

ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway

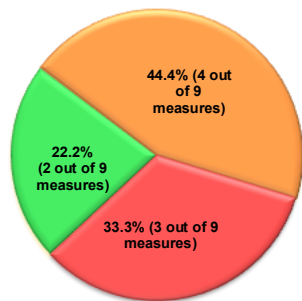


Q1 2025/26 Health & Adult Social Care Overview & Scrutiny Committee

Summary of all performance indicators

There are 24 performance indicators for the One Medway Council Plan 2024/28 relevant to this committee.

Performance

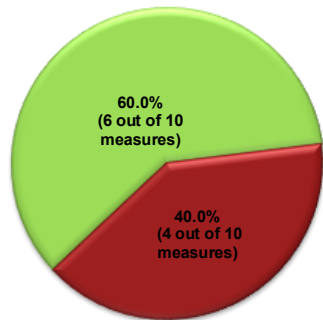


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 9 of the measures:

- 22.2% (2 out of 9 measures) met or exceeded target.
- 44.4% (4 out of 9 measures) were slightly below target (less than 5%).
- 33.3% (3 out of 9 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:

- 60.0% (6 out of 10 measures) had an upward long trend.
- 0.0% (0 out of 10 measures) had a static long trend.
- 40.0% (4 out of 10 measures) had a downward long trend.

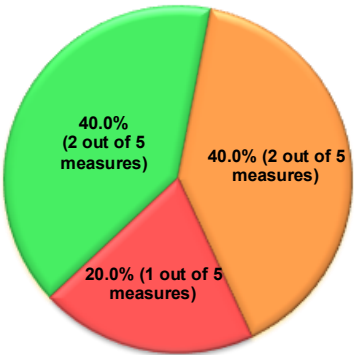
Delivering quality social care and community services

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

Performance

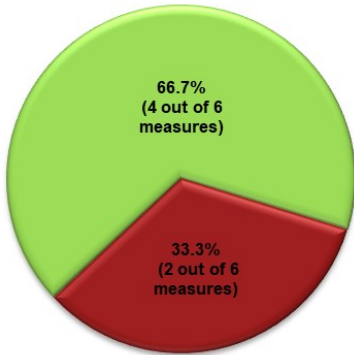


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 5 measures:

- 40.0% (2 out of 5 measures) met or exceeded target.
- 40.0% (2 out of 5 measures) were slightly below target (less than 5%).
- 20.0% (1 out of 5 measures) were significantly below target (more than 5%).

Direction of Travel

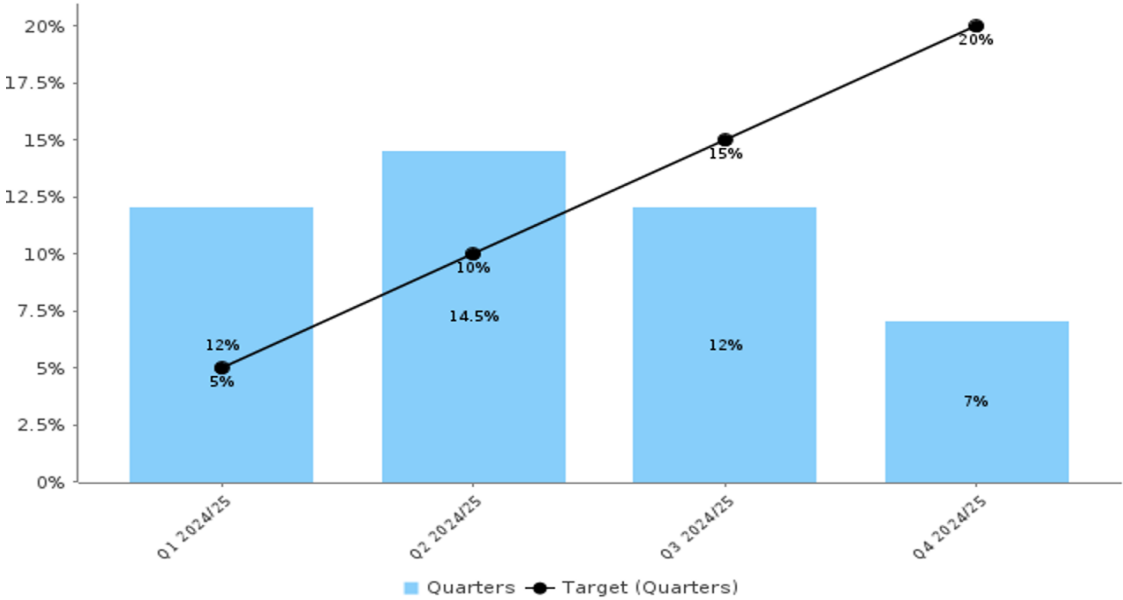


Direction of Travel - key
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 6 measures:

- 66.7% (4 out of 6 measures) had an upward long trend.
- 0.0% (0 out of 6 measures) had a static long trend.
- 33.3% (2 out of 6 measures) had a downward long trend.

- 1.02 Commissioned domiciliary care workers MECC training



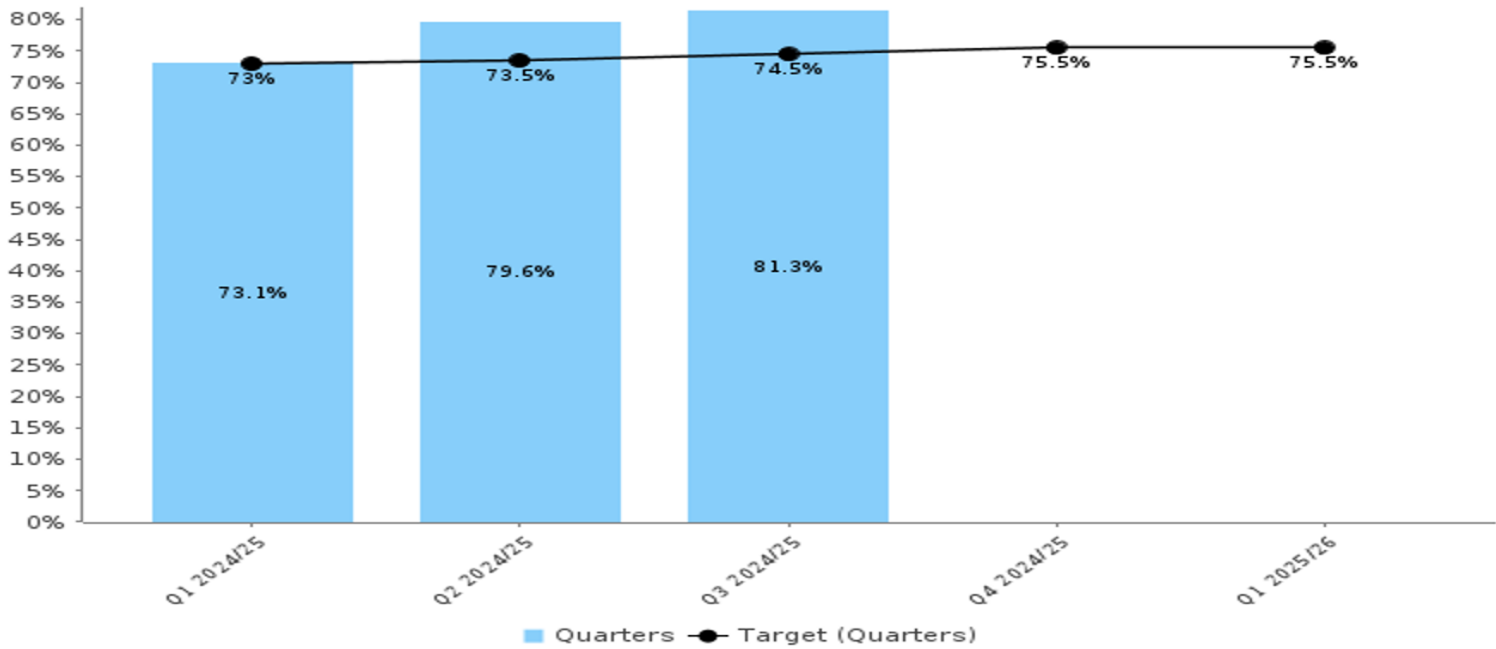
Aim to Maximise
Red (downward long trend)

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

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

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

Provide effective, targeted support for our most vulnerable residents to enable them to fulfil their potential and improve their quality of life
- 1.03 By 2027/28 the proportion of people who received short-term services during the year, who previously were not receiving services, where no further request was made for ongoing support have increased to 80%



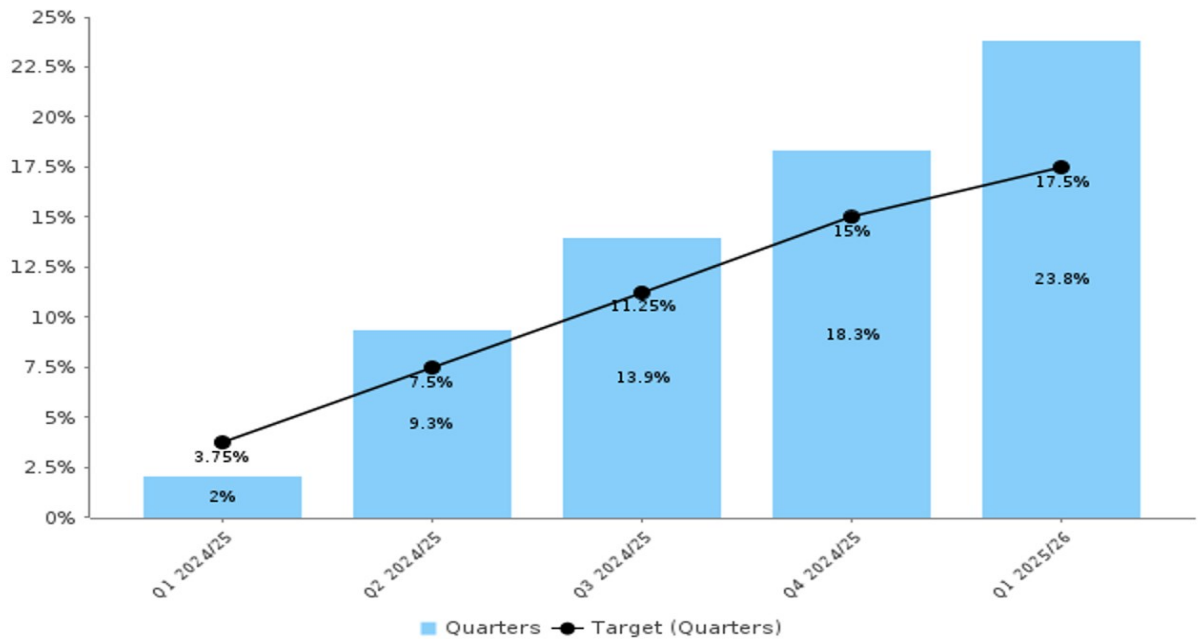
Aim to Maximise
Data unavailable (no long trend)

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

The social work and occupational therapy pilot in place in locality 1 has proved successful in preventing, reducing and delaying the need for ongoing services and has produced positive outcomes. This has been achieved through identifying where joint visits, at an early opportunity, can be undertaken to provide advice & signposting, equipment or an enablement package of care to maximise independence. Transformation funding has been agreed to roll out the is pilot during Q2 across in Early Help & Prevention Localities 2&3.

Support people of all ages to live the most happy, healthy, independent life possible, utilising assistive technologies

- 1.04 Assistive Technology for long-term care or reablement in adult social care



Aim to Maximise
Green (upward long trend)

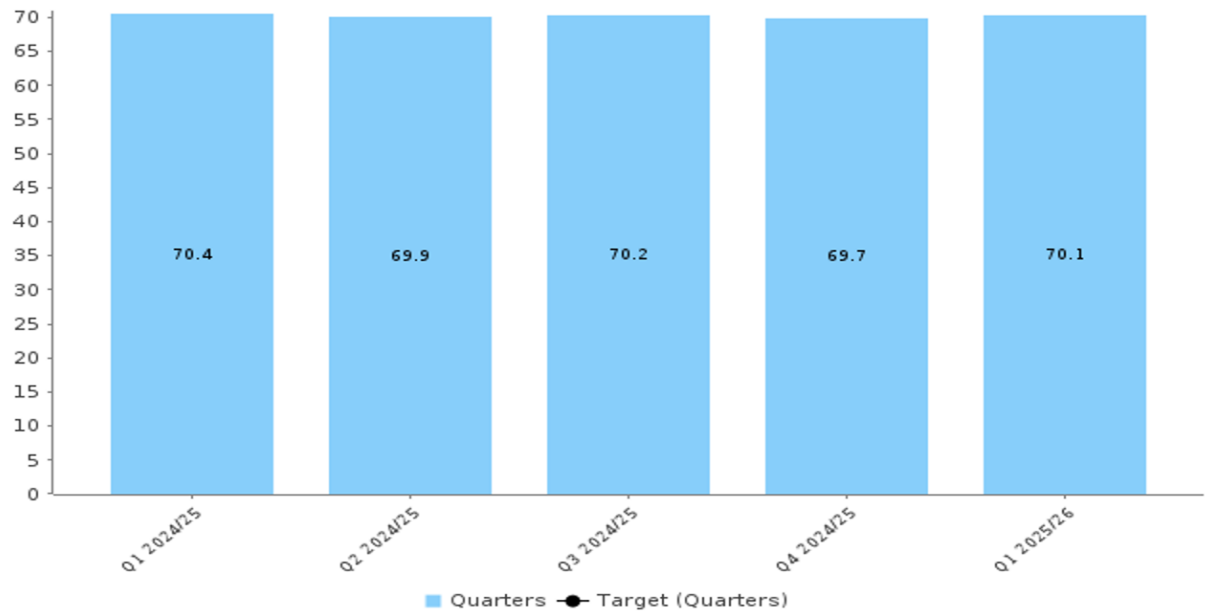
Please note Targets and performance have been rolled over from last year, so represent the increase from the 24/25 baseline.

Long term care(LTC) users which are clients that use this service to support care packages with no end date installations are on course to meet the stepped 10% target for the year and with the dedicated Assistive Technology champion now working with the Early Help & Prevention teams as well within Adult Social Care localities and review teams it is expected that the annual target is achievable. **Intelligent Lilli** (which is an Assessment tool which passively monitors users to ensure that they are safe and well living at home and provides reports that can help with care assessments and reviews) there is a small shortfall for Q1 but with bookings already being received for Q2 it is expected that this will be caught up.

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

Support all adults, including those living with disability or physical or mental illness to live independently and stay safe

- 1.14 By 2027/28, the proportion of people who receive long-term support who live in their home or with family is similar to the national average



Aim to Maximise
Data only (upward long trend)

This is a new national measure. Targets will be agreed following the publication of the first data set. This was due in the latter half of 2024 but has been delayed. The first data set is expected in late 2025.

Local data shows that 2108 out of 3005 (70.1%) clients receive services in the community, a small rise compared to the from the Q4 outturn. This should be viewed as indicative as the final national methodology for calculating this metric has not been published yet.

The national outturn for adults with a learning disability is 81.6%, with 78.7% in the South East, in Medway this is 66.2%

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

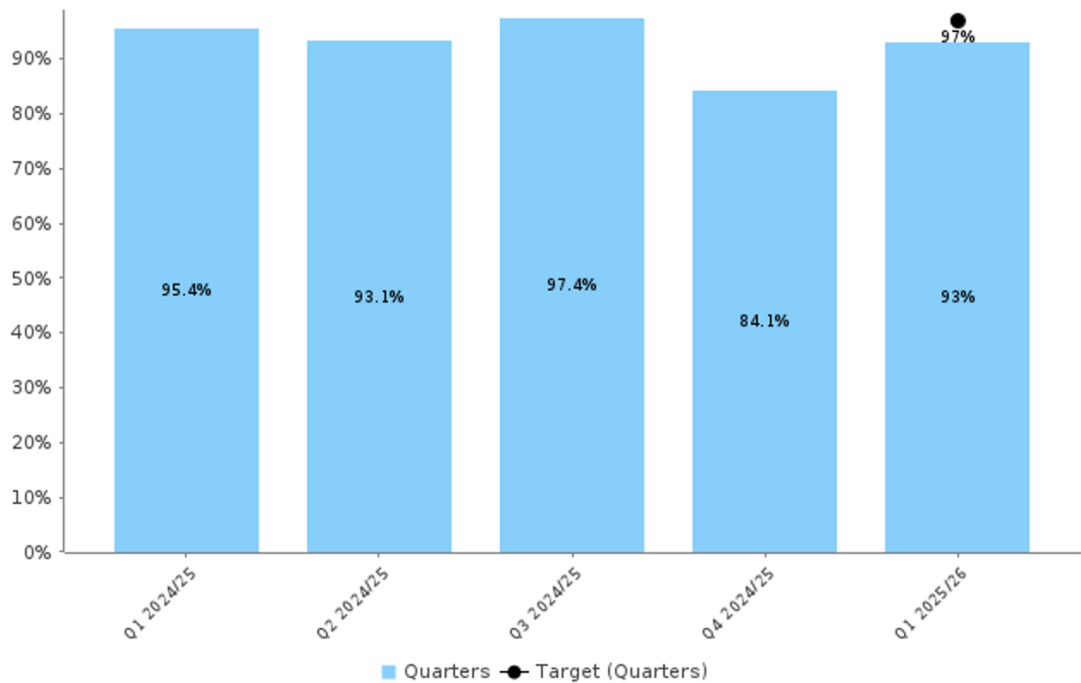
Achievements in the time period (Past/Present):

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

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

Support all adults, including those living with disability or physical or mental illness to live independently and stay safe

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



Aim to Maximise
Amber (upward long trend)

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

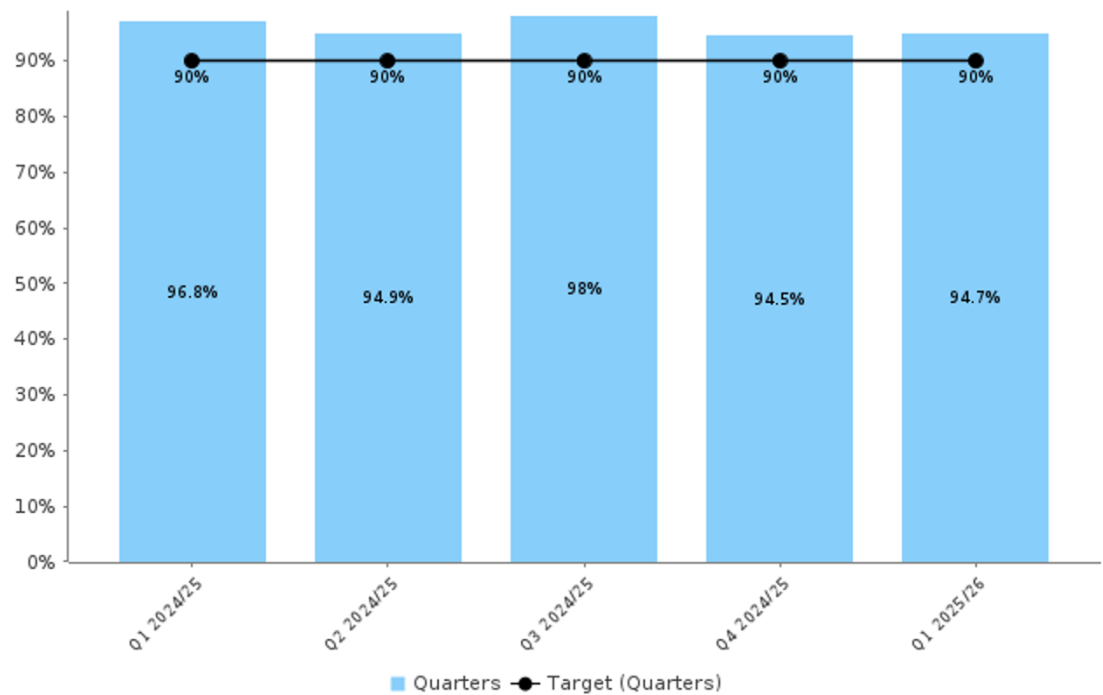
Benchmarking The national outturn for 2023-24 is 81%, well below Medway’s performance. Our performance continues to exceed the national benchmark, reflecting the effectiveness of our current strategies and the commitment of our teams. We remain focused on sustaining this high level of achievement through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

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

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

Support all adults, including those living with disability or physical or mental illness to live independently and stay safe

- 1.16 By 2027/28, 90% of people with a concluded safeguarding enquiry achieve either their desired outcome, or their desired outcome is partially met



Aim to Maximise
Green (downward long trend)

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

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

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

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

Plot not shown as the data haven't changed since the last report

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

The proportion of users reporting that they feel safe has increased by 7.2%, having fallen by 1.4% in the 2022-23 survey. This rise was greater than the 2.0% seen at national level and as a result, Medway are now 3.0% (2.1pp) above national, having been 2.0% (1.4pp) below in 2022-23.

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

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

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

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

People in Medway live independent and fulfilled lives into an active older age

- 1.18 By 2027/28, the proportion of people who use long term social care services who report having control over their daily lives is similar to, or higher than, the national average

Plot not shown as the data haven't changed since the last report

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

The proportion of users who felt that they had as much control over their daily life as they would want has increased by 0.8% from 79.1% in 2022-23 to 79.7% in 2023-24. Nationally, there was a 0.5% increase over the same period. Medway continues to be above national; the gap has widened slightly from 2.5% above in 2022-23 to 2.7 percentage point (pp) above in 2023-24. It is likely that the difference between Medway and the benchmark results are not statistically significant, however the upward trend in results is noteworthy. The national outturn was 77.6% and the Statistical neighbour, 78.3%. While there has been a small increase in the proportion of users who felt that they had as much control over their daily life as they would want, ASC would like to see this increase further. Historically we have not had resource to focus on this, but the 24/25 MTFO approved budget to increase resource and introduce a small team. This is vital for our CQC improvement journey.

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

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

People in Medway live independent and fulfilled lives into an active older age
- 1.19 By 2027/28, the proportion of older people (65 and over) who are still at home 91 days after discharge from hospital into reablement services is similar to, or higher than, our statistical neighbours

Plot not shown as the data haven't changed since the last report

Aim to Maximise
Data unavailable (no long trend)

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

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

People in Medway live independent and fulfilled lives into an active older age

- 1.20 By 2027/28, the proportion of people who use adult social care services who report that they find it easy to find information about services is higher than the national average

Plot not shown as the data haven't changed since the last report

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

Published data shows that shows a year on year rise in the indicative outturn of 2.1 percentage points (pp) (3.4%). However, Medway has now dropped below the indicative scores for both national and statistical neighbours having been greater than these in 2022-23. It is likely that the difference between Medway and the benchmark results are not statistically significant. **Benchmarking:** For 2023/24 Medway was 3.9pp lower than national (67.9%) and 4.9pp lower than statistical neighbours (68.9%). Comparator results are improving at a faster rate than in Medway. Work to improve the Adult Social Care (ASC) website is ongoing, with a focus on ensuring that content is clear, accessible, and meaningful for service users. Webpages are being systematically reviewed and updated to enhance usability and ensure that improvements have a tangible impact. The Web Team continues to prioritise compliance with the Web Content Accessibility Guidelines (WCAG), addressing accessibility issues to ensure the site is inclusive for all users. A structured plan is in place to regularly review and refresh content to maintain accuracy and relevance. Efforts have also been made to improve the overall user experience, making the website more intuitive and easier to navigate. The digital offer is being further developed, with robust tracking mechanisms in place to ensure it remains comprehensive and responsive to user needs. To support this work, the ASC Engagement Team has been actively involved in the digital project, providing valuable insights into how individuals and communities prefer to access information and services online. **Achievements in the time period (Past/Present):** The redesign of Adult Social Care webpages is progressing well, with a focus on creating a more intuitive and seamless user experience. Improvements to page structure and content flow are being implemented to ensure that users can navigate the site with greater ease and confidence. **Actions going forward (Future):** Redesigning of the Adult Social Care home page. Regular review of progress being made and capturing feedback on the redesigned webpages. Looking to review other Adult Social Care pages and make improvements to webpages that require updating. To continue to the use of feedback to aid in shaping how the website works/ operates and use of preferred methods of communication to reach individuals and groups. Gain approval of the accessibility information standard policy.

People in Medway live independent and fulfilled lives into an active older age
- 1.21 By 2027/28, the carer reported quality of life score is statistically similar to, or higher than, the national average

Plot not shown as the data haven't changed since the last report

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

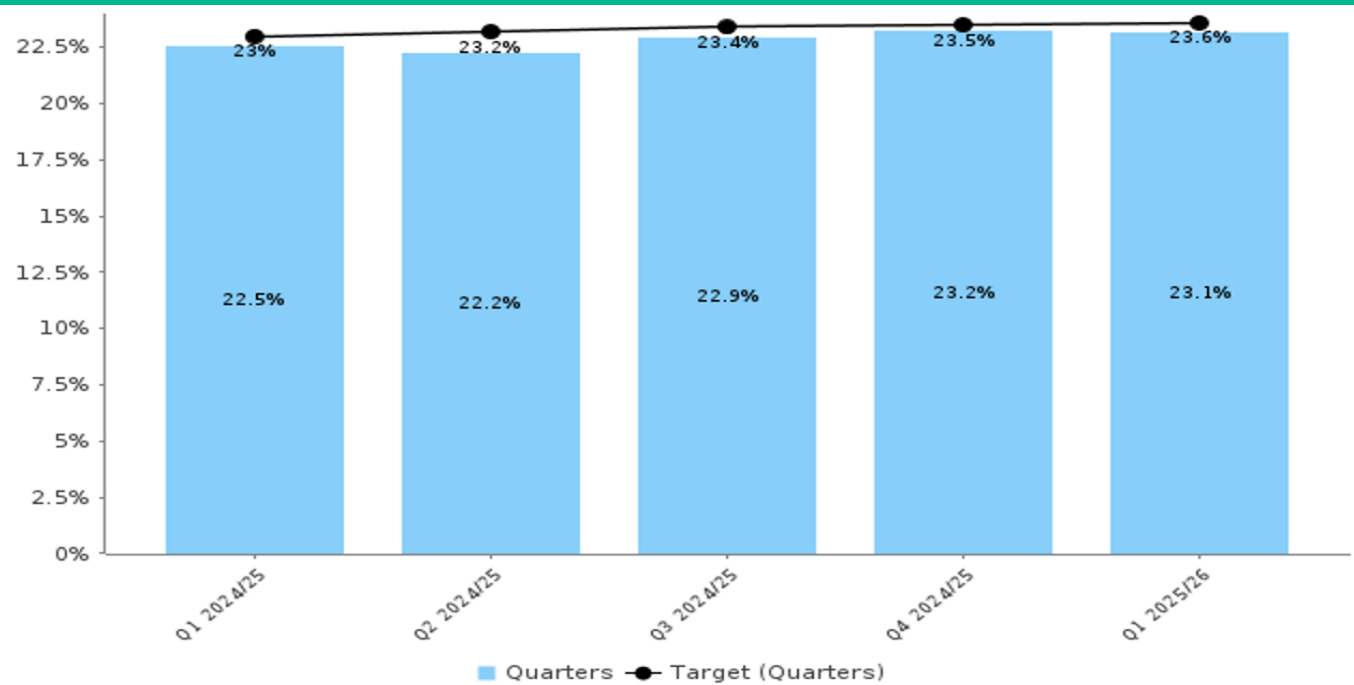
Validated data, shows a year-on-year decline of 0.1 point (1.4%).
For 2023-24 Medway was 0.2 points lower than national (7.3) and 0.1 points lower than the South East (7.2). This would suggest that difference between Medway's outturn and the comparators is not significantly statistically important.
The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

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

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

People in Medway live independent and fulfilled lives into an active older age

- 1.22 By 2027/28, the proportion of long-term clients receiving support via a Direct Payment is similar to or better than the National percentage.



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

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

Benchmarking:

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

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

Achievements in the time period (Past/Present):

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

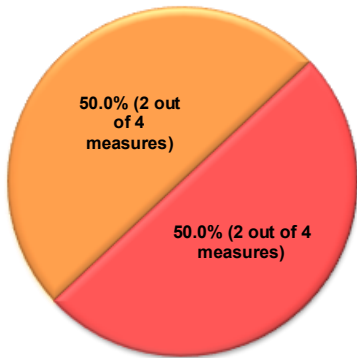
Improving health and wellbeing for all

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

Performance

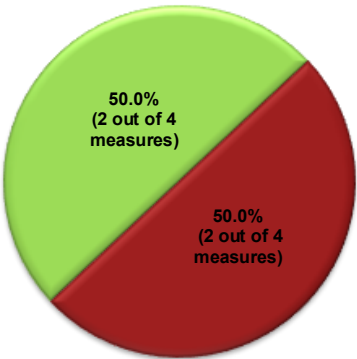


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows performance for 4 measures:

- 0.0% (0 out of 4 measures) met or exceeded target.
- 50.0% (2 out of 4 measures) were slightly below target (less than 5%).
- 50.0% (2 out of 4 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 4 measures:

- 50.0% (2 out of 4 measures) had an upward long trend.
- 0.0% (0 out of 4 measures) had a static long trend.
- 50.0% (2 out of 4 measures) had a downward long trend.

Plot not shown as the data haven't changed since the last report

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

By 2027/28, the proportion of adults (18+ years) who are self-reported smokers is statistically similar to, or lower than, the England average (comparing England and Medway values in 2026).

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

Achievements

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

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

The specialist Mental Health Smoking Cessation service is fully operational.

Actions

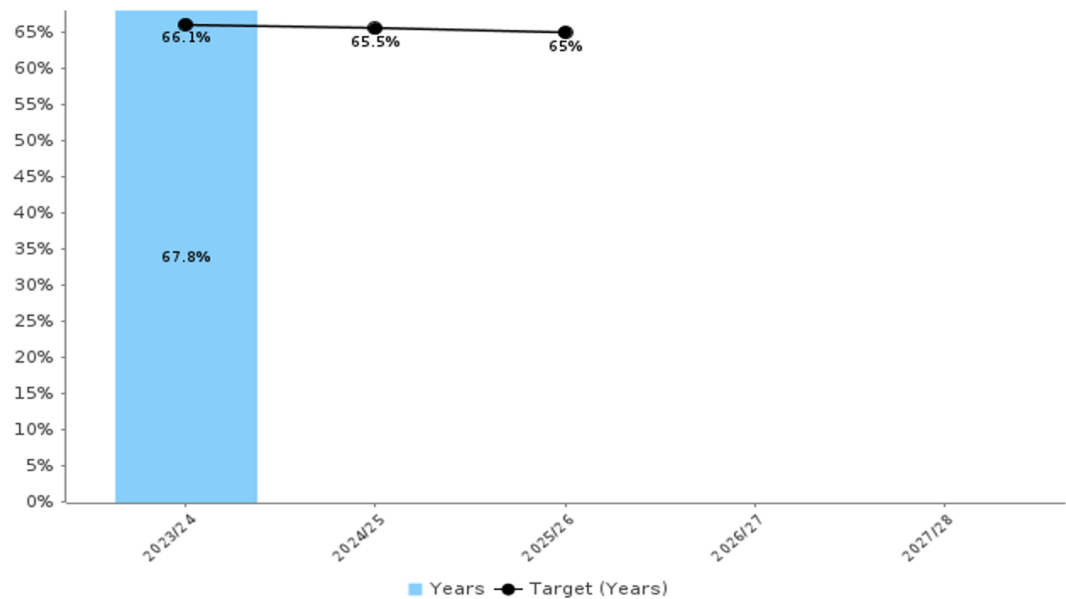
Discussions are underway with the Integrated care Board for 2025/26 to provide a Local Incentive Scheme for smoking cessation in primary care.

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

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

Empowering people to achieve good health and wellbeing through prevention, with access to local activities and services that will enable and support them to lead independent, active and healthy lifestyles

- 4.02 Overweight (including obesity) prevalence in adults (18+ yrs)



Aim to Minimise
Amber (downward long trend)
Annual PI

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

Plot not shown as the data haven't changed since the last report

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

By 2027/28, the proportion of people who report “high” or “very high” levels of life satisfaction will be similar or higher compared to the England average. This data comes from the Annual Population Survey (APS) and the Office for National Statistics. The data for 2023/24 has not yet been released. Data from the APS 2022/23 indicates that 75.2% of people reported “high” or “very high” levels of life satisfaction.

All Medway Public Health interventions and actions are intended to support people to have better health outcomes and address health inequalities, these can often take years to demonstrate improvements on a population level and are influenced by macroeconomic level policies. Self-reported health, marital status and economic activity have the strongest associations with how positively we rate our life satisfaction.

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

Plot not shown as the data haven't changed since the last report

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.

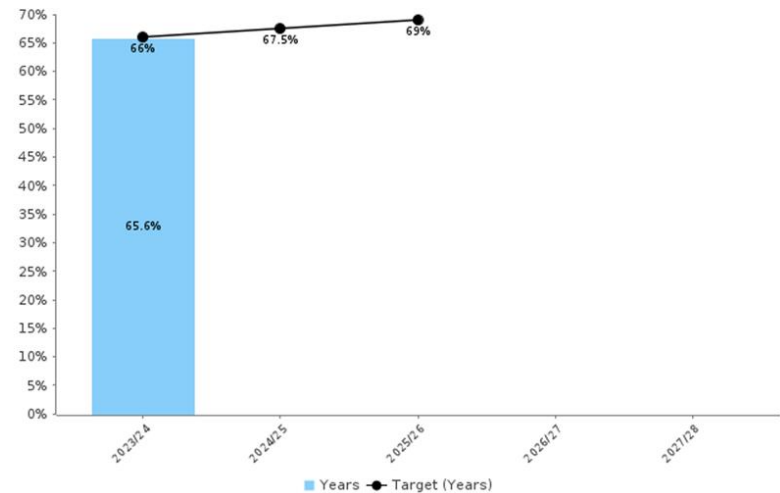
Plot not shown as the data haven't changed since the last report

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

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

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

- 4.13 Physically active adults (19+ yrs)



Aim to Maximise
Amber (upward long trend)
Annual PI

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

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

Achievements:

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

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

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

Actions:

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

Plot not shown as the data haven't changed since the last report

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

By 2027/28, life expectancy at birth for females will have increased by one year. The final target is 83.1, taken from the baseline value of 82.1 from 2019/20. The incremental target for 2021/22 is 82.6.

This performance indicator is measured 3 years in arrears. The data is taken from the Office for Health Improvement and Disparities and is based on data from the Office for National Statistics (ONS).

Life expectancy in Medway for females was 82.1 years in 2021-23, lower than the England average of 83.1 years. Factors like smoking, obesity, and deprivation impact this. Everything that Medway Council and the NHS do has an overarching aim to increase life expectancy, as highlighted in the outcomes of the Joint Local Health and Wellbeing Strategy and the Integrated Care Strategy.

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

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

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

Plot not shown as the data haven't changed since the last report

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. 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. The Medway Public Health team delivers a range of healthy lifestyle services under the ‘A Better Medway’ initiative, many of which are open to self-referral. These services include stop smoking support, mental health resources, weight management programmes, a newly introduced falls prevention service, and more. On 22 April 2025, Medway was officially launched as a Marmot Place - an initiative supported by University College London’s Institute of Health Equity. This partnership brings together the council and local organisations to address health inequalities across the area. A central goal of the initiative is to narrow the gap in life expectancy in Medway. During Q1 2025/26, the Medway Marmot Steering and Advisory Groups have been actively working to define key priorities and establish timelines to drive this ambition forward. Planned work for the second quarter include: • Creating a community asset map to highlight existing services • Engaging with local communities. • Launching a Medway Marmot website

Plot not shown as the data haven't changed since the last report

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.

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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.

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Plot not shown as the data haven't changed since the last report

Aim to Minimise
Red (downward long trend)
Annual PI.

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

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

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

Life expectancy is a key measure of population health, often linked to socioeconomic factors, demographic traits, geographic regions, or specific population groups. These differences can cause inequalities in life expectancy, often measured using levels of deprivation.

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

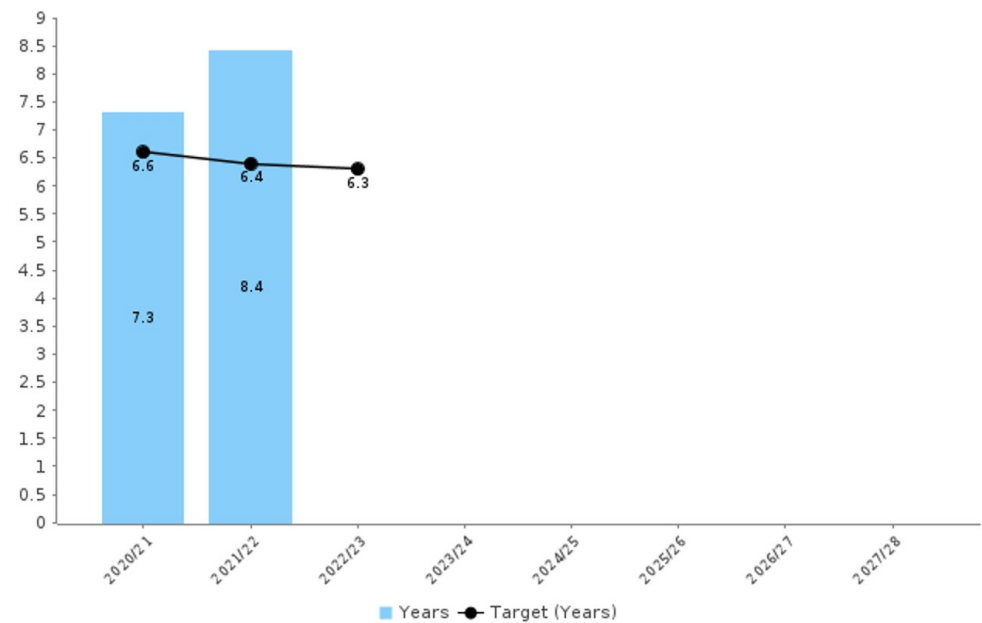
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Work in partnership with communities and organisations to address the issues that negatively affect health and wellbeing, making sure everyone has the opportunity to live long, healthy lives

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



Aim to Minimise
Red (upward long trend)
Annual PI.

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

The Office for National Statistics data (ONS) have changed the methodology for Inequality in Life Expectancy and published figures have been recalculated. The target of a 2 year decrease in inequality in life expectancy at birth remains the same, but the end goal has changed from 7.4 to 8.7 years by 2027/28 in light of the new methodology. The data is taken from the Office for Health Improvement and Disparities and is based on Ministry of Housing, Communities and Local Government and ONS data. Life expectancy is a key measure of population health, often linked to socioeconomic factors, demographic traits, geographic regions, or specific population groups. These differences can cause inequalities in life expectancy, often measured using levels of deprivation.

The inequality in life expectancy at birth in Medway for males was 11.6 years, compared to 10.5 years in England in 2021-23, placing Medway in the worst quintile nationally. The value is below the target of 9.2. This suggests a large gap in life expectancy between more and less deprived areas in Medway.

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