



Health and Wellbeing Board

20 November 2025

“ Waking Up to Sleep”

Annual Report of the Director of Public Health 2024-2025

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Summary

Directors of Public Health (DsPH) have a statutory requirement to produce an annual public health report (APHR). These reports are the DsPH's professional statement about the health of the local community.

The 2025 report explores the role that sleep plays in health and wellbeing and the impact that it has on a range of factors that influence the health, both direct impacts such as making it harder to engage in healthy behaviours, to indirect impacts through employment and productivity.

It provides initial findings of work to understand sleep in Medway and potential impact in health inequalities. It also outlines some ways to improve sleep and reduce the adverse effects of poor sleep and sets out how simple measures can be added to existing public health interventions to address the problem.

1. Recommendations

- 1.1. The Health and Wellbeing Board are asked to note the Annual Public Health Report 2025.
- 1.2. The Health and Wellbeing Board Members are asked to consider how they or the organisations that they represent can contribute to informing upcoming work as a result of the initial findings in the Annual Public Health Report.

2. Budget and policy framework

- 2.1. Tackling inequalities and improving health and wellbeing services for all, is an identified priority within the forthcoming 'One Medway' Council Plan 2024-2028. Additionally, the refreshed Medway Joint Local Health and Wellbeing Strategy for 2023-2028 has 4 key themes:

- Healthier and Longer Lives for Everyone
- Reduce Poverty and Inequality
- Connected Communities and Cohesive Services
- Safe Connected and Sustainable Places

2.2. Directors of Public Health have a duty to write an Annual Public Health Report under the Health and Social Care Act, 2012. The aim of an Annual Public Health Report is to identify issues that are currently impacting, or have the potential to, on the health or wellbeing of the local authority's population. Directors of Public Health are tasked with making recommendations to address identified issues.

3. Background

3.1. In 2023, to inform the development of the Medway Joint Local Health and Wellbeing Strategy, Medway Council carried out the 'Better Health Survey' to understand which aspects of life residents thought were most important to their health and wellbeing. Sleeping well was cited as a key priority for both adults and adolescents and featured in the top five for both groups.

3.2. Subsequently, the topic of poor sleep or being tired was raised in a number of settings and the potential impact it has on health and wellbeing became more apparent. Initial exploration of data on sleep relating to Medway indicated that this would be a topic of interest with the potential to develop a range of simple interventions to improve the quality of sleep and therefore improve health and productivity in Medway.

4. Options

4.1. Publishing an Annual Public Health Report is a requirement of the Health and Social Care Act 2012.

5. Advice and analysis

5.1. The Annual Public Health Report sets out a number of recommendations that will form the basis of a programme of work to:

5.1.1. Better understand the role of sleep in health and wellbeing at a population level in Medway;

5.1.2. Build action on sleep into existing programmes;

5.1.3. Develop a campaign to inform residents about how they can improve the way that they sleep.

6. Risk management

Risk	Description	Action to avoid or mitigate risk	Risk rating
Report not published and duty of DPH not fulfilled	The Director of Public Health fails to produce an annual report on the health of the population of Medway for 2025	A project plan has been developed and it being followed on schedule	CIV

For risk rating, please refer to the following table:

Likelihood	Impact:
A Very likely	I Catastrophic
B Likely	II Major
C Unlikely	III Moderate
D Rare	IV Minor

7. Consultation

- 7.1. In common with previous Annual Public Health Reports, evidence is gained from a number of different sources. Once finalised, the report and its recommendations will be shared with a range of organisations and committees. The report will also be presented to a range of council committees. These include the Health and Wellbeing Board, Health and Adult Social Care Overview and Scrutiny Committee and Cabinet.

8. Climate change implications

- 8.1. Climate change is leading to more extreme weather. Housing in the UK is not well-designed for extremely hot weather and extremely hot nights lead to poorer quality sleep, especially for those who are unable to afford air conditioning. This may lead to an increase in health inequalities.

9. Financial implications

- 9.1. Any resources required to deliver ambitions set out in this report will need to be met from existing service or organisational budgets.

10. Legal implications

- 10.1. The Annual Public Health Report is an independent report of the Director of Public Health as set out in Section 73B(5) & (6) of the NHS Act 2006, inserted by section 31 of the Health and Social Care Act 2012. Local Authorities are required to publish the Director of Public Health's Annual Public Health Report.

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Appendices

Appendix 1 Annual Public Health Report: waking up to sleep

Background papers

None