

ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway

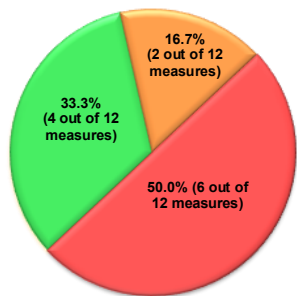


**Q2
2025/26
Children &
Young
People
Overview &
Scrutiny
Committee**

Summary of all performance indicators

There are 23 performance indicators for the One Medway Council Plan 2024/28 relevant to this committee. We are reporting on 12 performance indicators this quarter. There are 11 indicators where data is unavailable.

Performance



Performance - key

Green means met or exceeded target

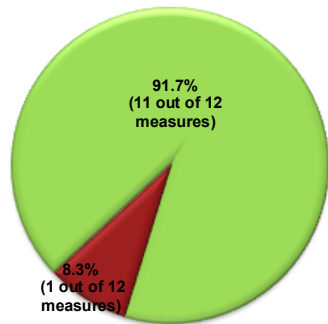
Amber means slightly below target

Red means significantly below target

This chart shows the performance for 12 of the measures:

- 33.3% (4 out of 12 measures) met or exceeded target.
- 16.7% (2 out of 12 measures) were slightly below target (less than 5%).
- 50.0% (6 out of 12 measures) were significantly below target (more than 5%).

Direction of Travel



Direction of Travel - key

Green means positive travel

Blue means static

Red means negative travel

This chart shows the direction of travel for 12 measures:

- 91.7% (11 out of 12 measures) had an upward long trend.
- 0.0% (0 out of 12 measures) had a static long trend.
- 8.3% (1 out of 12 measures) had a downward long trend.

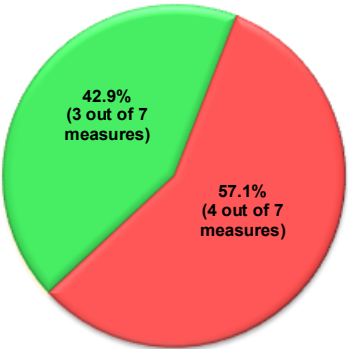
Delivering quality social care and community services

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

Summary of all performance indicators for this priority

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

Performance



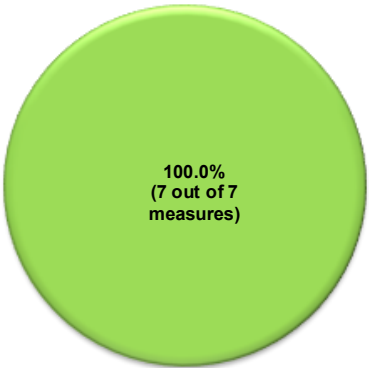
Performance - key

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

This chart shows the performance for 7 of the measures:

- 42.9% (3 out of 7 measures) met or exceeded target.
- 0.0% (0 out of 7 measures) were slightly below target (less than 5%).
- 57.1% (4 out of 7 measures) were significantly below target (more than 5%).

Direction of Travel



Direction of Travel - key

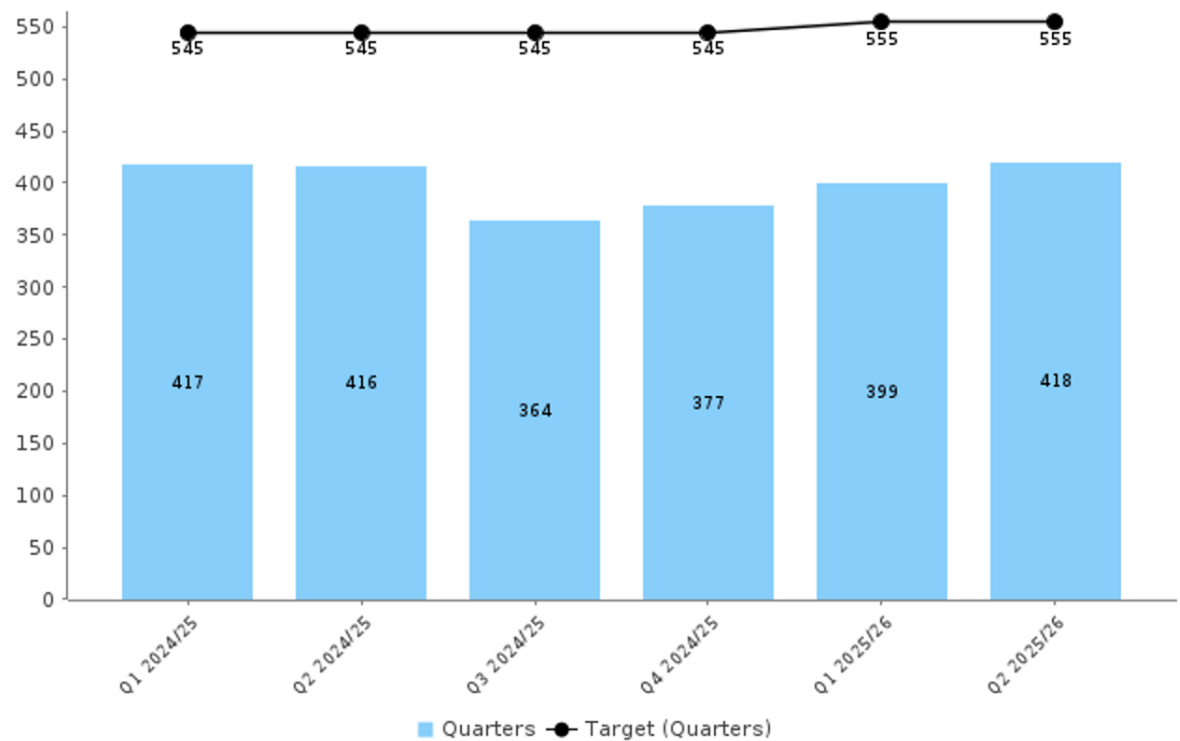
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 7 measures:

- 100.0% (7 out of 7 measures) had an upward long trend.
- 0.0% (0 out of 7 measures) had a static long trend.
- 0.0% (0 out of 7 measures) had a downward long trend.

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

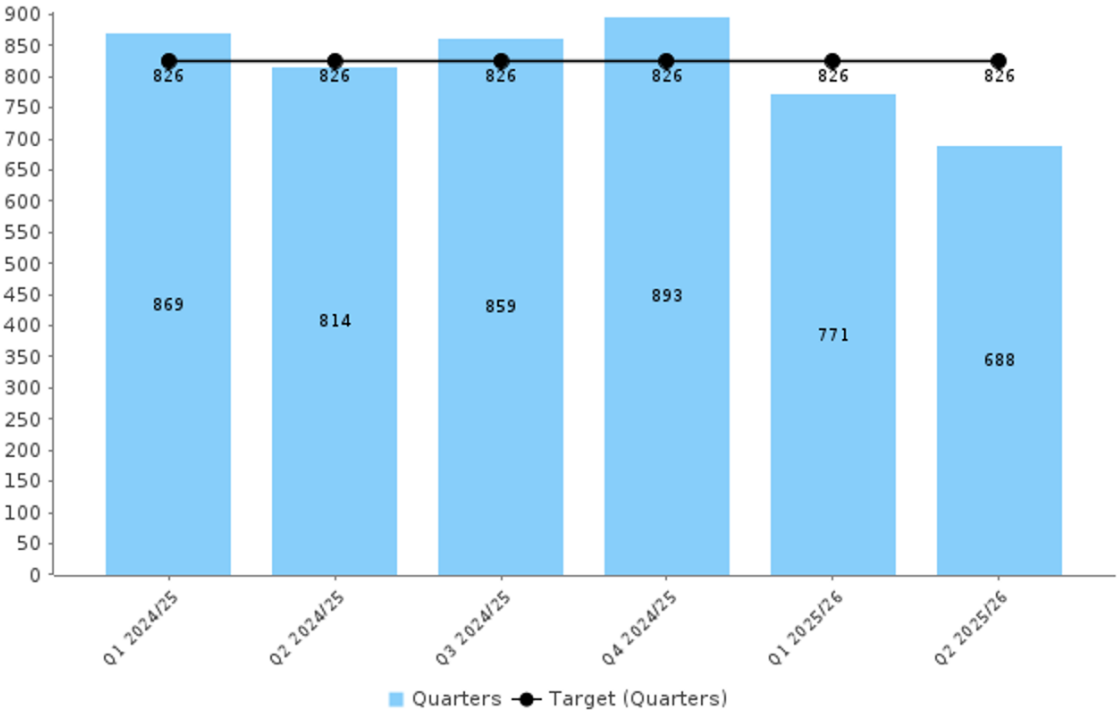
- 1.01a By 2027/28 more families are accessing targeted early help provision than at 31/3/24



Aim to Maximise
Red (upward long trend)

Currently there are 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.

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.

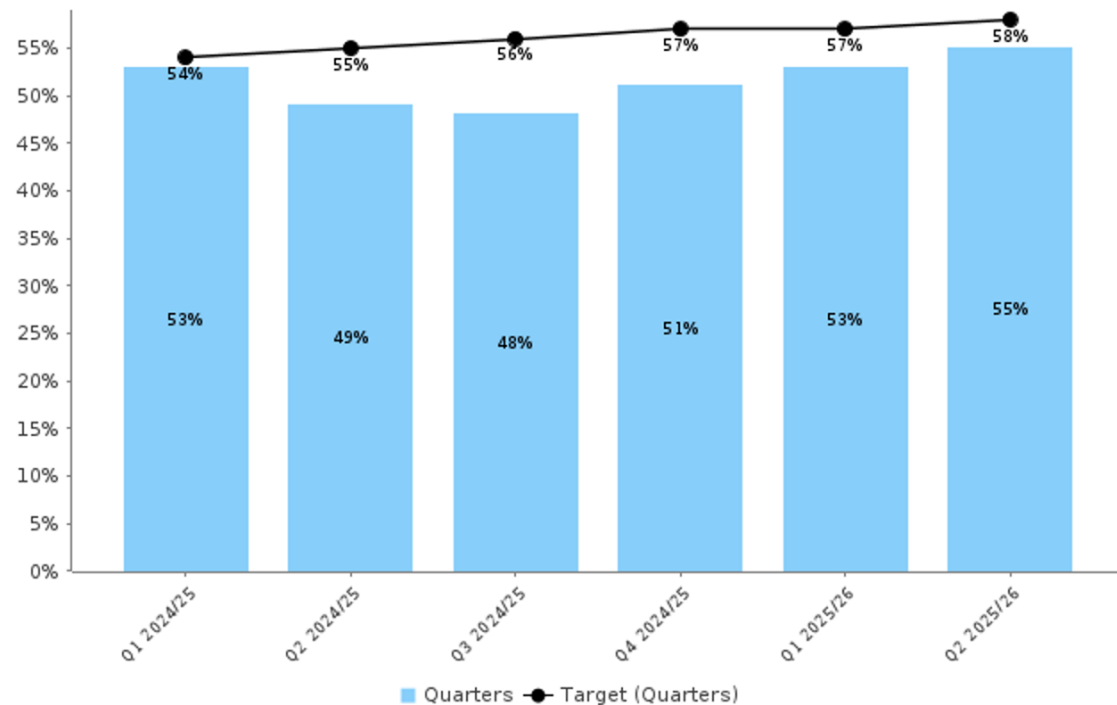
Actions going forward (Future):

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

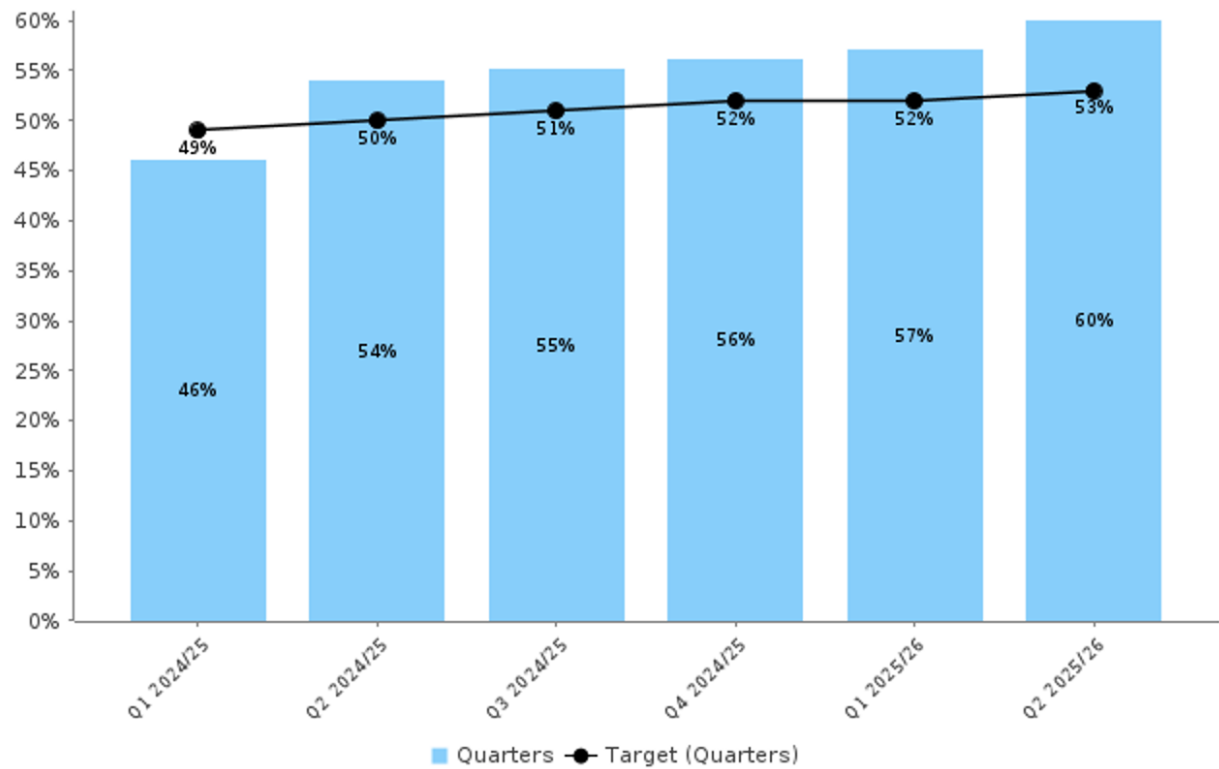


**Aim to Maximise
Red (upward long trend)**

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%



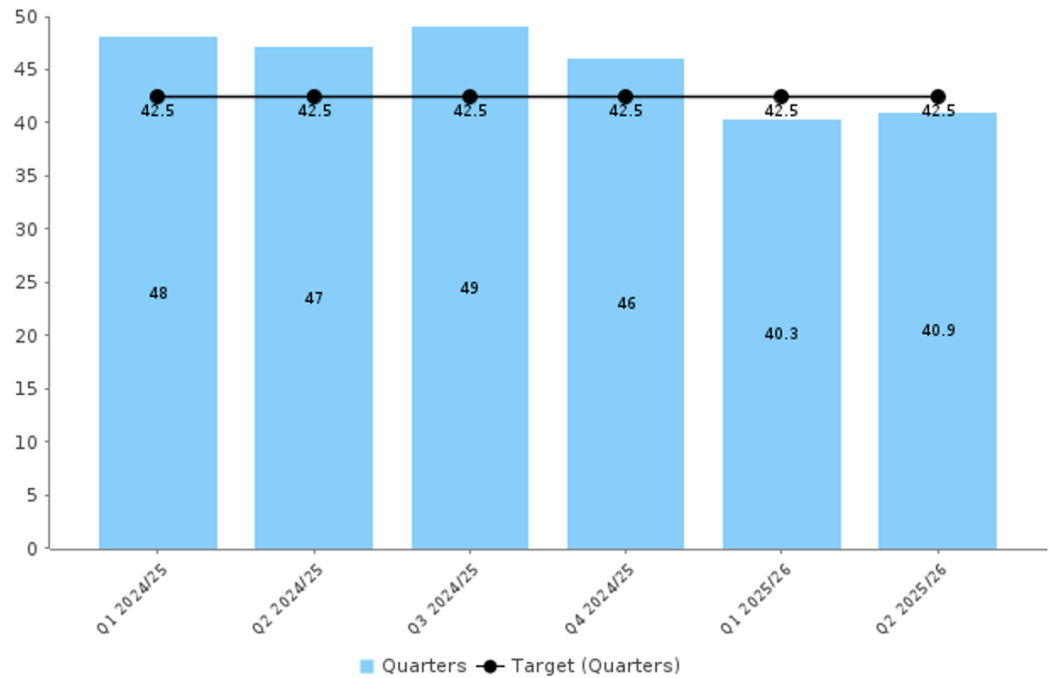
**Aim to Maximise
Green (upward long trend)**

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.

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)

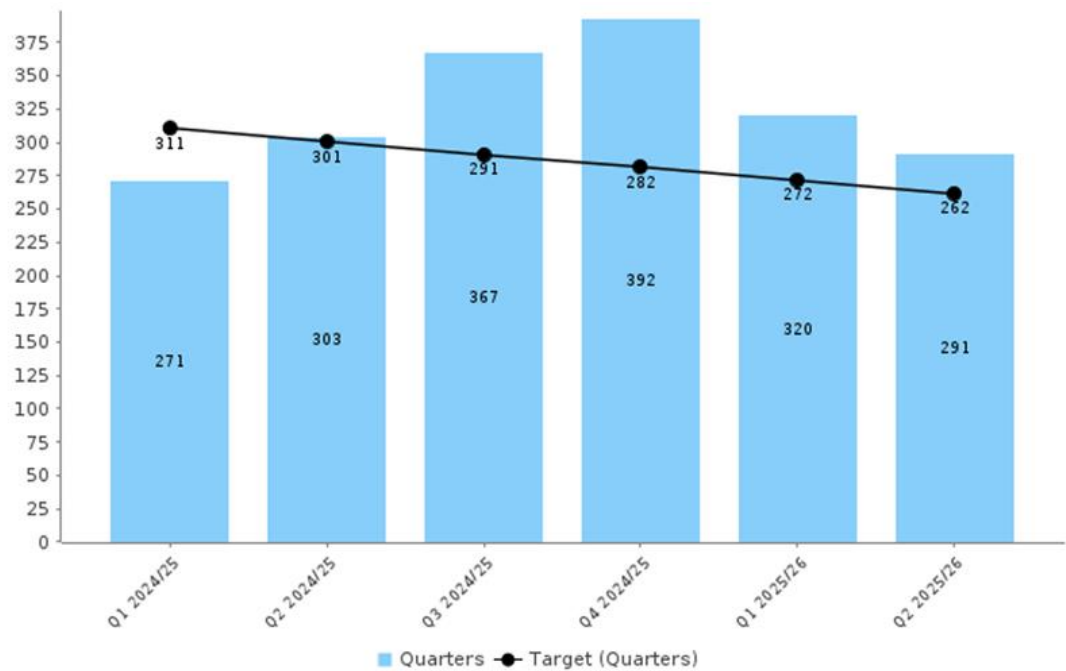
Child protection numbers and subsequently rates have risen over the quarter. There are now 281 children on a CP plan, pushing the rate up by 0.9 to 40.9 per 10,000 population. Medway's rate is lower than the national (42) but higher than statistical neighbour (36) rates. This increase means Medway is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

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):

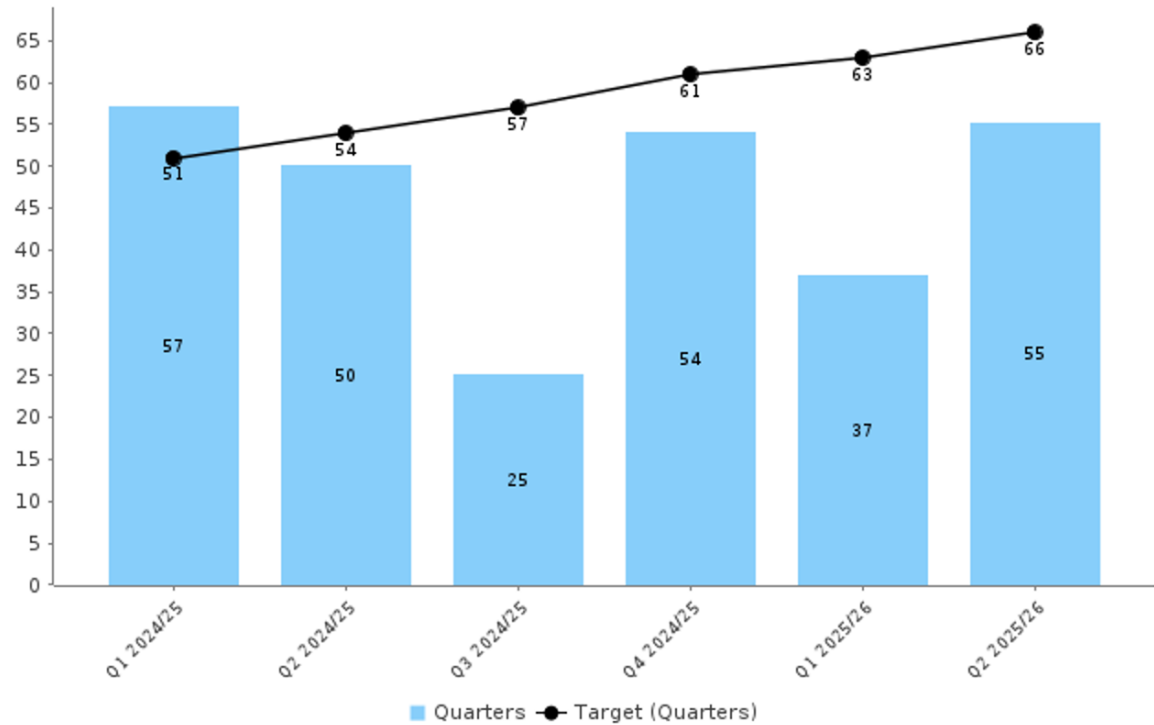
An additional Return Home Interview (RHI) practitioner has been recruited to ensure that Children in care placed outside of Medway receive the same level of service as those placed within Medway.

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.

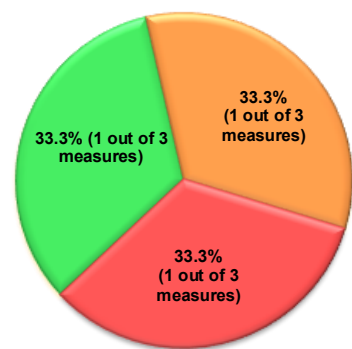
Benefitting from good education, quality jobs and a growing economy

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

Summary of all performance indicators for this priority

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

Performance

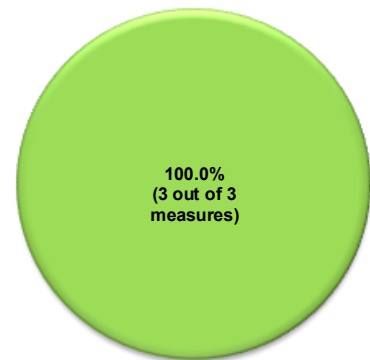


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 3 of the measures:

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

Direction of Travel



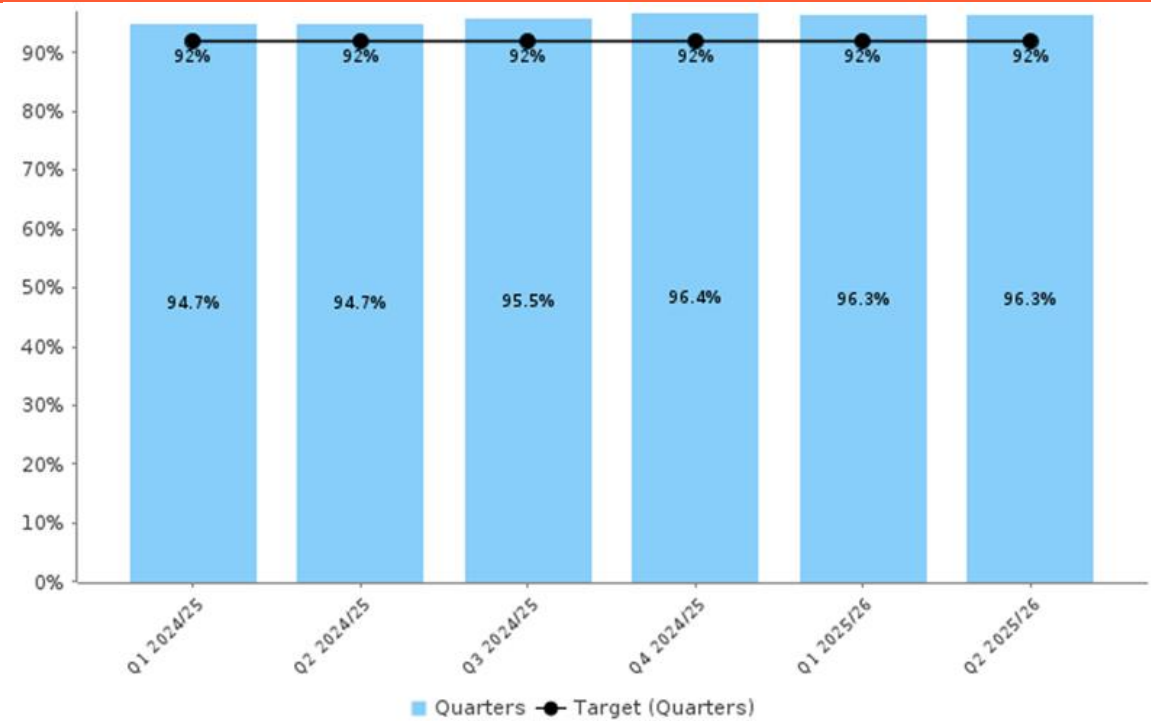
Direction of Travel - key
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 3 measures:

- 100.0% (3 out of 3 measures) had an upward long trend.
- 0.0% (0 out of 3 measures) had a static long trend.
- 0.0% (0 out of 3 measures) had a downward long trend.

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

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



Aim to Maximise Green (upward long trend)

The counting cohort is 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.

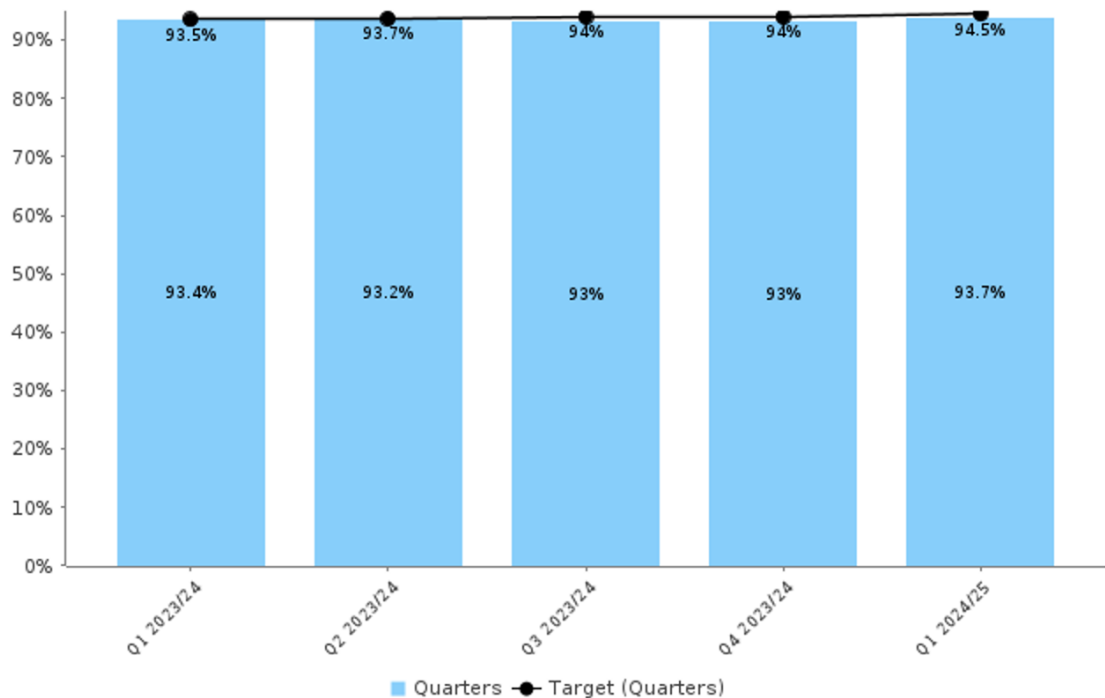
Of the outstanding schools one is a primary (academy) and two are secondary (both academies). Of the good schools 63 are Primary (15 LA maintained) and 12 Secondary (all academies)

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 absent 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.

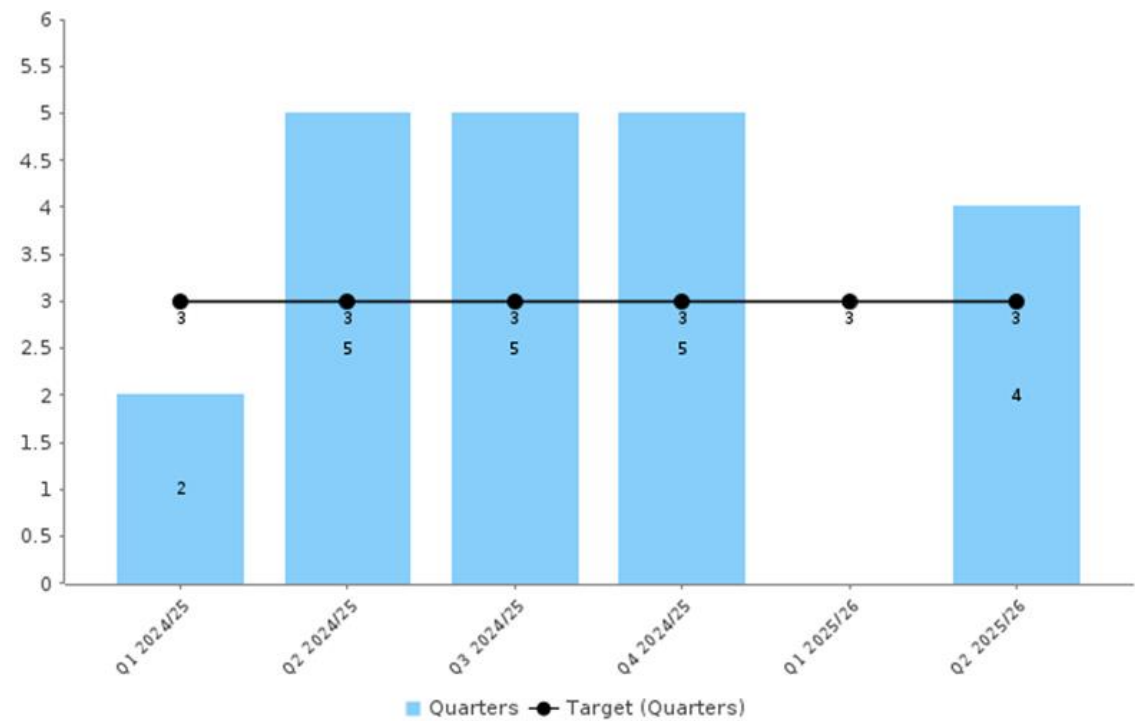
Ensure all children and young people access a high-quality, inclusive education
- 2.04 By 2027/28, the Average Attainment 8 Scores (Key Stage 4, 14-16-year-olds) are the same as or above the national average

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.

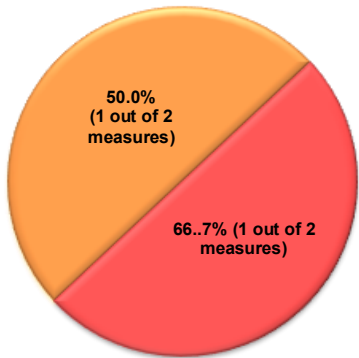
Improving health and wellbeing for all

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

Summary of all performance indicators for this priority

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

Performance



Performance - key

Green means met or exceeded target

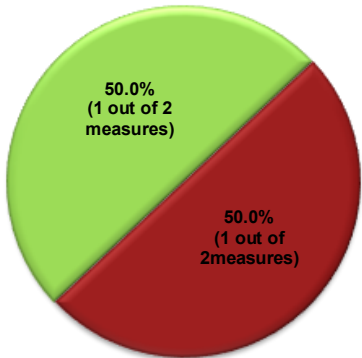
Amber means slightly below target

Red means significantly below target

This chart shows 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 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.

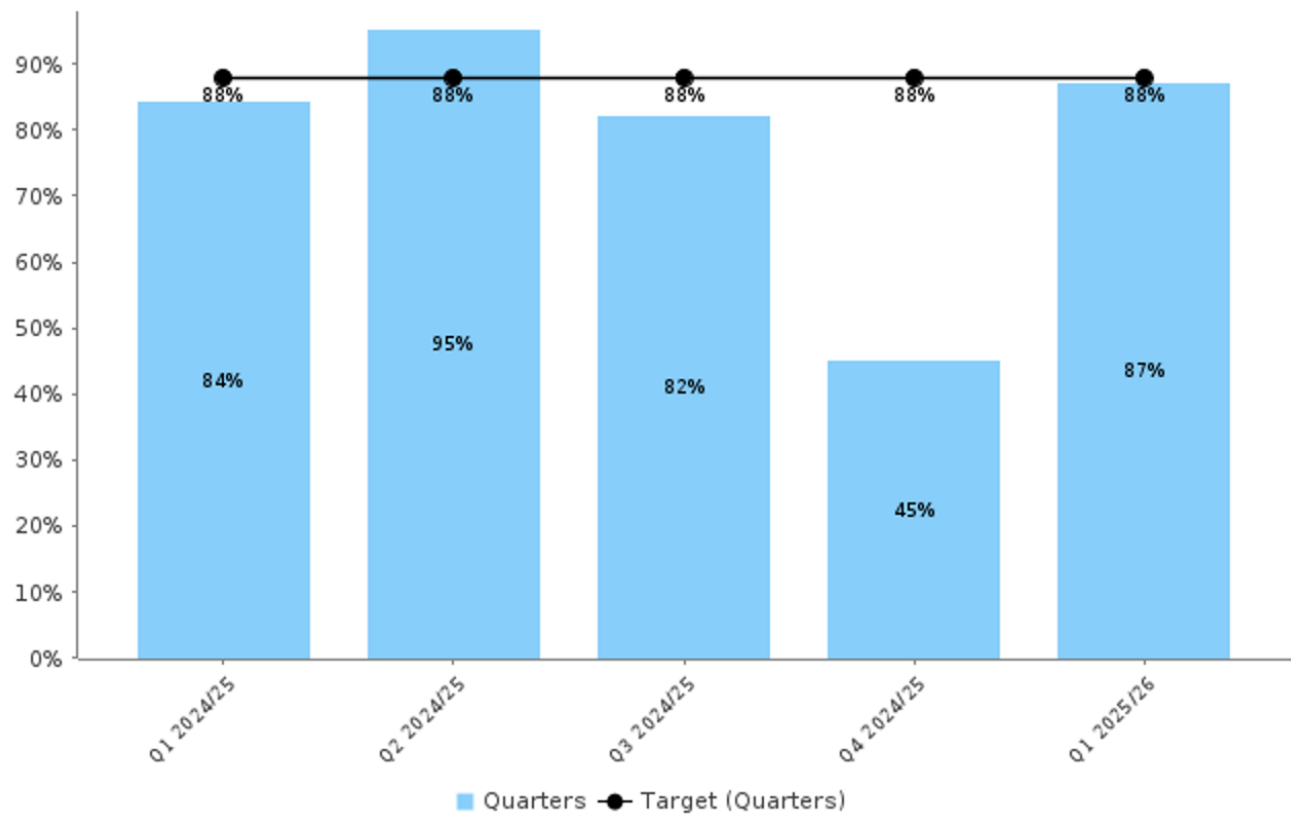
Aim to Maximise
Data unavailable (no long trend)
Annual PI. Due December 2025

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)**

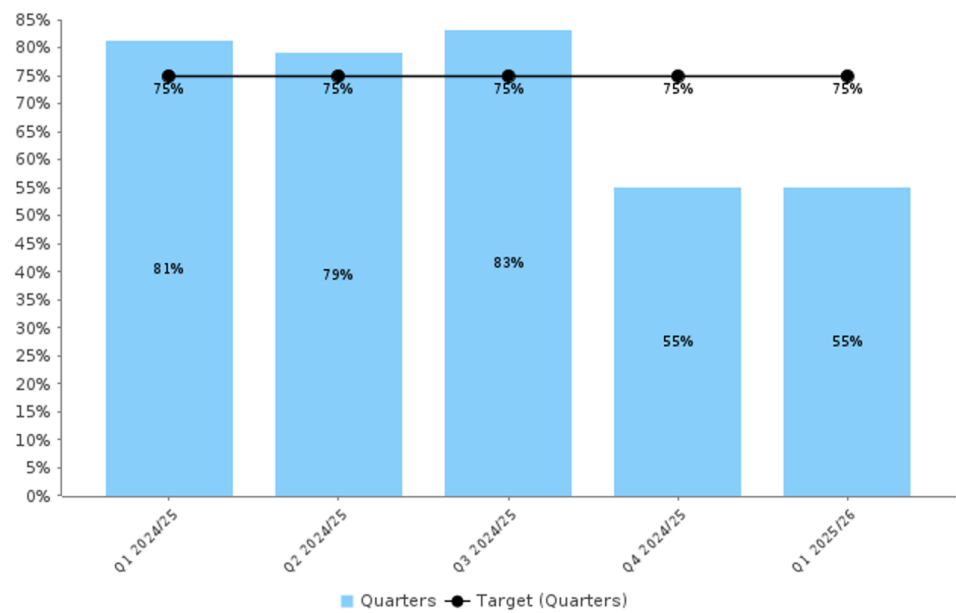
Reported a quarter in arrears

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
- 4.14 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