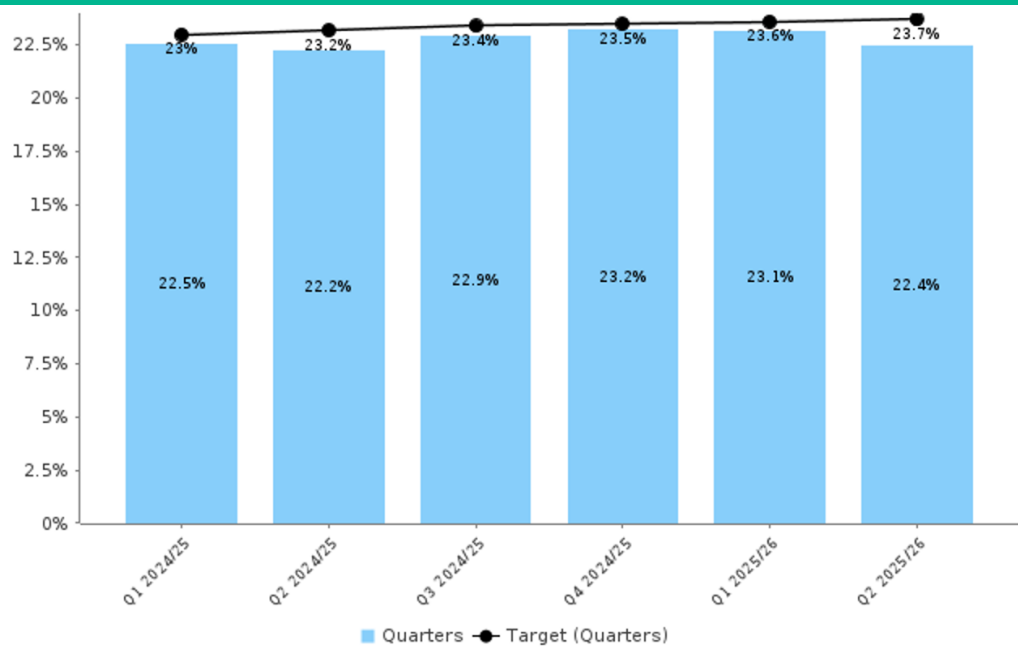
Achievements in the time period (Past/Present)

This is a 2-year project. Over the last quarter, research and scoping has taken place and a business case outlining a new carers offer is in development.

Actions going forward (Future)

Business case to be approved with actions in place to implement over the next 18 months.

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
 Red (downward long trend)**

The target for the end of 2024/25 is 24%, split to rise incrementally over each quarter: Q1 23.6%, Q2 23.7%, Q3 23.8% and Q4 24% . There has been a decline of 0.7 pp this quarter. There are five fewer clients receiving a Direct Payment (DP) (488). This has reduced the percentage measure, as has a small rise in the denominator.

Benchmarking For 2023/2024 the National outturn was 25.5% and the South East was 25%. Both rates are lower than the 2022/23 results. The Self-Directed Support (SDS) Team continues to work closely with frontline practitioners to support the increase in DP referrals. A key development is the proposal to introduce a mandatory work step in Mosaic, which will trigger a task to the SDS team once an individual is identified as having eligible needs. This will ensure that every person has a dedicated conversation about how their needs could be met through a DP, helping them make informed decisions and fully understand the support available. Although the team has faced staffing challenges, all three vacant posts have now been successfully recruited to and are currently progressing through HR checks. This is expected to positively impact service delivery and capacity soon.

Achievements in the time period (Past/Present): Mandatory Training: SDS and DP training is now mandatory for all Adult Social Care Practitioners and monitored by Workforce Development. · Learning Resources: TLAP partnership webinar information is circulated to practitioners to assist them in understanding person centred planning. · Improved Access to Personal Assistants: Access has been expanded through the creation of a DWP account, alongside the development of micro-enterprises to diversify the PA market. · Information and Communication: A leaflet is currently being developed, and collaboration with the Communications team is underway to ensure SDS information is clearly presented on the council's website.

Actions going forward (Future): Information and Communication: Completion of DP Leaflet and ensure this is clearly presented on the council's website. · Digital Integration: The new Mosaic workstep will be implemented to ensure SDS engagement is embedded early in the support planning process. Onboarding New Staff: The team will support the onboarding of newly recruited staff to stabilise service delivery and maintain momentum in progressing SDS initiatives.

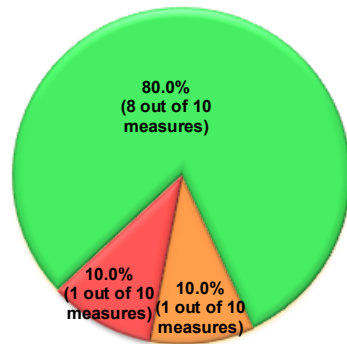
Benefitting from good education, quality jobs and a growing economy

- 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 10 performance indicators this quarter.

Performance

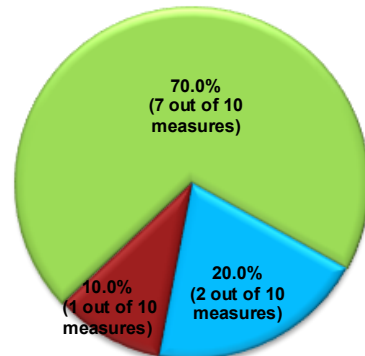


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 10 of the measures:

- 80.0%% (8 out of 10 measures) met or exceeded target.
- 10.0% (1 out of 10 measures) were slightly below target (less than 5%).
- 10.0%% (1 out of 10 measures) were significantly below target (more than 5%).

Direction of Travel

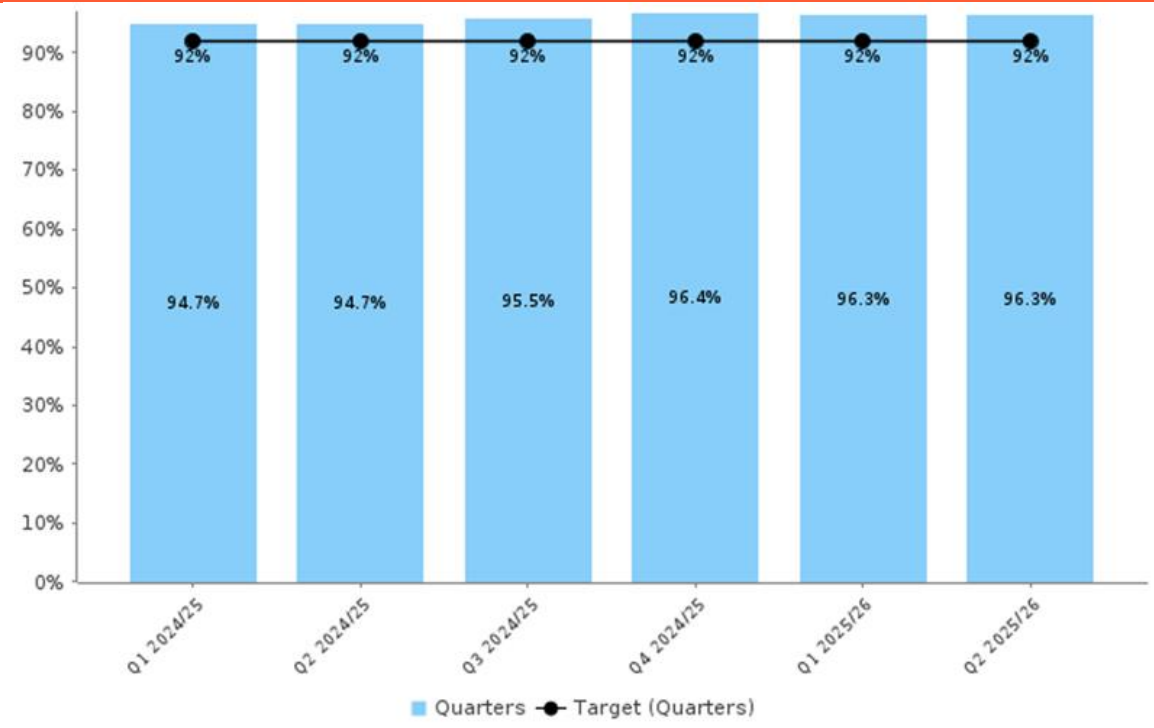


Direction of Travel - key
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 10 measures:

- 70.0% (7 out of 10 measures) had an upward long trend.
- 20.0% (2 out of 10 measures) had a static long trend.
- 10.0% (1 out of 10 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 81 schools. Of these three are graded outstanding, 75 schools are good. This means that out of 81 schools 78 (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 one is a primary (academy) and two are secondary (both academies). Of the good schools 63 are Primary (15 LA maintained) and 12 Secondary (all academies)

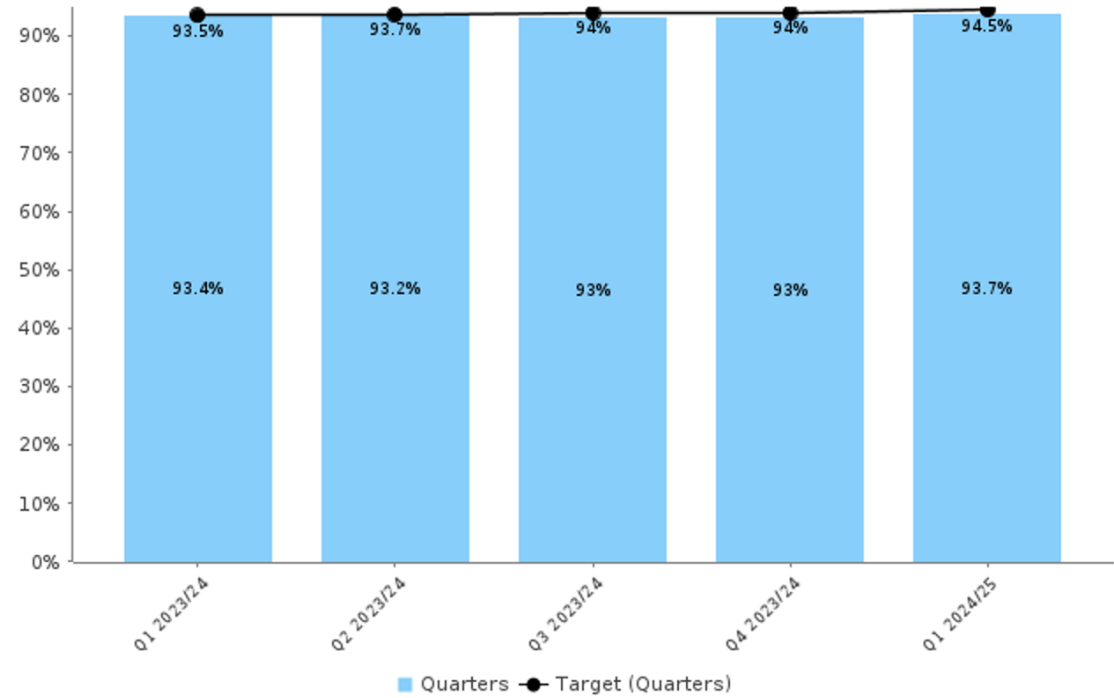
Benchmarking. Benchmarking data is no longer current as it has been affected by the change in Ofsted reporting and has not been updated since September 2024. A new framework has been proposed and will go live in November 2025.

The monthly Education & SEND dashboard reports on the outcome of short and full inspection outcomes for individual schools, with commentary in relation to previous overall effectiveness outcome and breakdown against the 5 areas judged during a FULL inspection: Quality of education, Behaviour & attitudes, Personal development, Leadership & management and Early Years provision or Sixth Form provision.

Actions going forward (Future): In addition to maintaining an overview of short and full inspection outcomes, the service holds an overview of schools that may be presenting some specific areas of concern within the Education and SEND dashboard. The next school categorisation / risk rating for all schools meeting is scheduled for July and provides oversight against 12 areas. This is updated at three points across the academic year and essentially RAG rates based on information in the following areas: School Effectiveness, Ofsted, Attendance, Behaviour (exclusions & suspensions), Safeguarding, SEND / Inclusion, Admissions, Finance, Governance, Health and Safety, Human Resources and Property.

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

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



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

Attendance is reported in arrears. The most recent data is for the Autumn and Spring term of the 2024-25 academic year. Medway's attendance has reduced by to 93.5%. This is 0.1pp better than the national rate (93.4%) There has been a rise in attendance in Medway for the period starting in September 2024 and ending in March 2025. This is 0.1pp better than national and 0.3pp better than the same time period in 2023. Performance in other LAs has meant that Medway now ranks 48th in the country, up 1 place from the position at the end of Q1. Persistent Absence (PA) rates have dropped to 17.6 from 18.1% in Q1 and are currently the same as national. Severe Absence (SA) has risen to at 2.2%, equal to national. At the same point last in the 2023-24 academic year PA was 19.9%. Primary School attendance is 94.6%, 0.3pp worse than national. Primary PA is 14.6% and SA 1.3%, 1.3pp and 0.4pp better than national, respectively. Secondary School attendance is 92.6%, 0.7pp better than national. Secondary PA is 20.2% and SA 3.1%, 1.6pp and 0.4pp better than national, respectively.

Work within the Attendance Advisory service is on-going with schools and trusts to utilise the DfE data toolkits that provide in year, granular information for pupil attendance. Whilst Medway's overall attendance has improved and consequently, its absence figure reduced, within this headline is a necessary strong focus on those pupils who are persistently absence or with severe absence.

Actions going forward (Future): Targeted Support meetings are scheduled across the academic year at an individual or Trust (group) are led by the local authority's attendance support team. They bring together school staff, local authority officers, and relevant professionals to discuss specific pupils or groups. The focus is on developing a shared understanding of the issues and agreeing on tailored actions. They are part of a graduated response, sitting between universal support and legal intervention.

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 25/26

Provisional data has been published. Please note this is subject to change when the final data set is released in early 2026.

There has been a 1pp drop in the proportion of children reaching the required standard in reading, writing and mathematics. This has meant that Medway has dropped from 72nd out of 151 local authorities to 86th. Compared to 2024 the disaggregated performance in reading and mathematics has remained static at 72% and 71% meeting the required standard. There has been a 1 pp drop in writing attainment compared to 2024.

Benchmarking: The national (provisional) outturn for the 2024/25 academic year was 61%, static compared to the previous year.

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.

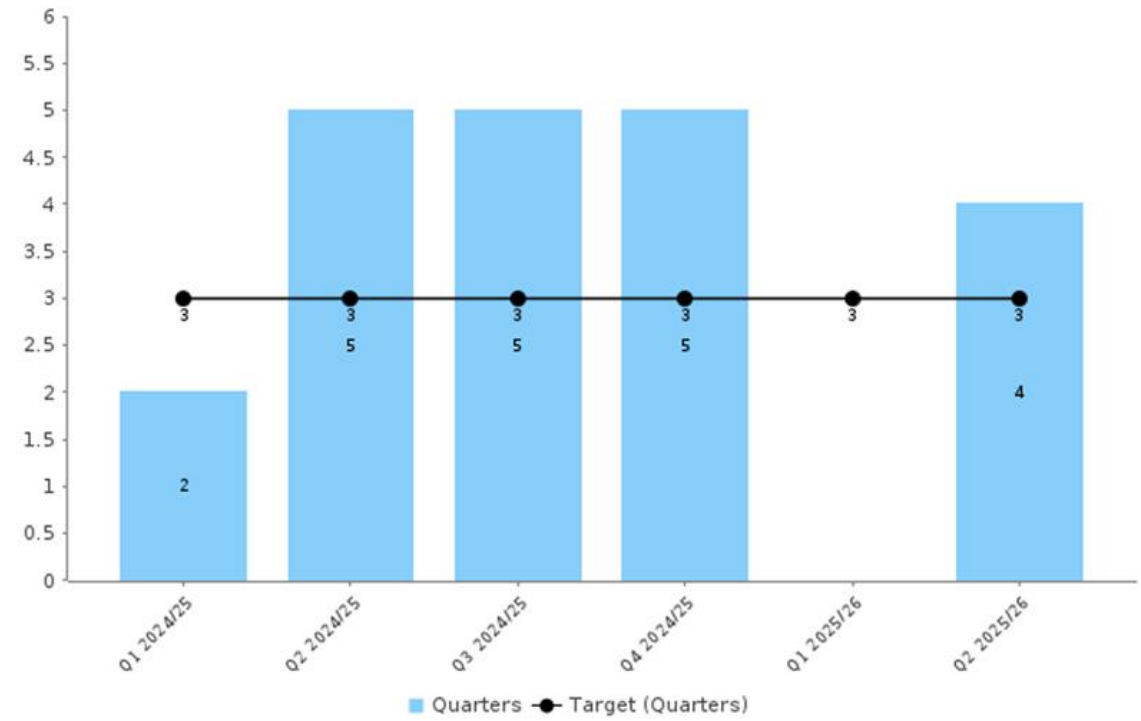
Achievements in the time period (Past/Present): Analysis of the performance across Medway is provided for schools broken down into core subjects and the performance of groups within this enables school leaders and governors / trust boards to have a strategic overview of the local area leading to evaluation 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.

2024/25 data will be published during Q3 2025/26.

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



Aim to Minimise
Red (upward long trend)

Data is for August 2025
 August's data shows Medway improving and rising to the 4th Quintile. 4.2% (314) of 16- and 17-year-olds are not in employment, education or training and 2.2% (165) have an unknown activity status. This gives a combined NEET and unknown figure of 6.4%
 Nationally 7.5% of 16- and 17-year-olds are NEET and Not Known, with 3.9% NEET and 3.6% Not Known. For the South East this is 7.6%, where 3.7% are NEET and 3.9% Not Known.
 Performance, between Q1 and Q2, is improving in Medway but worsening nationally and regionally.
 There has been a rise in the number of children whose status is unknown. This is a result of a recording issue that saw several destination types counted in the not known cohort, as well as employment destinations recorded earlier in the year expire in August and not be renewed. Corrections should show in the September data.

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

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

The new academic year has started at a pace for Medway Adult Education (MAE) with early indications of continued strong demand for adult and family learning across all areas. To maintain high-quality standards and continuous improvement, managers have formulated self-assessment reports (SAR) and quality improvement plans, which will help shape delivery. Key areas of focus for the coming months include steps to improve attendance, maintaining early identification of barriers to learning, utilising interventions to provide support, and promoting and celebrating impact.

MAE teams have worked exceptionally well with local employers and community partners to provide tailored learning opportunities for their stakeholders. For example, an introduction to British Sign Language (BSL) and deaf-awareness course has equipped some Norse Group employees with communication skills that support accessibility for people in the deaf community, and a project with schools and the Council's Housing Team to create art installations based upon Gillingham's historical artefacts to support community cohesion. MAE will continue to engage closely with the community to raise awareness of educational opportunities and help those who may be furthest from education or employment take steps towards maximising their potential or assist in maintaining and improving their health and wellbeing.

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.**

Most available data is from NOMIS dated January 2024 - December 2024.

Medway Adult Education continue to run courses developed to create pathways in to work. Skills Bootcamps have begun in Kent & Medway run by KCC.

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.

The latest available data is from NOMIS dated January 2024 - December 2024.

Medway Adult Education continue to run courses at level 2. Skills Bootcamps have begun in Kent & Medway run by KCC. Training providers still meet to encourage level 2 apprenticeships and skills plans with businesses promote the use of apprenticeships to recruit. Funding is an issue for employers.

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.**

The latest available data is from NOMIS dated January 2024 - December 2024.
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.**

The latest data from NOMIS is dated January 2024 - December 2024.

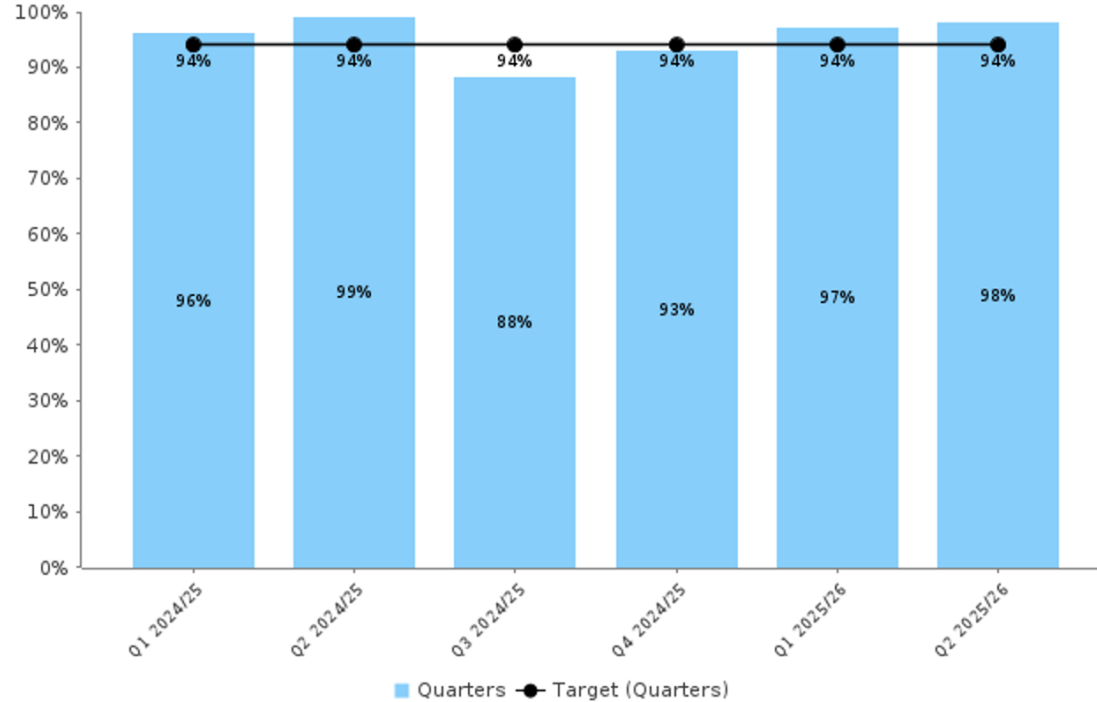
Individual skills and employment plans promote upskilling staff to higher levels of qualifications with all three universities and training providers for higher level apprenticeships. Foundation apprenticeships are being piloted this year.

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)**

Figures are still dated April 2024 – March 2025, the latest available on NOMIS. Activities include jobs fairs with the job centre and Careers Compass with CC Cousins, five projects funded by the Shared Prosperity Fund focussing on skills and employment, Connect to Work, Kent & Medway Get Britain Working Plan and Supported Internship Projects including training for all professionals working with people with SEND planned. Kent & Medway Careers Hub has set priorities for 2025/2026 for schools and colleges which includes raising the awareness of apprenticeships and technical qualifications and a focus on work experience for all students from 11 years old. Skills Bootcamps are launched in Kent and Medway to support people in to work in various sectors. Other projects planned include a focus on people in receipt of Universal Credit Health with MidKent College, an Industry 4 Council project working with employers and the colleges in Kent and Medway and a project with Medway Development Company to support people in to work in the construction sector in 2026.

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



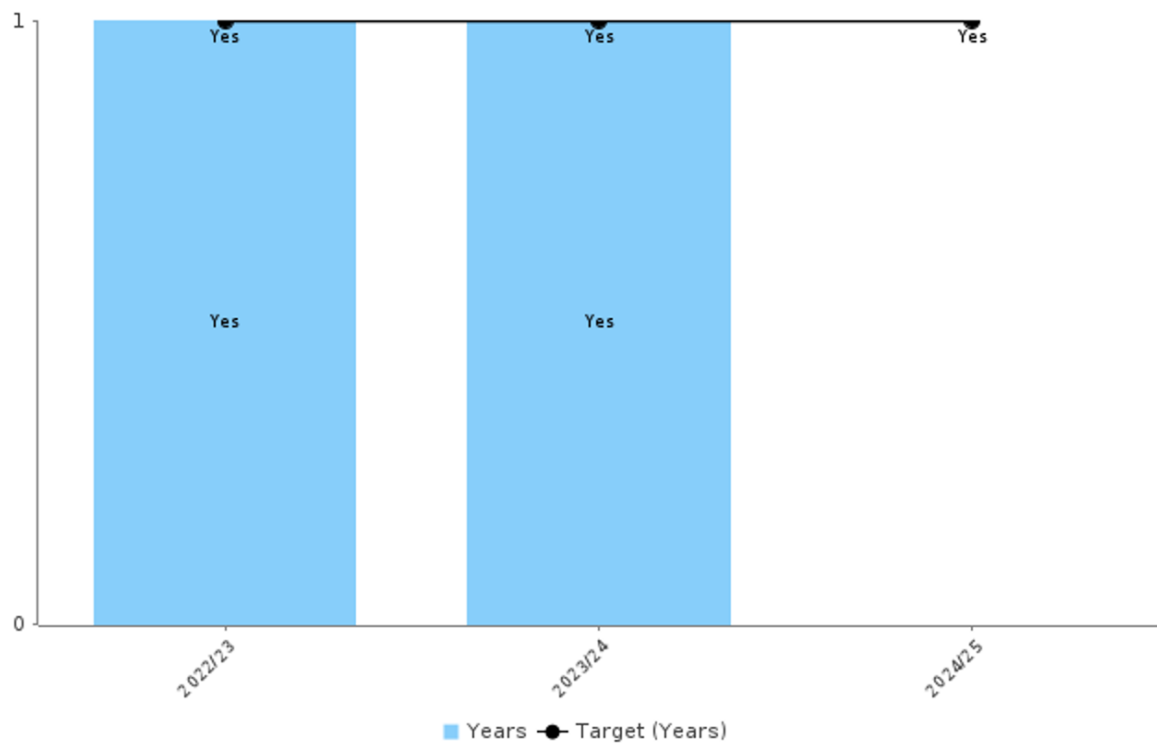
Aim to Maximise Green (upward long trend)

Data as at 7 October 2025 Reporting Period: July 2025 – September 2025 Data Source: Terms Management System **Overview** Learner retention for courses active during Q2 of the 2025/26 financial year remains high at 98%. This period spans the conclusion of the 2024/25 academic year and the commencement of 2025/26. Historically, Medway Adult Education (MAE) experiences fewer withdrawals during these transitional phases, as learners are either nearing completion or have only recently enrolled.

Full Academic Year Retention (2024/25) For the full 2024/25 academic year (1 August 2024 – 31 July 2025), the current retention rate stands at 85%. This figure is provisional, with the final submission due by 20 October 2025, after which the official retention rate will be confirmed. Retention has declined across all departments. Key observations include **Community Learning**: A reduction in short course provision, which typically yields higher retention, has negatively impacted the overall average.

ESOL: Retention is currently 78%. Delivery was adapted to align with recent funding rule changes, resulting in a shift toward accredited aims. Mixed delivery (accredited and non-accredited learners in the same class) has been phased out. Previously, withdrawals from non-accredited aims could still be partially claimed based on learning evidence. This is now less feasible. Additionally, there has been an increase in ESOL learners relocating out of the area. **English and Maths**: Retention is 71%, with the lowest rates observed in Stepping Stones, Principles of Maths, and GCSE English. Over 50% of withdrawals occurred within the 42-day funding qualifying period, indicating a higher likelihood of early withdrawal in the first term.

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

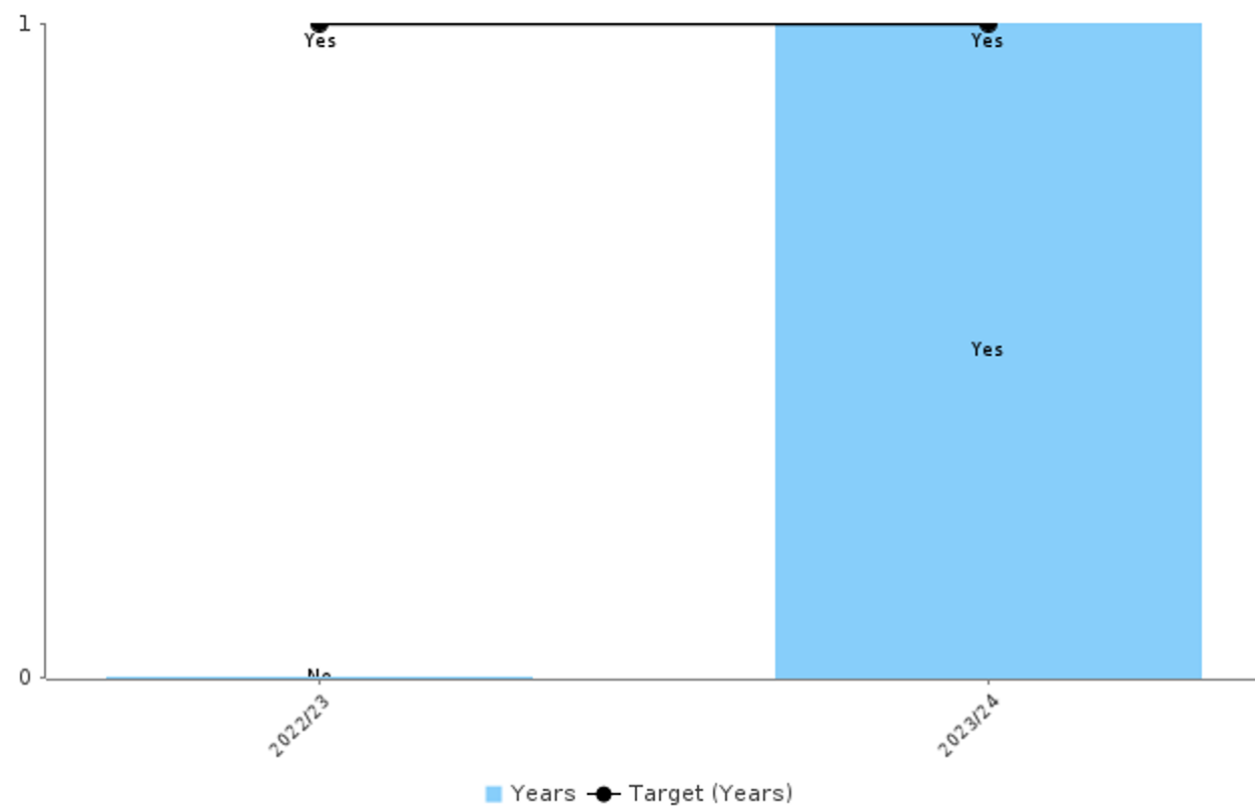


**Aim to Maximise
Yes/No
Green (Static long trend)
Annual PI.**

Gross Value Added (GVA) is a measure of the value of goods and services produced in an area, industry, or sector, and represents the contribution made to the economy. 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 2025, is 2023 data. For Medway, the Gross Value Added per work filled job was £63,959, an increase from £60,784 in 2022.

In 2023, in England, GVA per work filled job was £67,338. 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
Green (upward long trend)
Annual PI.**

The most recent data available from Office National Statistics released in 2025, is 2023 data. Per head Gross Value Added (GVA) for Medway is £26,698. Medway saw an increase in GVA per head of 11.6% from 2022 to 2023. In the same period, Kent GVA per head increased by 8%. South East GVA per head increased by 7.6%. England GVA per head increased by 8.1%. Over the last ten years, Medway has seen an increase in GVA per head each year

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 PI.

Q2 2025/26 update - The most recent data available from Office National Statistics was 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)

Q2 2025/26 update - The overall income deprivation score for Medway is 13.4%, data provided by ONS collected in 2019. This data set was released in 2021 and has not yet been updated.
Of the 163 neighbourhoods in Medway, 30 were among the 20% most income deprived In England.
Revised deprivation data is expected to be released at the end of October 2025.

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.

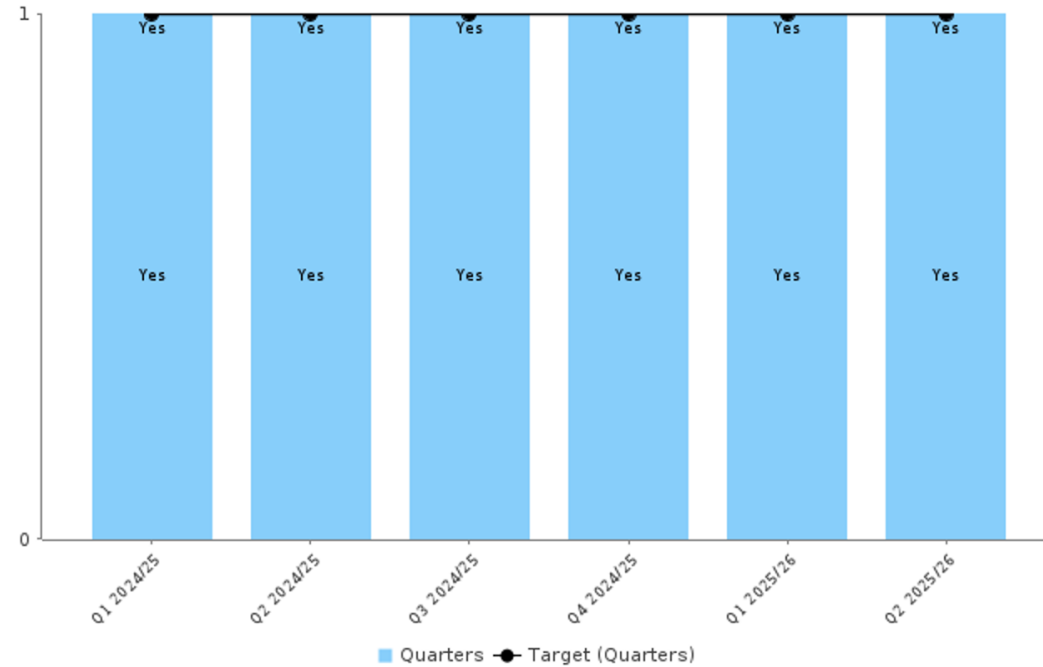
This annual performance indicator is measured a year in arrears, the latest data available has been published in 2023 and provides statistics between 2018-2022. There is no available data yet for a 5-year survival rate for businesses from 2019 to current 2025 as the data is only available for the 2018 cohort – a 5-year survival rate requires five full years of data after the business was born. The annual update to the business survival rate is published by the Office of National Statistics and is currently estimated to be released in November 2025.

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.

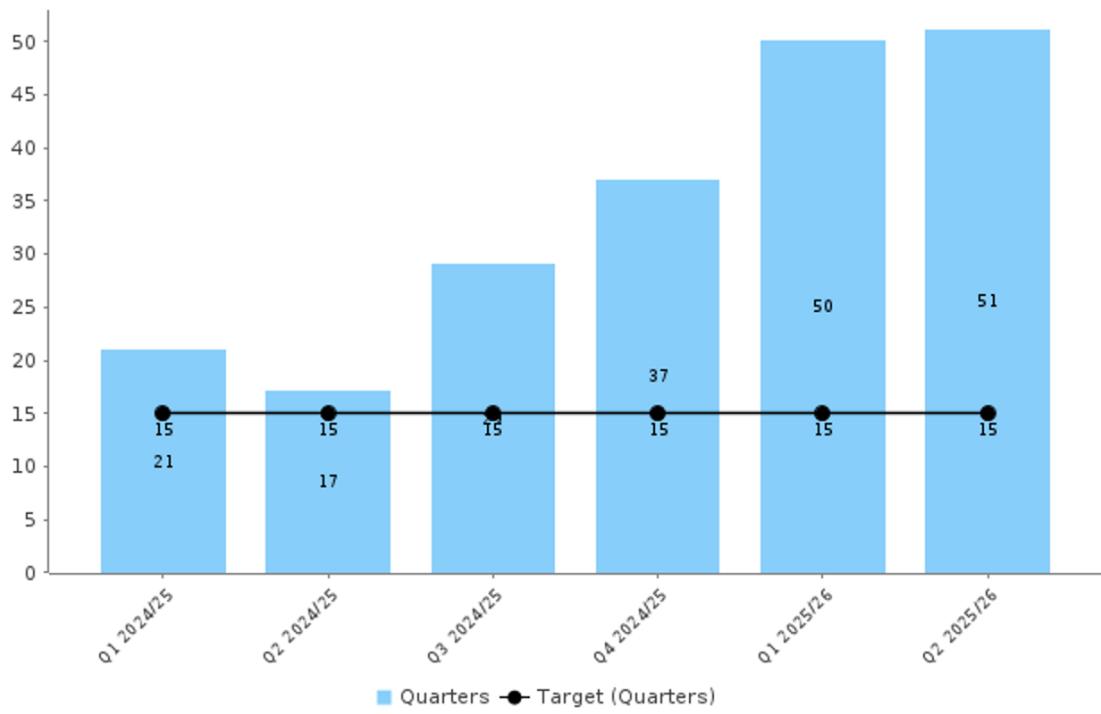
Develop Medway's reputation as a home for creative, cultural, and green industries to support a growing economy, maximising our national recognition as a Priority Place for culture and heritage
- 2.16a By 2027/28 Support Creative Medway Compact and partners to deliver four quarterly board meetings and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



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

Fundraising
 Medway Council is supporting the development of a £60K ACE bid to fund a **3-year cultural strategy delivery plan**. Focusses will be finalised following September's open space event.
UKSPF bid was successful and supports core costs and creative business support. Creative Medway is a partner on two trust and foundation bids developing Tempo's **Medway Change Makers** cultural volunteering programme.
Advocacy and engagement: · Responded on behalf of the sector to the Council's **Local Transport Plan** consultation. · Attended the **Business Skills Showcase**. Took part in the **Historic England Historic Places Panel visit**, focussed on sector and community-led cultural regeneration. UKSPF funded **skills development and networking for creative businesses** in development. Led sector communications as part of the **Creative Health** programme. Ongoing **monthly sector meetups** with Nucleus Arts, **quarterly socials**, and **working groups** focused on: Youth engagement in the sector · Increasing sector diversity · Economic sustainability

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)

Surgery Session days where the sector can book an hour with a team member to discuss and receive advice and support on their project ideas, challenges and barriers, funding applications. Culture Team use these sessions to help connect the artists/organisations with local networks and other projects, suggest funding opportunities, read through funding applications, help avoid duplication of projects locally and promote opportunities to pool resources.

The Culture Team supported 51 organisations and artists: Kent Aayyappa Temple, Ideas Test , Medway Culture Club, Temple of Kulture, Photoworks, Michi Masumi, Wendy Daws, Christopher Sacre, Emily Stocker, Kieran Riddell, Heather Burgess, Dante of Die, Artspoint, Sarah Hehir, Electric Medway, Cohesion Plus, Live Music Now, Tie Dye Drama, A+E Lab, Roshni Nichols, Wordsmithery, Jane Pitt, House of Stars, Hypha Studios, Kings School, Loop Dance Company, Lyrici Arts, Mess Room, Hannah Whittaker, Jatin Patel/Kalikas Armour, Icon Theatre, Creative Medway, Mrs Baker’s Medway Theatre Company, Paramount Foundation (Sticks n Stone), Medway Pride (Pride), Tiller & Wheel/Sun Pier House, Nicole Mollett and Jose Den Hartog, Medway Open Studios, Medway Creative Schools Network, MCEP, North Kent CEPS (Gravesham, Dartford and Swale) with Royal Ballet & Opera, Medway Arts & Homelessness Forum, Intra Community Trust, Rochester and West Kent Art Society, LV21, ICCi, Child Friendly Medway, Heritage/Guildhall Team, Jay Patel, Dominic Markes – who was successful with his Developing Your Creative Practice Arts Council application we helped with.

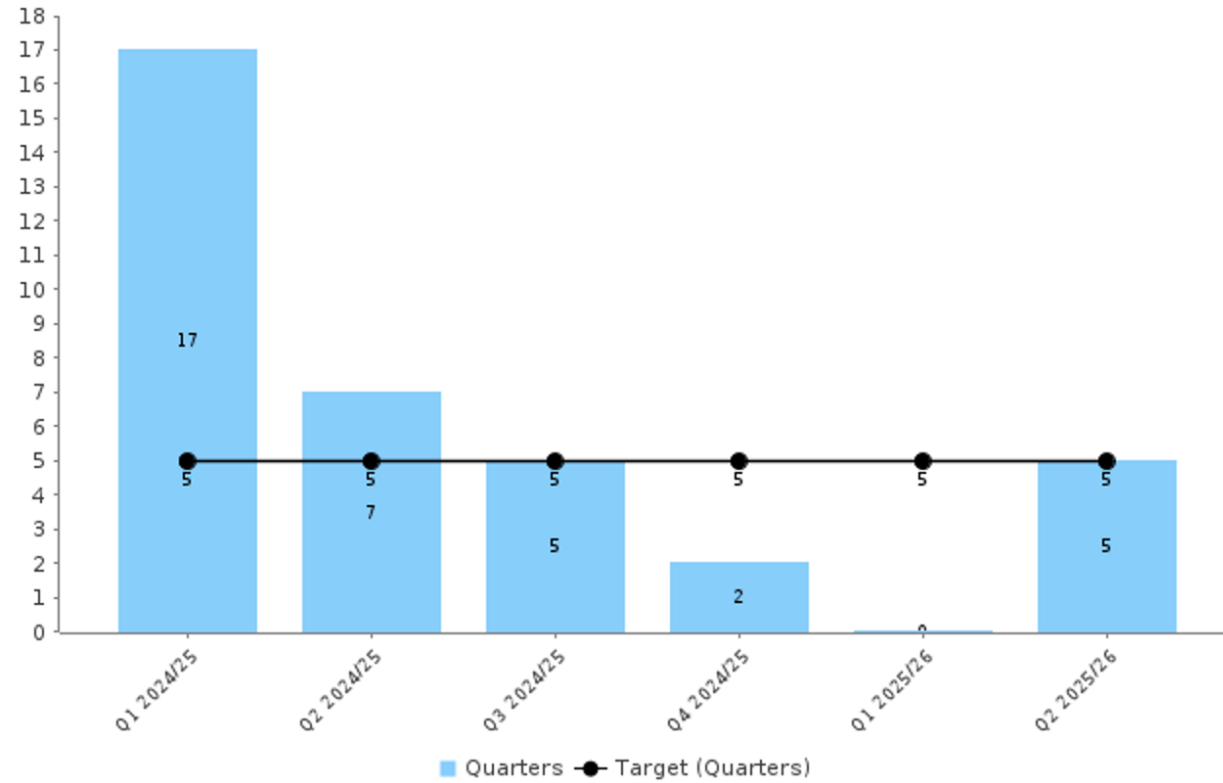
Develop Medway's reputation as a home for creative, cultural, and green industries to support a growing economy, maximising our national recognition as a Priority Place for culture and heritage

- 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 was hoped to be announced and awarded in Q2 & Q3 with delivery of projects in Q4 2025/26. We still await confirmation from the funder that we can proceed with this programme.

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

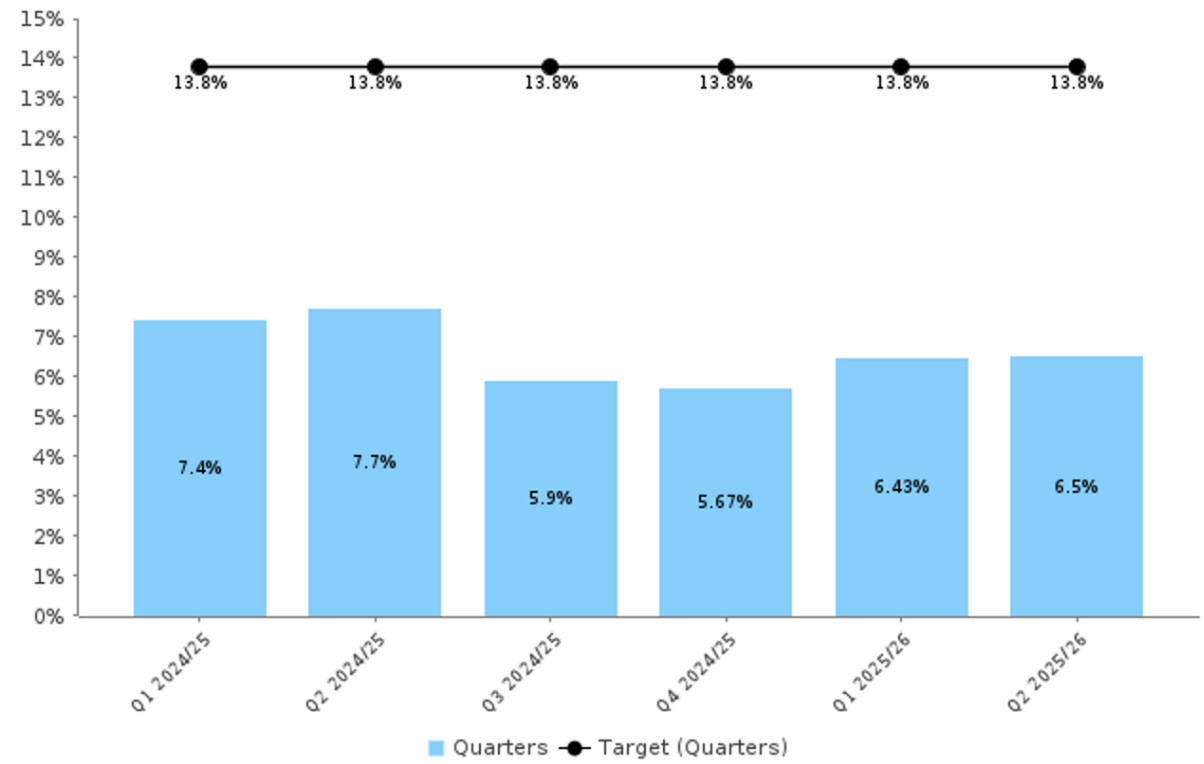


Aim to Maximise Green (upward long trend)

Following a relaunch in early August 2025 of the Partners for Green Growth Grant, the maximum grant awarded has doubled from £2500 to £5000, with a policy that previous successful applicants can apply for the difference between their original grant and the £5000 maximum. Two new audits completed with more in the pipeline and three grant applications with two awarded.

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 (downward long trend)

The vacancy rate in Medway for Q2 is 6.5%, which is static compared to Q1. Medway's low vacancy rate continues. The national vacancy rate is 14% (Experian Goad). Our target is to remain below 13.8% and we are on track with our vacancy rate across the five town centres well below at 6.5%.

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 (ONS). This data is a year in arrears. The latest ONS report is due in November 2025 and will be reported in Q3 2025/26. This data will be reporting on the year 2024/25.

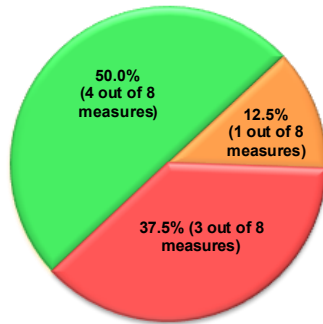
Enjoying clean, green, safe and connected communities

- 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 eight performance indicators this quarter. There are 12 indicators where data is unavailable.

Performance



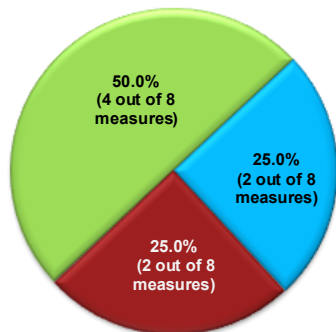
Performance - key

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

This chart shows the performance for 8 of the measures:

- 50.0% (4 out of 8 measures) met or exceeded target.
- 12.5% (1 out of 8 measures) were slightly below target (less than 5%).
- 37.5% (3 out of 8 measures) were significantly below target (more than 5%).

Direction of Travel



Direction of Travel - key

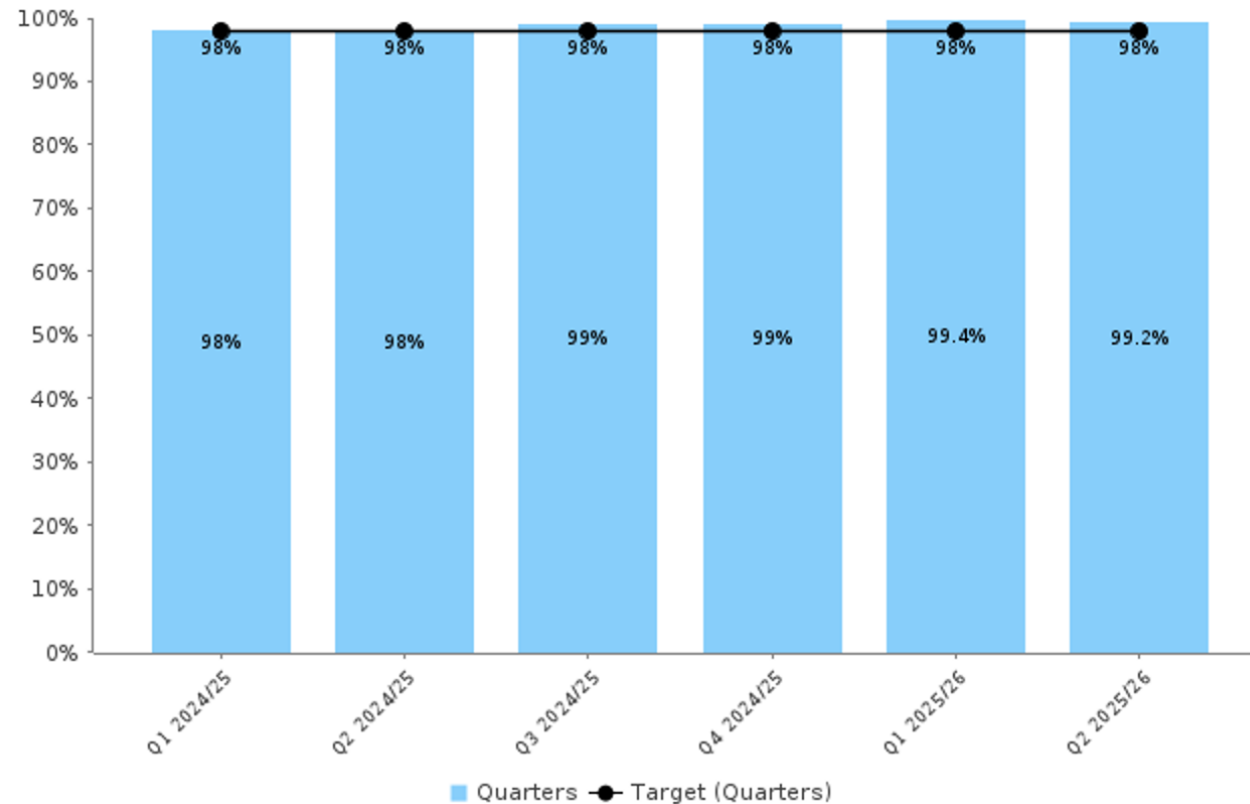
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 8 measures:

- 50.0% (4 out of 8 measures) had an upward long trend.
- 25.0% (2 out of 8 measures) had a static long trend.
- 25.0% (2 out of 8 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 Q2, 99.2% 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 15 sites with a total area of 29,105m2

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**

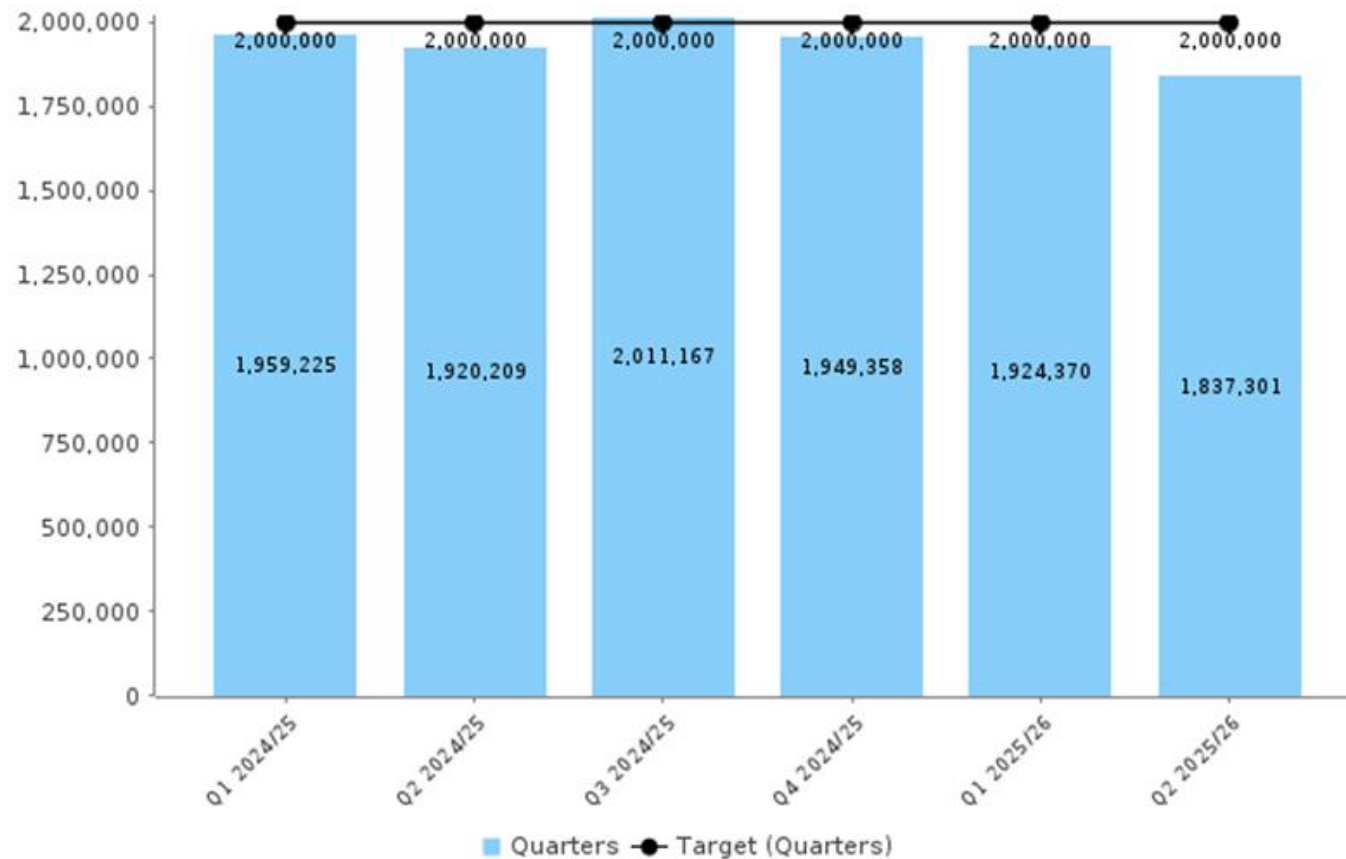
A community satisfaction survey is being planned for 2026/27. Medway's existing Shared Prosperity Fund programme has a key priority of funding 'Communities and Place' interventions. Government extended funding for the programme into 2025/26, Year 4 of the programme is underway supporting over 40 community projects and will now be able to fund the 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 Q2 officers appointed the successful consultant to assist with progressing six high-level project concepts identified and prioritised within Medway's Local Cycling and Walking Infrastructure Plan (LCWIP). The work will include taking these six projects to the design stage. The aim is to develop these walking and cycling schemes to a level of detail sufficient for progression to public consultation and ultimately, the construction stage. Preliminary designs will be in place by end of Q3.

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
Red (downward long trend)

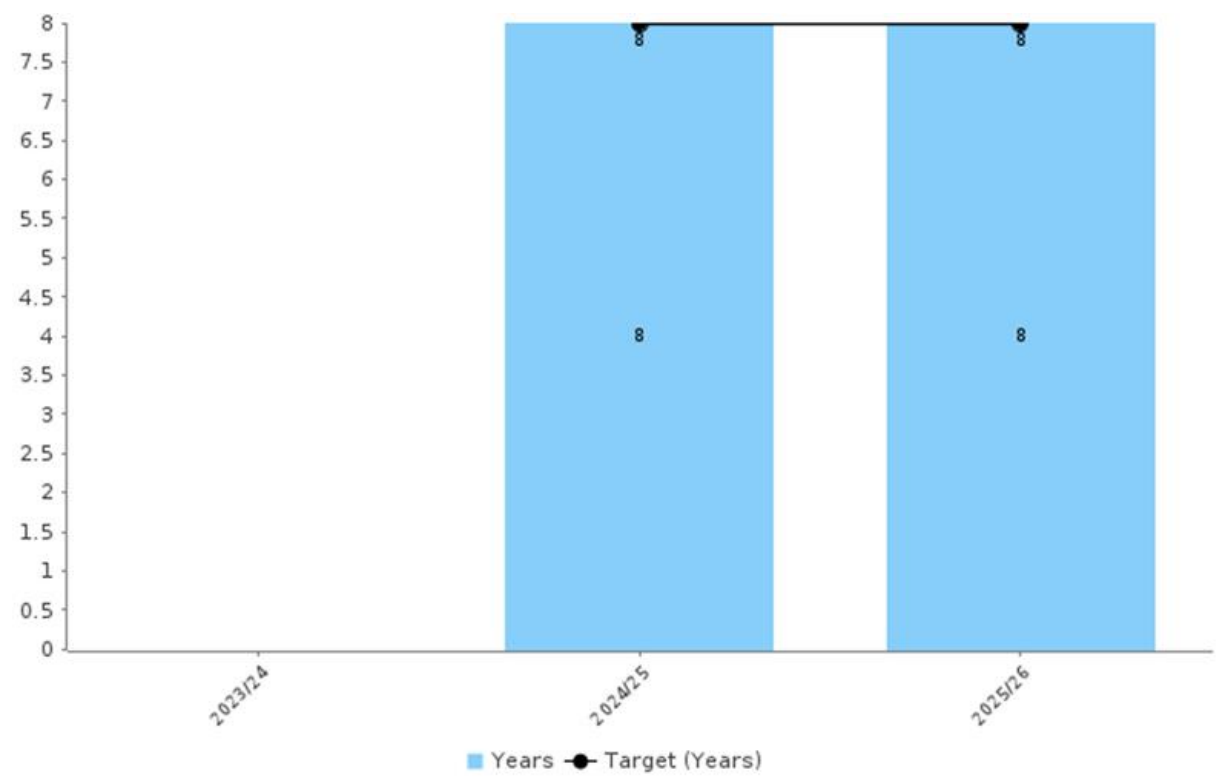
The number of bus journeys in Medway during Q2 was 1,837,301. This is slightly down on previous Q2 periods. Currently, we are not on course to reach the annual target of 9 million bus journeys for Medway this year. Officers have investigated bus travel more widely with other authorities and it has been reported that bus travel has reduced generally across the country, dropping by around 7% on average (Medway's drop is 4.3% currently). This has been attributed to the rise in the fare cap from £2 to £3 per journey. Officers are still working to help promote bus travel through the Local Bus Infrastructure Plan and the Bus Service Improvement Plan, as well as more targeted campaigns such as the Free Bus Travel Weekend promotions in December on the 6th to 7th, and the 13th to 14th. Officers will continue to monitor bus patronage closely across Q3 and Q4.

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

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

The 2025-30 Air Quality Action Plan was approved by cabinet for adoption on 7 July 2025. An update on progress will be provided in the next annual status report which is next due for submission to DEFRA by the end of June 2026.

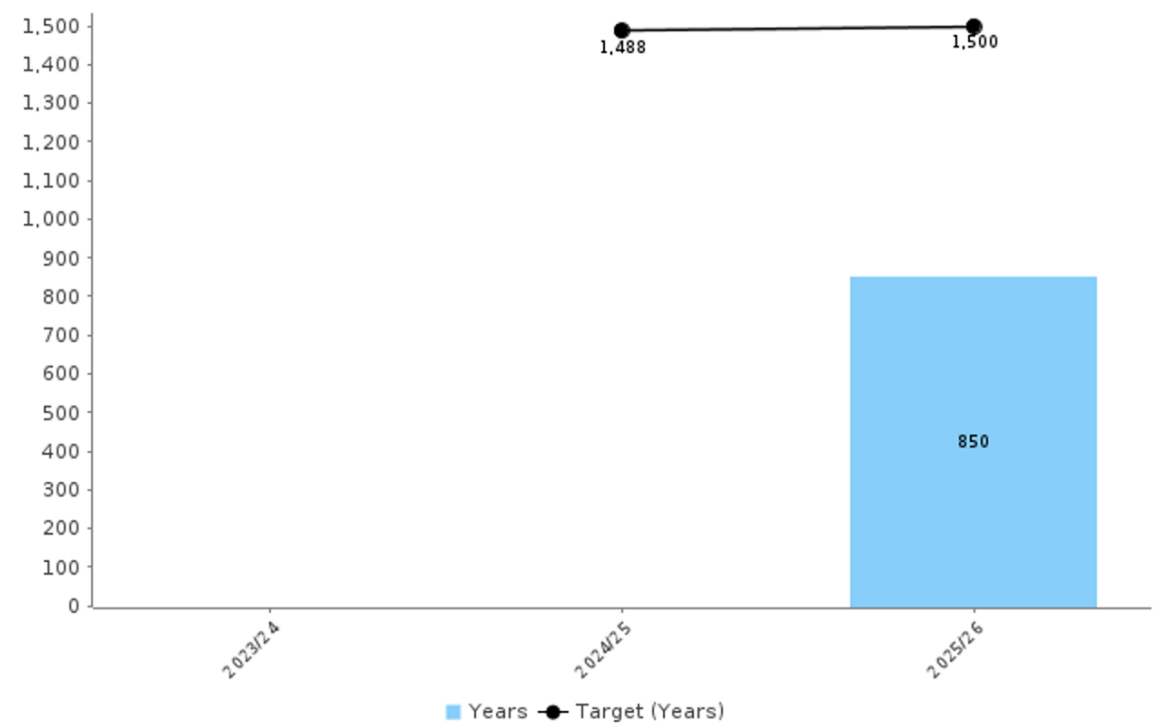
Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change
- 3.08 By 2027/28, maintain the Green Flag accreditation of 8 parks



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

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 took place at Great Lines Heritage Park, Broomhill Park and Ranscombe Farm Nature Reserve. All eight sites successfully achieved Green Flag Awards for 2025/26. Official announcement from Keep Britain Tidy was shared with the Communications team and publicised. Management plans to be reviewed over the autumn for new application submission in January 2026.

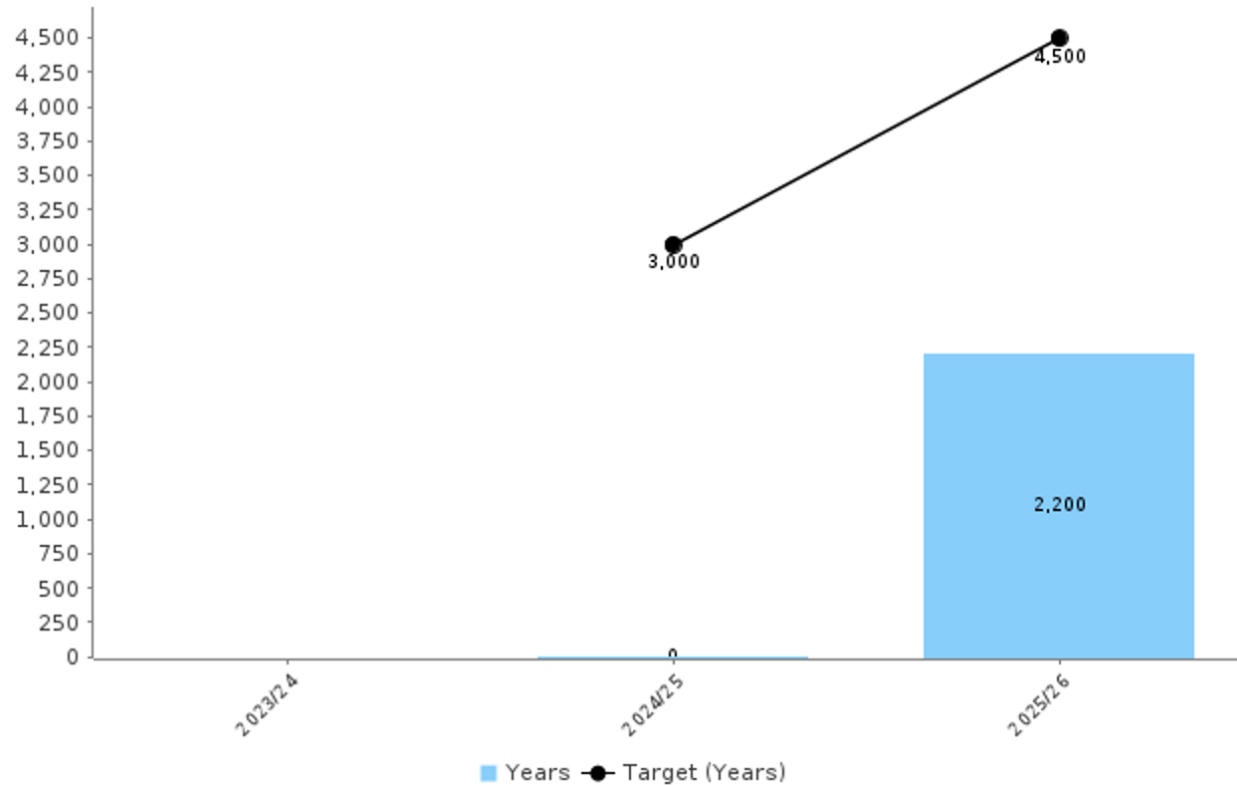
Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change
- 3.09 By 2027/28, increase the annual river leisure traffic (yacht club members) visiting Medway as part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



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

This is an annual performance indicator. Waverley Paddle Steamer (the only ocean-going paddle steamer in the world) visited Medway on 26 September 2025 for the first time and berthed at Limehouse Landing, Rochester. The Waverley Paddle Steamer was joined by steam tug Challenge and a second boat X-Pilot and welcomed by several leisure craft at the mouth of the estuary and more vessels at Gillingham Reach. The rally season for marinas and clubs on the Medway has concluded for 2025/26. Forecasting for 2026/27 to be reviewed. Additional visits are partly dependant on river events and local, regional and national promotion.

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



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

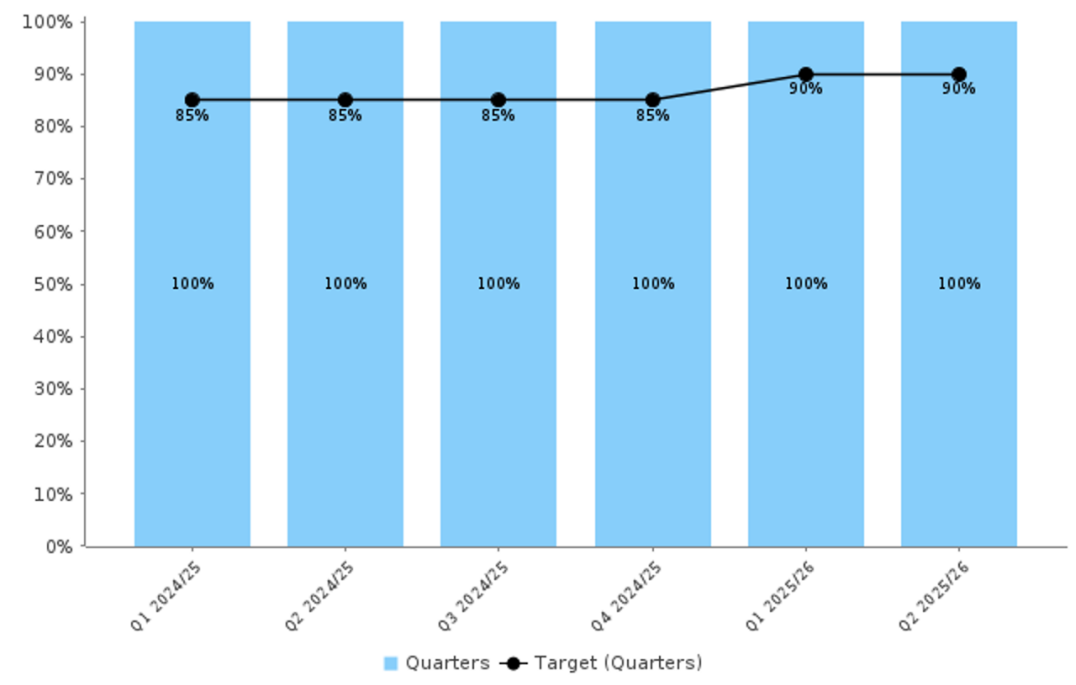
Limehouse Landing was used by Jetstream Tours from May to October in 2025. The total number of passengers was 1,350 on the Jetstream Tours one-hour circular cruises to Upnor and day trips from Southend to Rochester.

The welcome event for the first visit by the Waverley Paddle steamer to Rochester was on 26 September. The steamer visited again on 4 October. There were 850 passengers.

The total number of passengers arriving/leaving Rochester via the river in 2025 was 2,200

River boat services from Limehouse Landing have now ceased until April 2026 Target of 4,550 passengers this year has not been achieved. Improved promotion of sailings and awareness of new landing stage will be made in 2026.

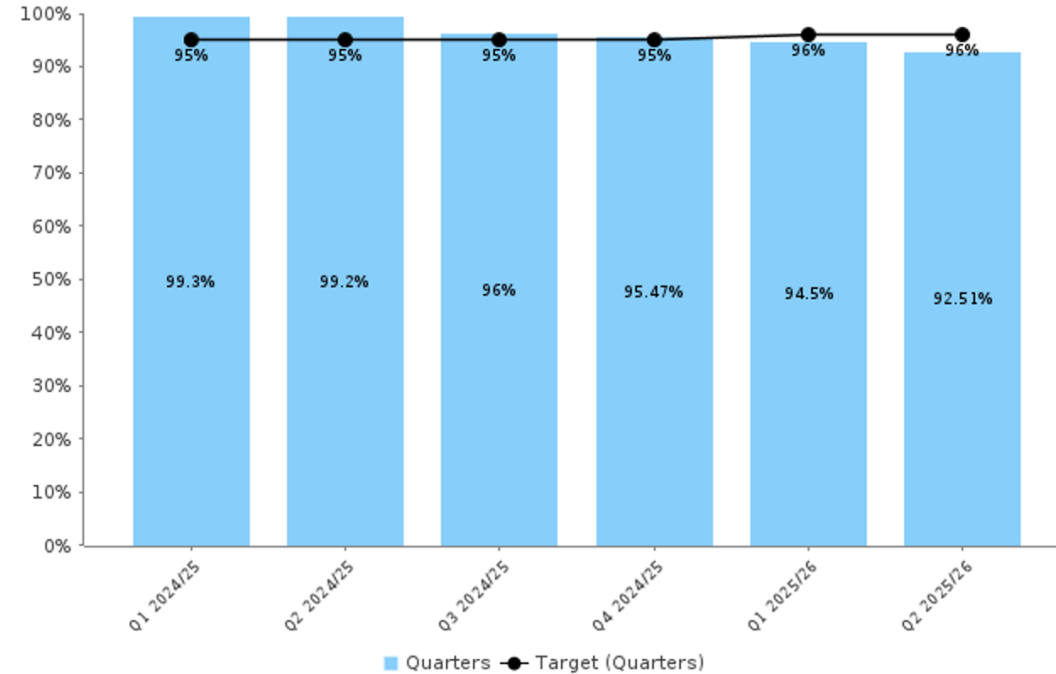
Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change
- 3.11a By 2027/28, 100% of highway network inspections are carried out on time



Aim to Maximise Green (static long trend)

In Q2, 843 Highway Inspections were carried out, all of which were on time. Our Confirm Asset Management System enables the service 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.

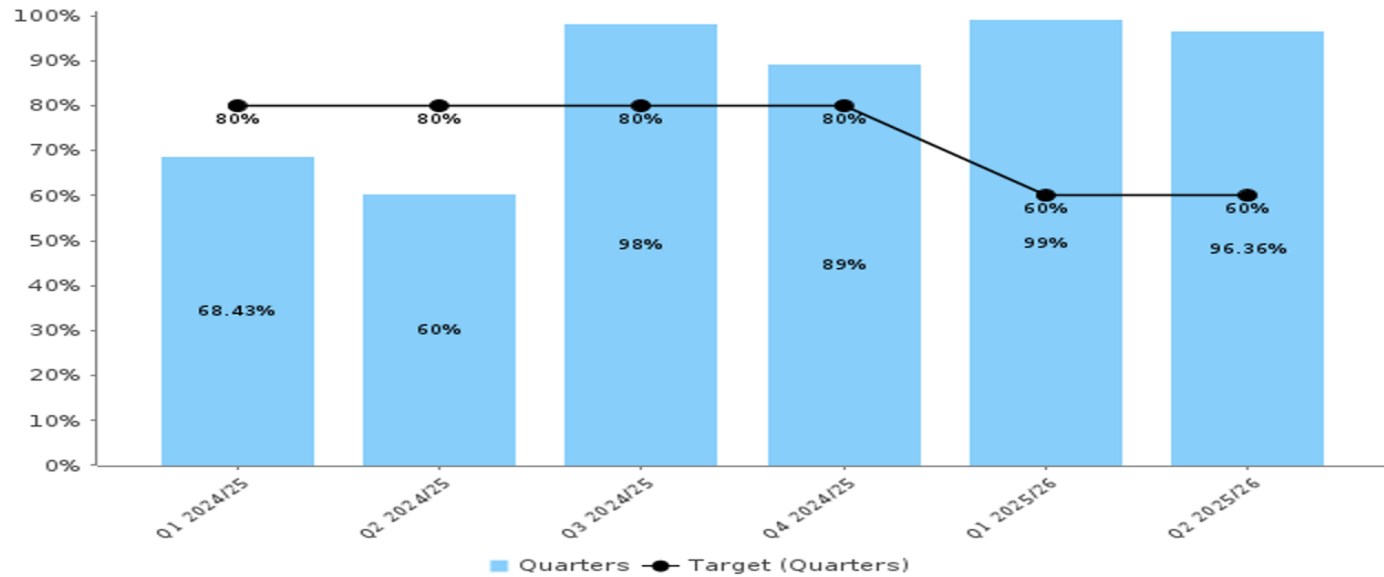
Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change
- 3.11b By 2027/28, 95% of identified highway network defects are repaired within the priority timeframe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



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

During Q2, 2,629 works were completed, of which 197 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 Q2 (3,159) 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 Q4 2025/26. Whilst it was hoped physical installations would commence in Q4, this is now unlikely until Q1 2026/27 once the contract has mobilised.

Engage Medway's residents in ensuring Medway is clean and well maintained. Protect and enhance Medway's river, green spaces and environmental assets as a means of effectively tackling climate change

- 3.13b By 2027/28, on-street electric vehicle chargers achieve 100% utilisation

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

There has been a delay with getting our route to market signed off by the LEVI support body, but we are now awaiting final approval with a view to go out to tender by 1 November 2025. Due to the timeframe required for tender submissions, it is likely tender award will be during Q4 2025/26 with physical installations commencing late Q1 2026/27, subject to contract signing and mobilisation.

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 15 sites with a total area of 29,105m²

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

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

As of Q2, 100% of material removed from 15 sites with a total area of 29,105m2 was diverted from landfill for recycling.

Develop and facilitate easy-to-use and simple digital solutions for residents to access services and engage with the public sector
- 3.15 By 2027/28, achieve a 50% reduction in incoming telephone calls to Medway Council

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

Q2 update:
Calls delivered in Q2 totalled 79,582 across all phone lines. This equates to a 45% call reduction vs Q2 in the baseline year of 2019/20. Again, this is the lowest volume of calls for Q2 in four years.
Encouragingly, for the first six months of 2025-26 demand is 8% lower or 13,314 calls compared the first six months of 2024-25.
Monthly call volumes fluctuate due to numerous influences. As previously stated, significant demand reduction is dependent on the benefits of transformation being realised.

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.

Q2 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 stayed the same since Q1 2025/26. The website platform, Jadu, is still due an upgrade, which has experienced delays. The upgrade should be completed by the end of Q4 2025/26 and this will help us implement more accessibility improvements. Our Accessibility Specialist has continued to communicate the importance of accessibility to different groups to help increase accessibility compliance and accountability. He is also preparing to launch an accessibility champions network. This is good progress, but we know it will take time to embed culture change across 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 content management system was migrated to a new hosting system during Q2. Development freezes were in place whilst this process was completed. The survey went live on 1 October 2025. Data will be reported from Q3 2025/26.

Develop and facilitate easy-to-use and simple digital solutions for residents to access services and engage with the public sector
- 3.18 By 2027/28, increase digital interactions with residents by 60%

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

Between July and September 2025, residents contacted us 183,751 times through digital forms and telephone calls. Of these, 56.7% were digital, slightly down from 57.4% in the previous quarter. However, performance for the first half of the financial year remains above target at 57.2%.

The number of digital forms submitted has remained stable. The most-used forms were for booking household waste and recycling centre visits, parking, blue badges, and older person's bus passes. During the quarter, we focused on migrating our content management system to a new hosting platform. This will make it easier to upgrade and add new features that support digital access.

Telephone calls, our main alternative contact method, has decreased by 7.8% in the first half of the financial year compared to the same period in the last financial year. This demonstrates the effectiveness of our online services, which is allowing our customer contact staff to support residents that chose to call us.

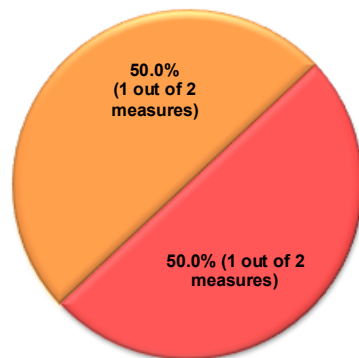
Improving health and wellbeing for all

- 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 two performance indicators this quarter. There are 19 indicators where data is unavailable.

Performance

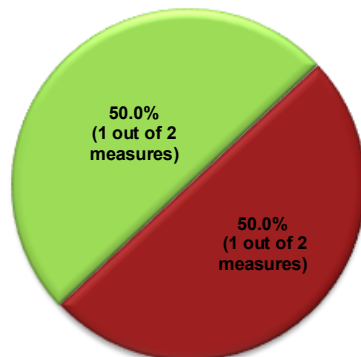


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows performance for 2 measures:

- 0.0% (0 out of 2 measures) met or exceeded target.
- 50.0% (1 out of 2 measures) were slightly below target (less than 5%).
- 50.0% (1 out of 2 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 2 measures:

- 50.0% (1 out of 2 measures) had an upward long trend.
- 0.0% (0 out of 2 measures) had a static long trend.
- 50.0% (1 out of 2 measures) had a downward long trend.

**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 will be statistically similar to, or lower than, the England average (comparing England and Medway values in 2026).

This data is reported a year in arrears and comes from the Office for Health Improvement and Disparities, based on data from the Office for National Statistics. The current value is from 2023/24 and the value for 2024/25 will be available in March.

Achievements

In Q1 2025/26 there were 391 Quit Dates Set and 218 people quit smoking.

New outreach smoking cessation groups are in operation in areas of high need. The Stoptober marketing campaign is underway, and resources have been provided to pharmacies and GPs.

The Varenicline Patient Group Directions (PGD) launched on the 1st April 2025, increasing pharmacotherapy options for clients quitting smoking. Client footfall increased across all settings in Q1 compared to the same period last year; with a 25% increase in referrals and 62% increase in Quit Dates Set.

Actions

Preparation for the New Year marketing campaign is underway, which will coincide with the 10-year celebration of the Smokefree Advice Centre.

There is ongoing action to engage additional pharmacies to deliver the PGD.

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
Data unavailable (no long trend)
Annual PI

By 2027/28, the percentage of adults (18+) classified as overweight or obese is the same as or below 65%. The four-year target is 65%, with the incremental target for 2023/24 being 66.1%.

This performance indicator is reported 2 years in arrears. This data comes from the Office for Health Improvement and Disparities and is based on data from Sport England. Significant steps are being implemented to reduce adult obesity rates in Medway, across a range of programmes.

Healthy Way: Twelve courses have been delivered, including evenings/weekends, with 248 clients booked. Twelve new facilitators have been trained, mostly from community groups. Recruitment is underway to increase male representation. Outdated British Heart Foundation resources will be updated by April 2026. The team has been trained in social media and will begin sharing health tips.

Tier 2+: This recently -launched service is designed to bridge the gap between Tier 2 and Tier 3 weight management support. The pilot launched with three groups and 50 clients booked and another course starts in October. Six more courses are planned for Q4 2025–26. A meeting is scheduled to explore integrating physical activity.

Training & Outreach: Over 600 staff were trained in safeguarding and obesity, including health visitors, youth workers, Family Solutions, Medway Foundation Trust, and school leaders.

Bump Club Medway: Over 100 referrals were signed on in Q1/Q2 for this 6-week programme designed for pregnant women to learn about healthy eating and staying active during pregnancy. Bump Club Walks engaged 390 participants, including a pilot in Rochester and a visit from NHS England leaders.

**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. This refers to national policies outside council control which may impact on life satisfaction such as Child Benefit cap/Housing Benefit rates/NHS funding and more. Self-reported health, marital status and economic activity have the strongest associations with how positively we rate our life satisfaction.

Work continues at strategic level to embed prevention principles across the council and Medway. Central to the Marmot agenda is looking at how the issues of NEET’s can be prioritised in Medway to promote greater life satisfaction in this group. A resident engagement plan is in development where residents will be asked which of the 8 proposed principles are most important to them. The Kent & Medway Work and Health strategy has actions underway focusing on supporting and promoting programmes that facilitate access to work placements and employment for individuals with long term conditions including mental health difficulties.

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 has been 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 (ICB) estates. The ICB make the key decisions around these estates. We, as a local authority in the ICB footprint, cannot directly impact health facilities in ICB estates. One of the critical factors when designing indicators for the One Medway Council Plan (OMCP) was for Medway Council to be able to have a direct impact upon them. As this is not the case here, we recommend the removal of OMCP 4.05. This will be made as a recommendation to Full Council in February 2026

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%. The four-year target is 7%, with the incremental target for 2024/25 being 9.4%. This performance indicator is reported a year in arrears. This data is calculated by the Office for Health Improvement and Disparities and is based on data from NHS England. The current data is from 2023/24. The value for 2024/25 will be available in November 2025.

Achievements
Medway NHS Foundation Trust (MFT), as part of the NHS Long Term Plan, have functioned to make significant contributions to making England smoke-free, by offering pregnant women 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. 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 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, with additional training dates now confirmed. MFT's Lead Midwife for Smoking in Pregnancy continues to promote the National Smoke-free Pregnancy Incentive Scheme.

Support families to give their children the best start in life

- 4.07 Breastfeeding prevalence at 6 to 8 weeks

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

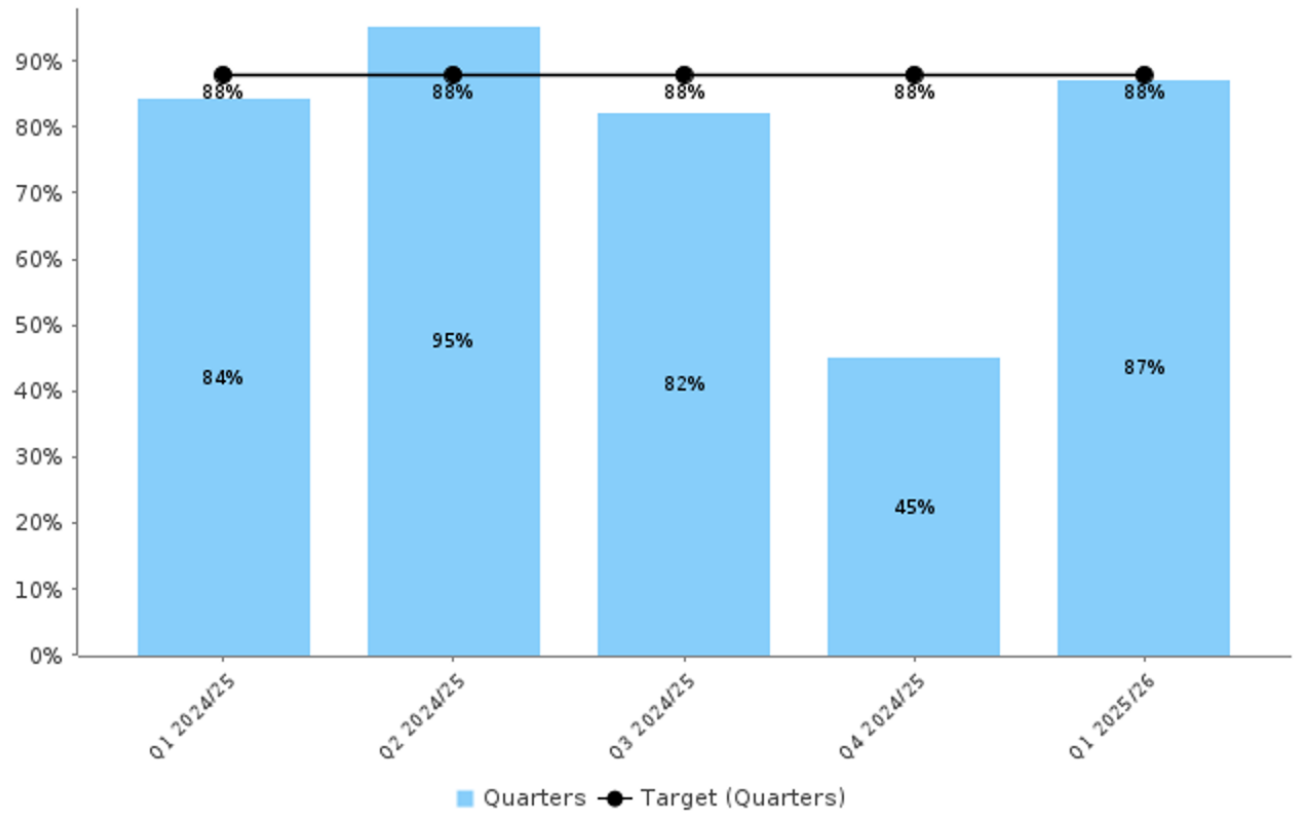
By 2027/28, the proportion of infants that are totally or partially breastfed at age 6-8 weeks will be similar or higher compared to the England average. This performance indicator is reported a year in arrears; the current value is for 2023/24. Data for 2024/25 will be available in November 2025 from the Office for Health Improvement and Disparities (OHID). The Medway Community Healthcare (MCH) provided Health Visiting service records and reported breastfeeding status at a number of the mandated early years checks. The service provides 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.

A key action for Q2 has been sourcing a suitable location to hold the weekly Infant Feeding Clinics, which are specialist 1-1 appointments with either a Midwife or Health Visitor. The outcome of these appointments may result in a tongue tie procedure - a quick surgical intervention for infants with difficulty moving their tongues - but this is only needed in a small number of cases. The former venue had several operational issues and was not value for money, but the team has now moved to Medway Park, occupying a space vacated by the University of Kent.

The area has undergone a modest refurbishment and now provides a welcoming space that the infant feeding clinicians can work from comfortably to provide a high level of care for infants and parents. A third clinical room will be installed in the space in Q3. Overall, this is a major improvement in the way the service will be delivered moving forwards. The space will also be used to host Welcome to Parenthood group sessions and other ante-natal and post-natal related health and wellbeing sessions, creating a positive environment that we hope parents will get to know and feel comfortable attending for a range of reasons.

Support families to give their children the best start in life

- 4.08 New birth visit completed within 14 days Contract data



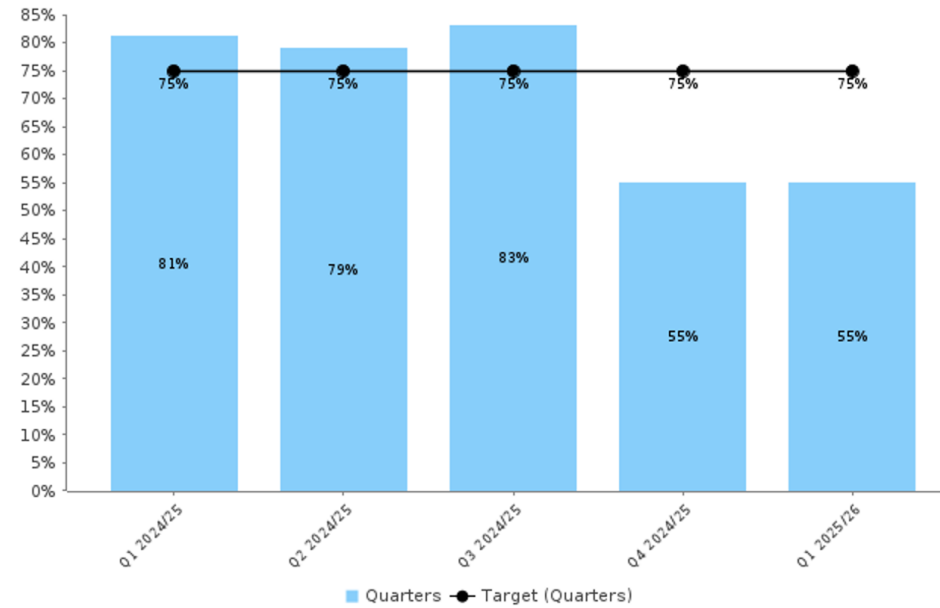
Aim to Maximise Amber (upward long trend)

Reported a quarter in arrears

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. This is a universal service and is available to all parents/babies. Performance of new birth visits rose from 82% in Q3 2024/25 to 87% in Q1 2025/26. There was an anomaly due to Medway Community Healthcare (MCH) experiencing a significant cyber security incident which has affected data quality in Q4 2024/25. The provider assures commissioners that quality of service was maintained. The service has recovered in Q1 2025/26 and is overall 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 and the current cohort will be those assessed for Good Levels of Development at the end of reception in 2028 as part of the Best Start in Life strategy / mission. Medway Community Healthcare (MCH) experienced a significant cyber security incident which has affected data quality in Q4 2024/25 and in Q1 2025/26. Live monitoring of the MCH data indicates the service is recovering in Q2 2025/26 and is back on track to exceed the target of 75% by Q2. It should also be noted that the coverage for the 2-2½ year check was 87% meaning a significantly higher proportion of families were seen but may have missed the 2.5 year cut off. 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. Commissioners are learning from other local authorities, and the new programme manager will oversee the review of data and action plan to reduce the number of families not attending the review.

Support families to give their children the best start in life

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

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

2024/25 data will be published during Q3.

In 2023/24, 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% (1pp) better in 2022-23 to just 0.4% (0.3pp) better in 2024. The service is monitoring this slight reduction and carry out further evaluation to determine if this has a specific cause. A review of the Early Years service has been commissioned. 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 9 recommendations that are currently being 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.

The Healthy Early Years (HEY) award involves 91 childcare providers, with four settings receiving Platinum awards this year.

Family cookery sessions have reached 133 children and families across 46 sessions. A six-week Food Adventurers pilot is underway to address fussy eating, alongside refreshed adult cookery courses and new partnerships with West Strood and the Lampard Centre.

Tri Club supports children above a healthy weight with 6-week programmes, with a new school-led programme launching at Cedar.

Fit Fix is running in secondary schools as a 12-week blended programme, with ongoing partnerships and expansion. Designed 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.

The Holiday Activities and Food (HAF) programme is funded until 2028, with 2,741 children attending summer activities. It offers free holiday activities for children from Reception to Year 11, aiming to improve children's health and wellbeing, support families, and foster community resilience. Planning is underway for the Winter programme, including festive events.

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 was successful in securing initial funding of £485,000 for Place Based Partnership funding. This is for Test and Learn initiatives and to gather data on the barriers to people moving more and accessing physical activity opportunities.

Work on the Children and Young People (CYP) agenda has started with the implementation of the Modeshift Stars programme.

Actions

Medway has been successful in securing a bid for Patchwork – Medway's Mind in Motion Project. Which looks to tackle physical activity literacy for (CYP). This project will aim to address the decline in physical activity among teenage girls age 13-18.

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
Data unavailable (no long trend)
Annual PI

By 2027/28, the percentage of physically active adults will have increased to 69%. The four-year target is 69% with the incremental target for 2023/24 being 66%. 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 current value is from 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 continues to offer a range of interventions to support people to become more active.

Medway was successful in securing initial funding of £485,000 for Place Based Partnership funding. This is for Test and Learn initiatives and to gather data on the barriers to people moving more and accessing physical activity opportunities.

Over 200 residents have attended the Primary Falls Prevention service known as FaME (Falls Management Exercise). The programme continues to grow with additional venues and sessions added to meet demand in areas of need and aligned to primary care.

Actions:

The 10th Physical Activity Alliance will take place in November. Planning is underway for the event, which has over 250 members from a broad range of sectors and organisations.

Work is underway with Active Kent and Medway on the Place Based Partnership initiative.

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**

Current swimming lesson participation numbers (weekly average) x 18 weeks (1 April to 30 Sept)

Medway Park 876 x 18 weeks = 15,768

Strood 611 x 18 weeks = 10,998

Hoo 408 x 18 weeks = 7,344

Cozenton Park 553 x 18 weeks = 9,954

Total = 44,064 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 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 1 year. The final target is 83.1, taken from the baseline value of 82.1 from 2019/20. The incremental target for 2021/22 is 82.6.

This performance indicator is measured 3 years in arrears, 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 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 offer a range of services under the 'A Better Medway' banner. A new 12-week Tier 2+ weight management programme was launched this quarter. This psychologically led service is designed for individuals who did not benefit from standard Tier 2 support and are not considering medication or surgery.

As a recognised Marmot place, Medway continues to collaborate with local partners to tackle health inequalities. Key developments this quarter include:

Recruitment of additional system partners to the Marmot steering and working groups, including representatives from the voluntary sector, Health Determinants Research Collaboration, arts and culture, education, and the NHS.

Prioritisation of support for young people into education, employment, and training.

Finalisation of the Medway Marmot website specification, with a launch planned for Q3.

Development of methodologies for resident engagement and health inequality asset mapping, scheduled for delivery in Q3.

Work in partnership with communities and organisations to address the issues that negatively affect health and wellbeing, making sure everyone has the opportunity to live long, healthy lives

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

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

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

This performance indicator is measured 3 years in arrears, 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 Office for National Statistics (ONS).

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.

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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 offer a range of healthy lifestyle services. A new 12-week Tier 2+ weight management programme was launched this quarter. This psychologically led service is designed for individuals who did not benefit from standard Tier 2 support and are not considering medication or surgery.

As a recognised Marmot place, Medway continues to collaborate with local partners to tackle health inequalities. Key developments this quarter include:

Recruitment of additional system partners to the Marmot steering and working groups, including representatives from the voluntary sector, Health Determinants Research Collaboration, arts and culture, education, and the NHS.

Prioritisation of support for young people into education, employment, and training.

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**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 offer a range of healthy lifestyle services. A new 12-week Tier 2+ weight management programme was launched this quarter. This psychologically led service is designed for individuals who did not benefit from standard Tier 2 support and are not considering medication or surgery.

As a recognised Marmot place, Medway continues to collaborate with local partners to tackle health inequalities. Key developments this quarter include:

Recruitment of additional system partners to the Marmot steering and working groups, including representatives from the voluntary sector, Health Determinants

Research Collaboration, arts and culture, education, and the NHS.

Prioritisation of support for young people into education, employment, and training.

Finalisation of the Medway Marmot website specification, with a launch planned for Q3.

Development of methodologies for resident engagement and health inequality asset mapping, scheduled for delivery in Q3.

Work in partnership with communities and organisations to address the issues that negatively affect health and wellbeing, making sure everyone has the opportunity to live long, healthy lives

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

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

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

The 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 Medway Public Health team offer a range of services under the 'A Better Medway' banner. A new 12-week Tier 2+ weight management programme was launched this quarter. This psychologically led service is designed for individuals who did not benefit from standard Tier 2 support and are not considering medication or surgery.

As a recognised Marmot place, key developments this quarter include:

Recruitment of additional system partners to the Marmot steering and working groups, including representatives from the voluntary sector, Health Determinants Research Collaboration, arts and culture, education, and the NHS.

Prioritisation of support for young people into education, employment, and training.

Finalisation of the Medway Marmot website specification, with a launch planned for Q3.

Development of methodologies for resident engagement and health inequality asset mapping, scheduled for delivery in Q3.

Work in partnership with communities and organisations to address the issues that negatively affect health and wellbeing, making sure everyone has the opportunity to live long, healthy lives

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

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

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

The 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 Medway Public Health team offer a range of services under the 'A Better Medway' banner. A new 12-week Tier 2+ weight management programme was launched this quarter. This psychologically led service is designed for individuals who did not benefit from standard Tier 2 support and are not considering medication or surgery.

As a recognised Marmot place, key developments this quarter include:

- Recruitment of additional system partners to the Marmot steering and working groups, including representatives from the voluntary sector, Health Determinants Research Collaboration, arts and culture, education, and the NHS.
- Prioritisation of support for young people into education, employment, and training.
- Finalisation of the Medway Marmot website specification, with a launch planned for Q3.
- Development of methodologies for resident engagement and health inequality asset mapping, scheduled for delivery in Q3.

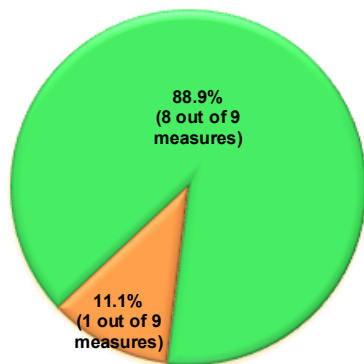
Living in good quality, affordable homes

- 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

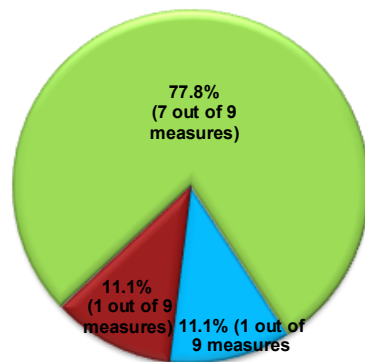
There are 16 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. We are reporting on nine performance indicators this quarter. There are seven indicators where data is unavailable.

Performance



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

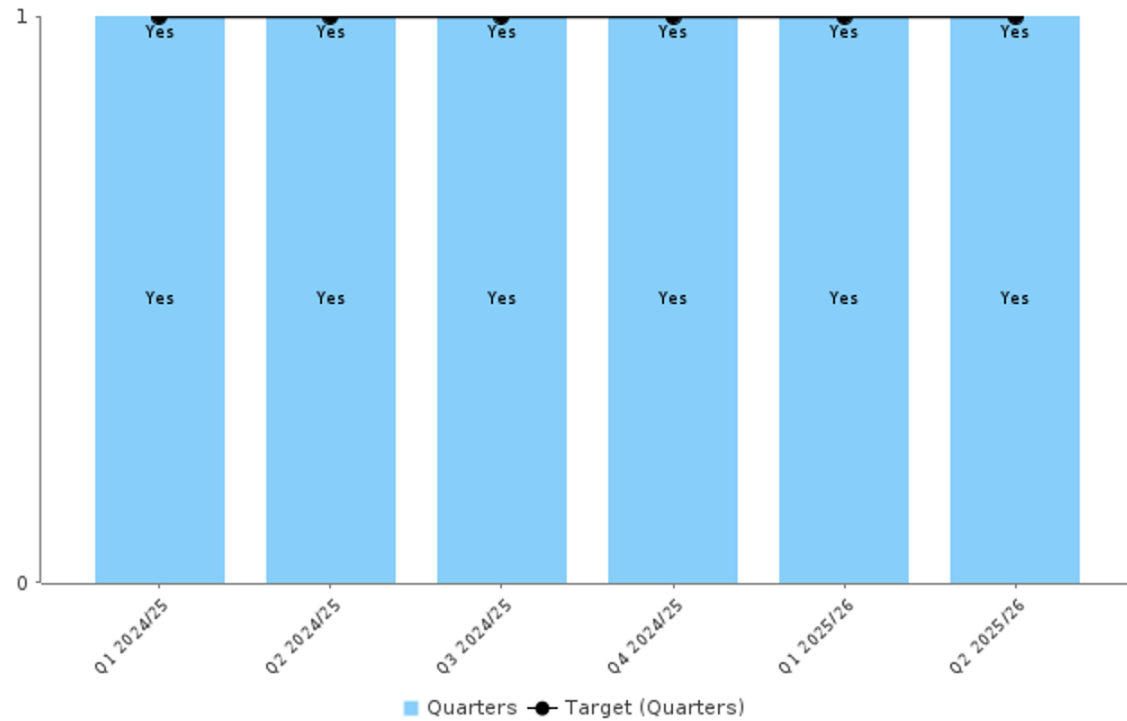
This chart shows the performance for 9 of the measures:
88.9% (8 out of 9 measures) met or exceeded target.
11.1% (1 out of 9 measures) were slightly below target (less than 5%).
0.0% (0 out of 9 measures) were significantly below target (more than 5%).



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 ran through to 11 August. The comments on the plan are being considered, and final documentation will be collated to be submitted to Planning Inspectorate with the Plan 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.
During Q2 the HRA completed on the acquisition of Block B, Ingram Court which has delivered nine flats for HRA stock. During the next quarter, 44 flats at Truro Manor (former Britton Farm site) and 12 houses in Borstal are anticipated for completion. The Phase 5 sites at Lennox Wood and Aburound House are on track for delivery by summer 2026 (37 homes in total). There are circa another 130 properties under review in the HRA pipeline for delivery within the next few years.

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 early Q3 2025/26 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

This is an annual measure.

At the end of Q2 there are 616 households in Temporary Accommodation (TA). An increase of two households from 30 June 2025.

Of these, 530 households (86% of TA) are in nightly paid private sector accommodation at approximately £31,126 per night, a 2.6% cost increase from Q1 (+£1,034 per night).

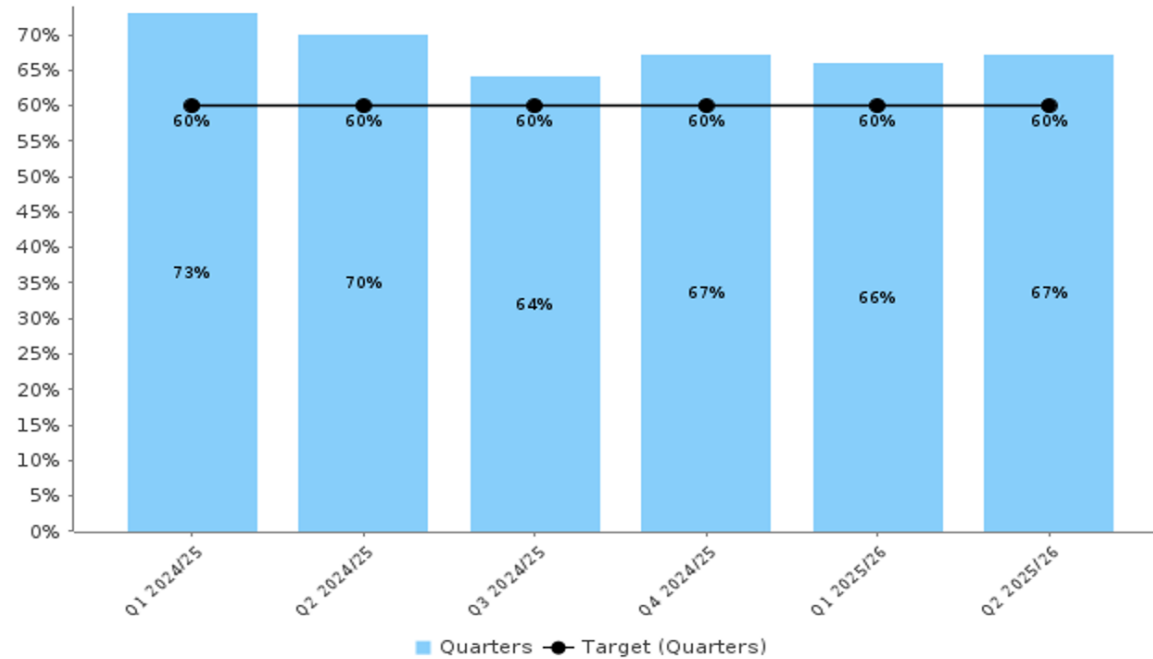
Early Q2 saw slight reductions, but September added 21 households.

The TA Acquisition Plan target of 115 units by September was missed due to delays; only 15 owned properties are in use. The blocks of accommodation being acquired will be handed over for use by December 2025.

At the end of Q2 there are 65 HRA TA, 11 Corporate (1 void), 12 Owned (3 voids), 1 B&B.

Teams are going through significant service pressures, including a full team Rehousing restructure and the requirement to develop the team to provide housing management functions for the TA Acquisitions. Teams are focusing on prevention and Move On.

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 (upward long trend)

Approaches to Housing Options are as expected, with 2,000 clients to date, up from 1,723 last year. A higher proportion of prevention cases are being accepted, compared to homeless on the day cases, giving the team time to achieve successful outcomes. Of cases where a duty was triggered, 67% were prevented or relieved. To improve results, officers now focus exclusively on either duty or prevention leading to more successful prevention outcomes. The Move On team, that are focused on the main duty cases that are in temporary accommodation despite staffing challenges, supported over 120 clients to leave temporary accommodation in Q2. One Medway Lettings has been key to success, securing 25 properties and moving 23 tenants (including 65 children) from temporary accommodation, saving over £230,000, with two more properties pending. Additionally, the tenant-find service helped 165 households secure private rentals and prevent or relieve homelessness in Q2.

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

This is an annual indicator.

The team continues to address rough sleeping through a multi-agency approach focused on early intervention, safeguarding, and continuity of service. Many individuals experiencing rough sleeping require healthcare, mental health, and substance misuse support, and collaboration helps tailor services to these needs.

Despite complex cases, the team has successfully moved people into accommodation and kept a steady flow of people off the streets. Outreach now starts at 4:30am to manage rising referrals.

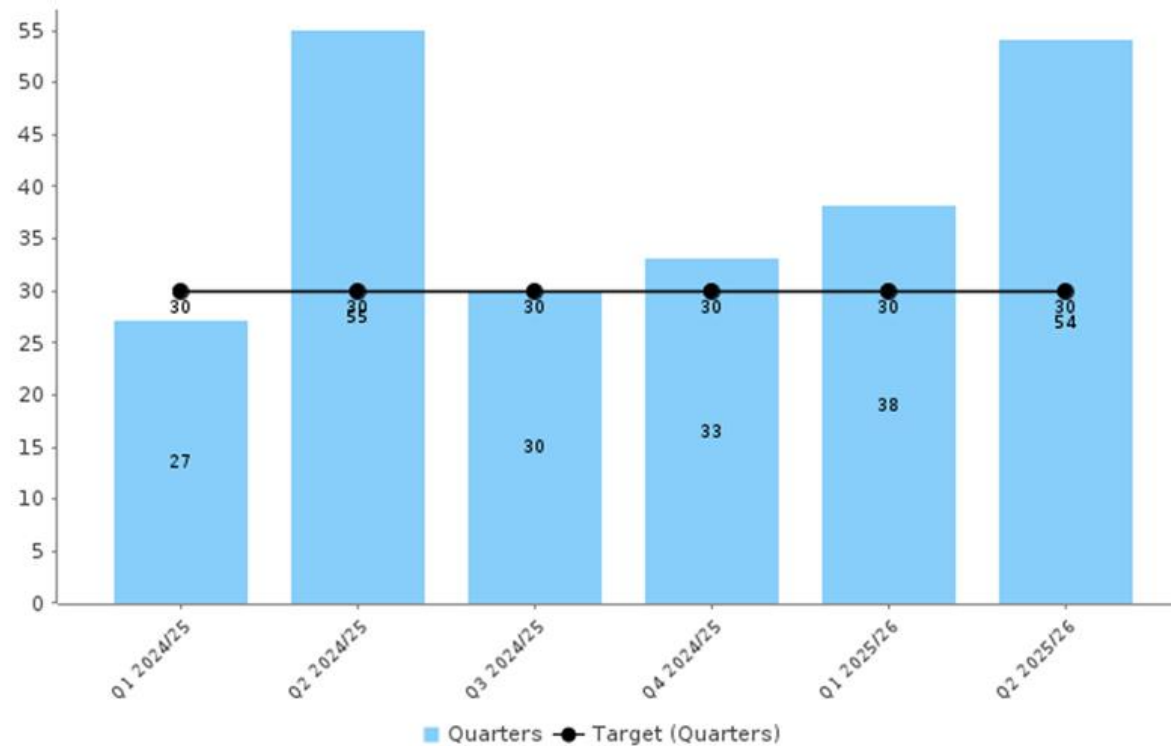
Housing services recently engaged prison and probation managers to promote early information sharing and planning, reducing the risk of homelessness on release.

Breaking the cycle of homelessness and reoffending remains a priority.

We also met NHS safeguarding leads to strengthen joint working for hospital discharges and highlight Medway's housing challenges.

Plans for winter provision are being finalised, building on the proven benefits of extended shelter opening during 2024/25.

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

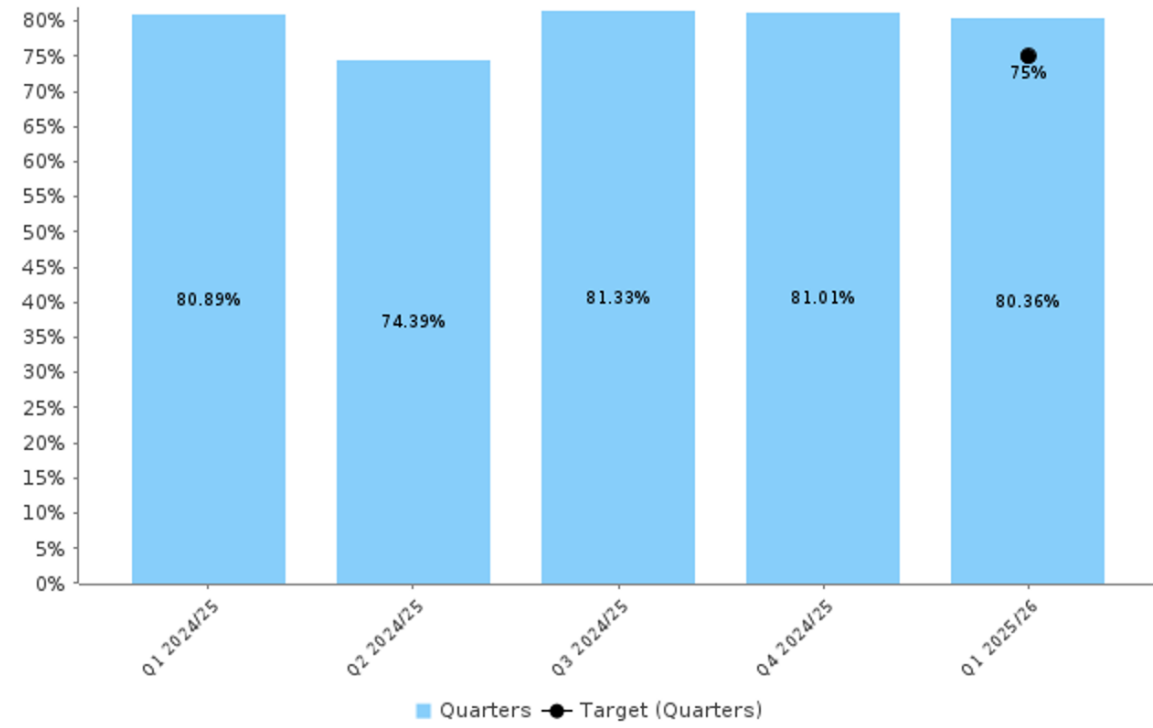


Aim to Maximise Green (upward long trend)

During Q2, 54 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

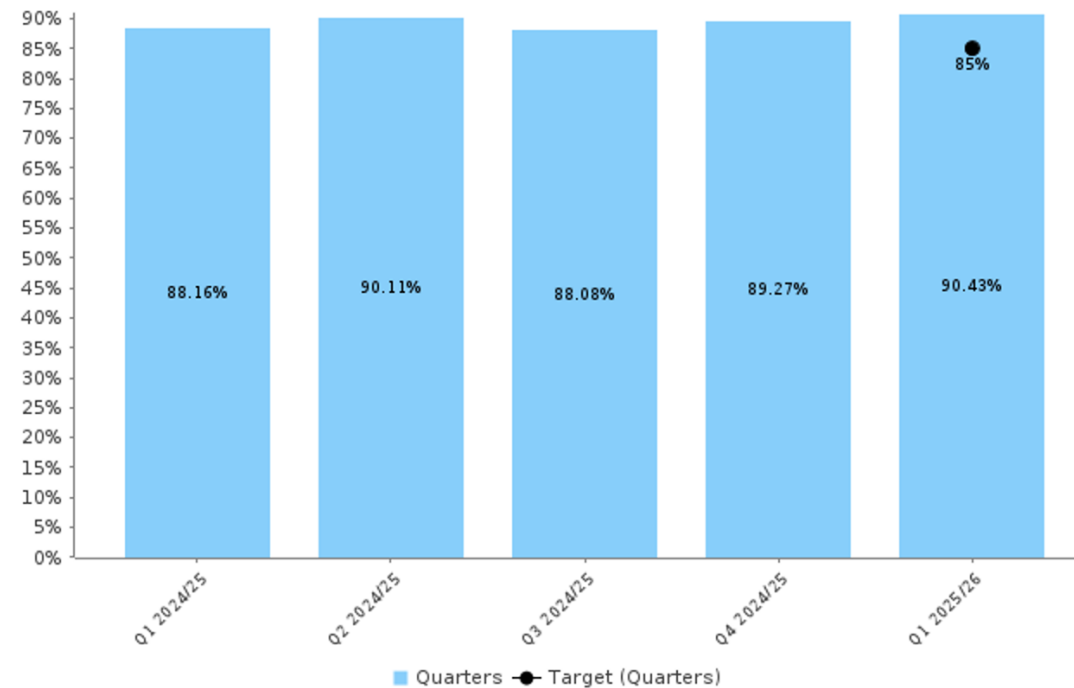


Aim to Maximise Green (upward long trend)

Reported a quarter in arrears.
Satisfaction amongst users of parks and open spaces was 80.36% in Q1 25/26, 0.65 percentage points less than the 81.01% figure seen in Q4 24/25. Fewer users were dissatisfied about the service (9.20%, up slightly from 6.96% in Q4) than neutral (10.4% of respondents, down slightly from 11.4% in Q4). These results are based on the 163 users of parks and open spaces from the 209 respondents to the Q1 25/26 Citizens' Panel, giving a margin of error of +/-7.6%, 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

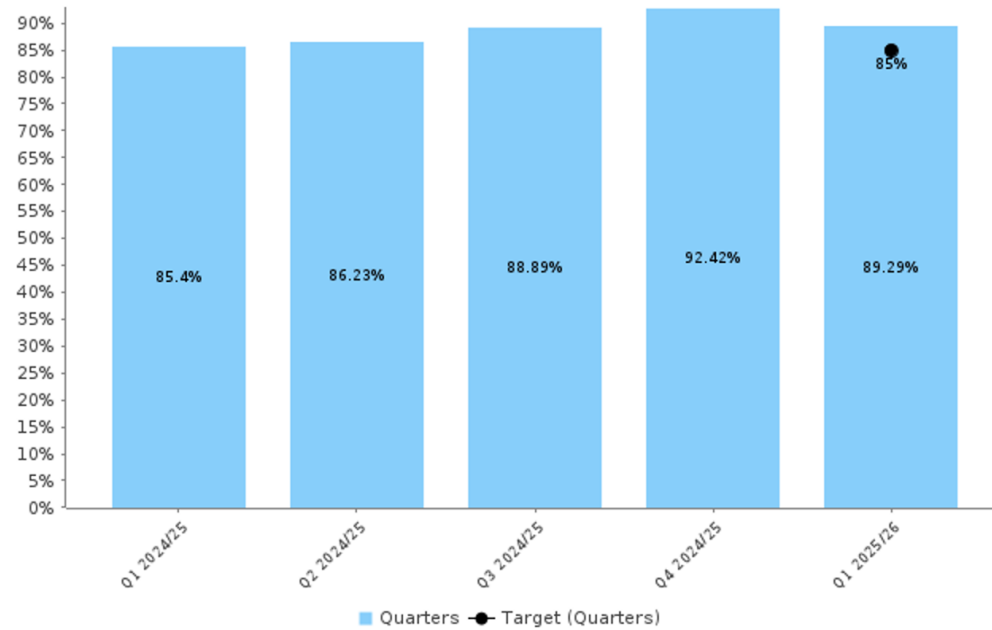


Aim to Maximise Green (upward long trend)

Reported a quarter in arrears
Satisfaction with refuse collection increased to 90.43% in Q1 25/26 (up from 89.27% in Q4 24/25).
4.8% of respondents were neutral about the service (up from 3.9% previously) and 3.8% were dissatisfied (down from 4.3% in the previous quarter). A further 1.0% did not know or gave no response (down from 2.5% in Q4).
The results are based upon 209 respondents to the Q1 25/26 Citizens' Panel giving an overall margin of error of +/-6.7%, 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

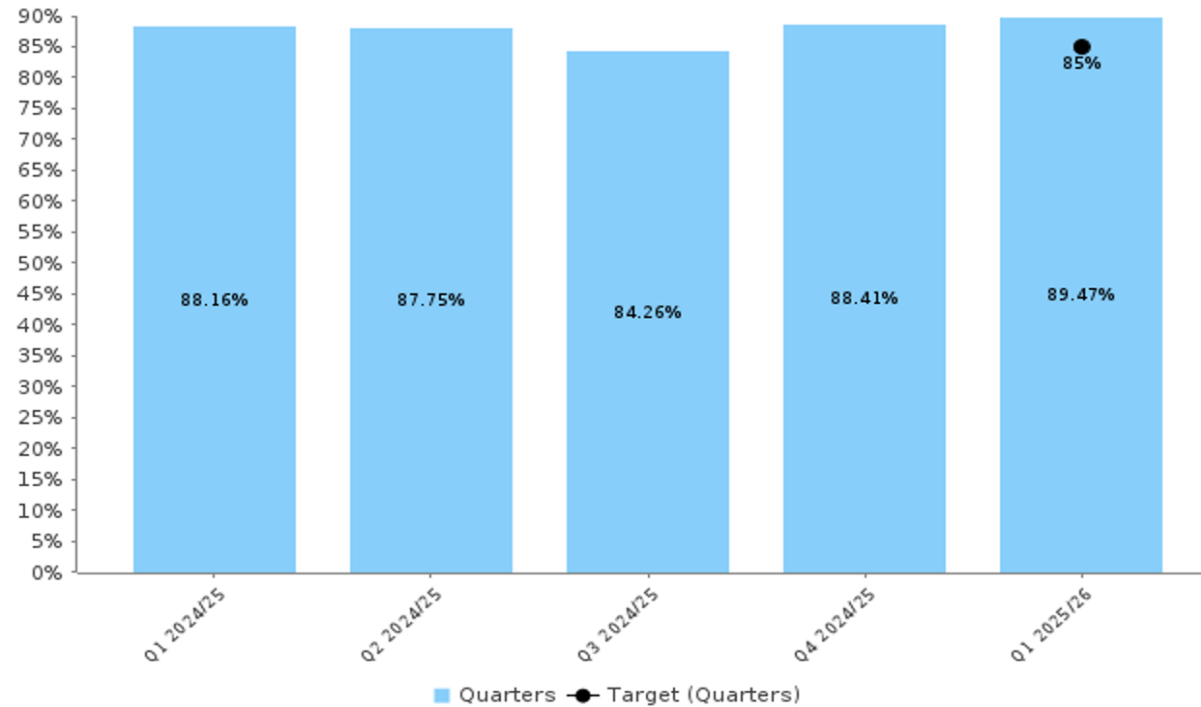
- 5.06c Satisfaction with HWRC services – Citizens' Panel result



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

Satisfaction amongst users of the tip (HWRC) was 89.29% in Q1 2025/26. 5.4% of users were neutral about the service and 5.4% were dissatisfied. These results are based on the 112 users of the tip from the 209 respondents to the Q1 2025/26 Citizens' Panel, giving a margin of error of +/-9.2%.

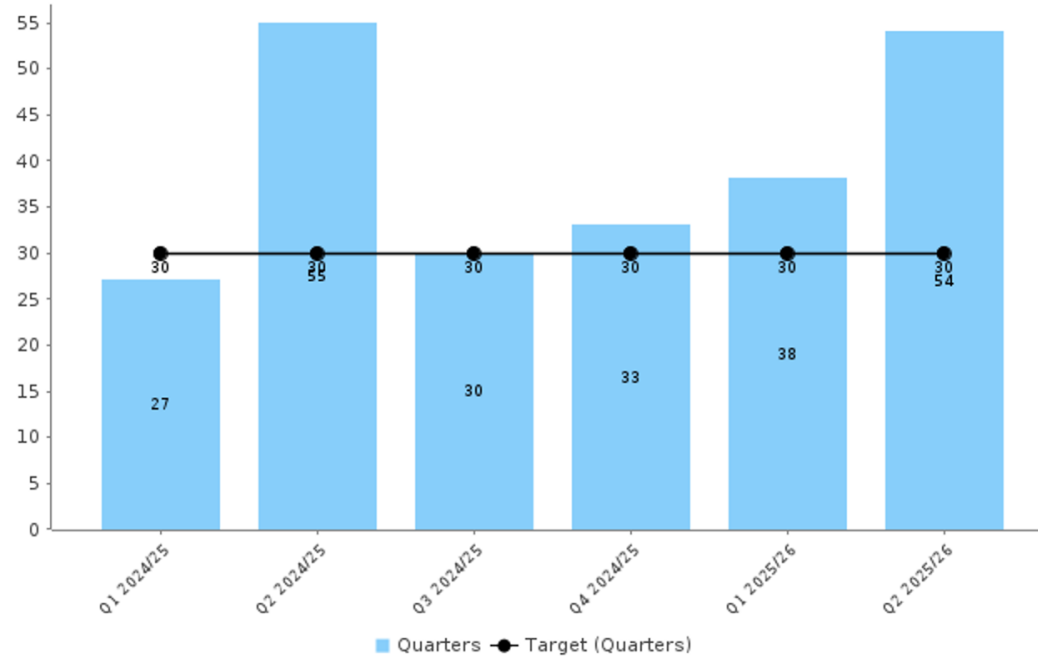
Engage with communities to identify ways to improve streets, parks and local surroundings which create vibrant places to live and enhance the quality of people's lives
- 5.06d Satisfaction with kerbside recycling collections – Citizens' Panel result



Aim to Maximise Green (upward long trend)

Reported a quarter in arrears.
Satisfaction with recycling collections (brown bin, blue/white bag and clear sacks) was 89.47% in Q1 2025/26, up from 88.41% in Q4 2024/25. The number of respondents who were neutral about the facilities was 5.7% (up from 2.1% in Q4). 4.8% of respondents were dissatisfied (down from 6.8% in Q4). None of the respondents answered did not know or did not give a response (down from 2.5% in Q4).
The results are based upon 209 respondents to the Q1 2025/26 Citizens' Panel giving an overall margin of error of +/-6.7%.
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 Q2 2025/26, 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 295 satisfactory inspections of A and B grades in Q2 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%

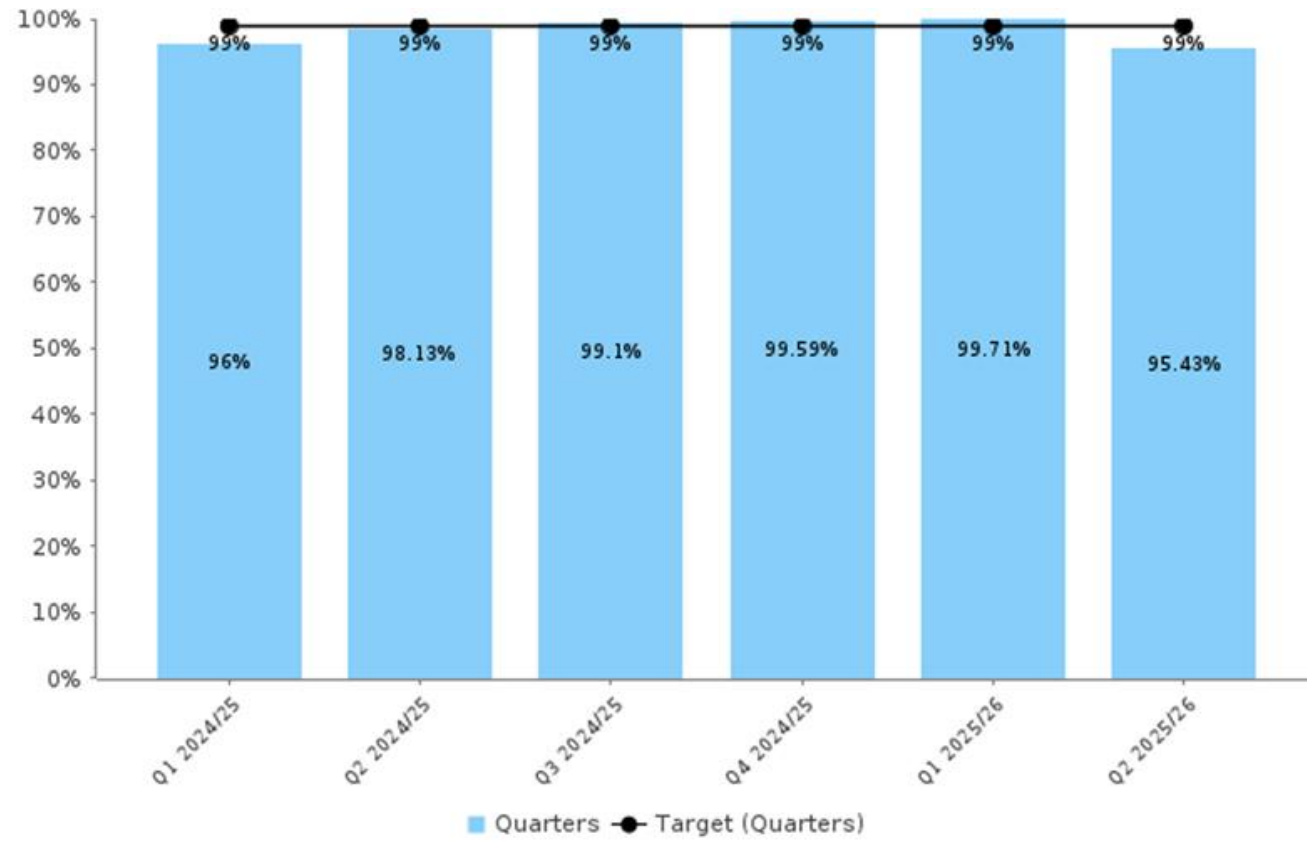
Aim to Maximise
Data unavailable (no long trend)
Annual PI. Due March 2026

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, which will be running through September and October 2025. It is anticipated that preliminary results will be available in December 2025.

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 Q2 the average energy efficiency score (SAP rating) for the HRA housing stock was 71.44 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
Amber (downward long trend)**

At the end of Q2, average compliancy was 95.43% 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 decrease since the end of Q1 at 99.71%.
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 Q2 88.45% meets the Decent Homes Standard. This figure is expected to rise as planned work replacement programmes continue throughout 2025/26.