

ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway

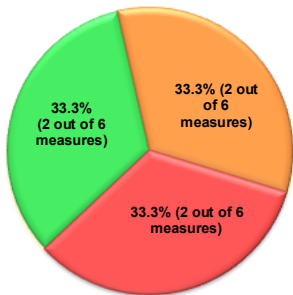


Q2
2025/26
Health &
Adult Social
Care
Overview &
Scrutiny
Committee

Summary of all performance indicators

There are 24 performance indicators for the One Medway Council Plan 2024/28 relevant to this committee. We are reporting on 6 performance indicators this quarter. There are 18 indicators where data is unavailable.

Performance

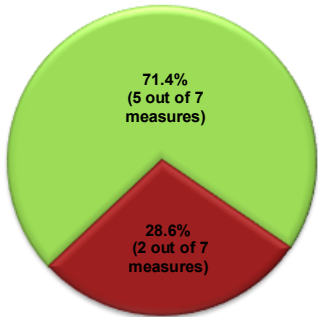


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 6 of the measures:

- 33.3% (2 out of 6 measures) met or exceeded target.
- 33.3% (2 out of 6 measures) were slightly below target (less than 5%).
- 33.3% (2 out of 6 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:

- 71.4% (5 out of 7 measures) had an upward long trend.
- 0.0% (0 out of 7 measures) had a static long trend.
- 28.6% (2 out of 7 measures) had a downward long trend.

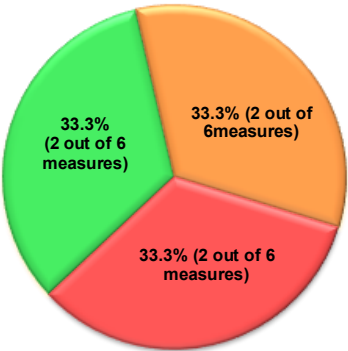
Delivering quality social care and community services

- 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. We are reporting on six performance indicators this quarter. There is one indicator that is data only and five indicators where data is unavailable.

Performance



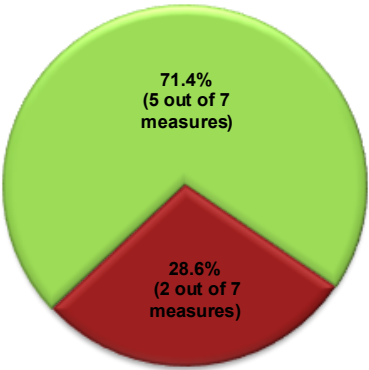
Performance - key

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Direction of Travel



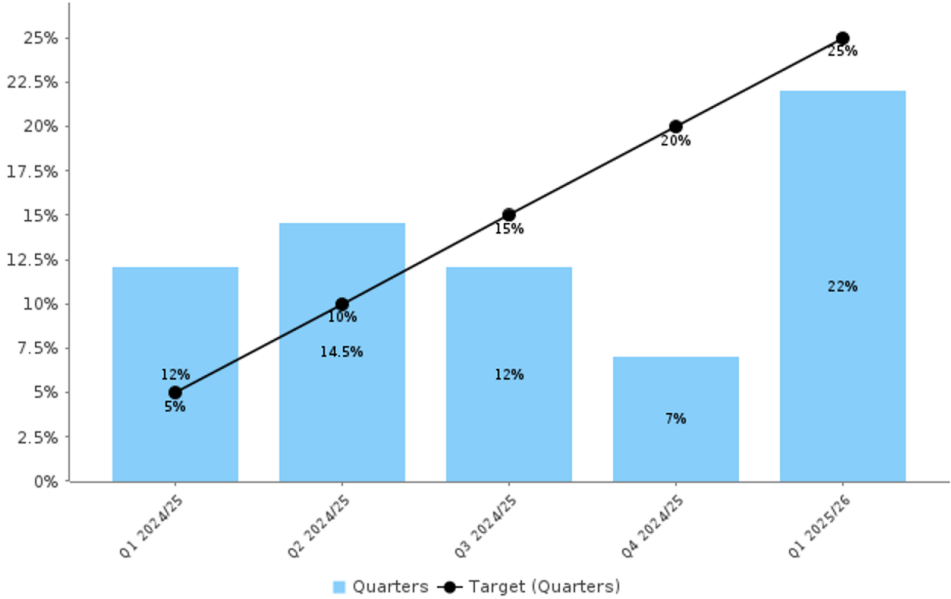
Direction of Travel - key

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Blue means static
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This chart shows the direction of travel for 18 measures:

- 71.4% (5 out of 7 measures) had an upward long trend.
- 0.0% (0 out of 7 measures) had a static long trend.
- 28.6% (2 out of 7 measures) had a downward long trend.

- 1.02 Commissioned domiciliary care workers MECC training



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

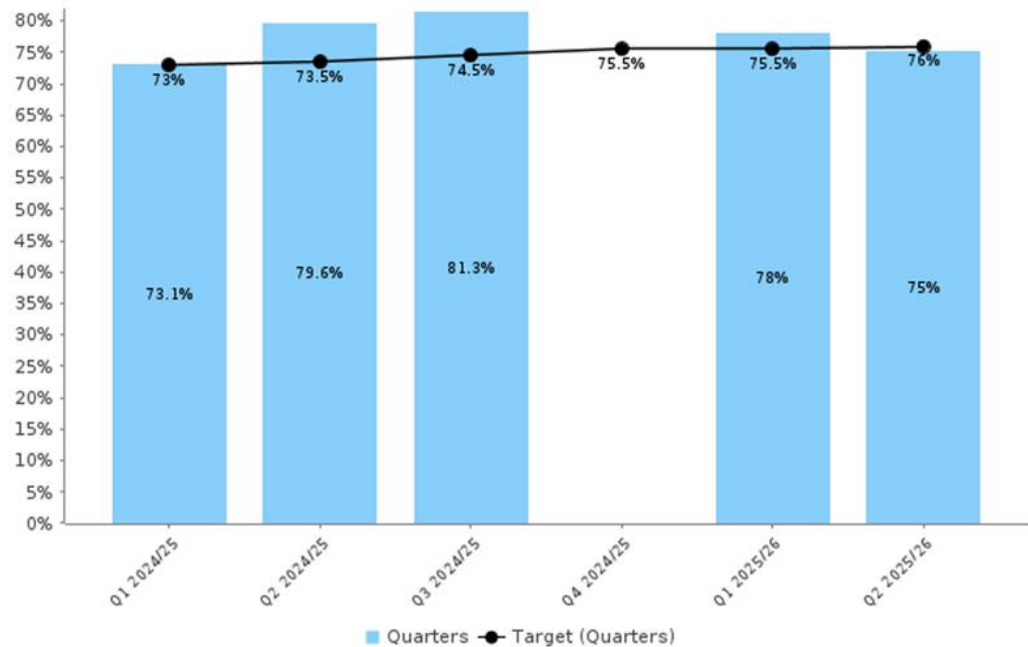
Reported a quarter in arrears. During Q1 of year 2, 22% of the providers workforce had undergone MECC training. The target of 25% has not been met.

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

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

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

- 1.03 By 2027/28 the proportion of people who received short-term services during the year, who previously were not receiving services, where no further request was made for ongoing support have increased to 80%

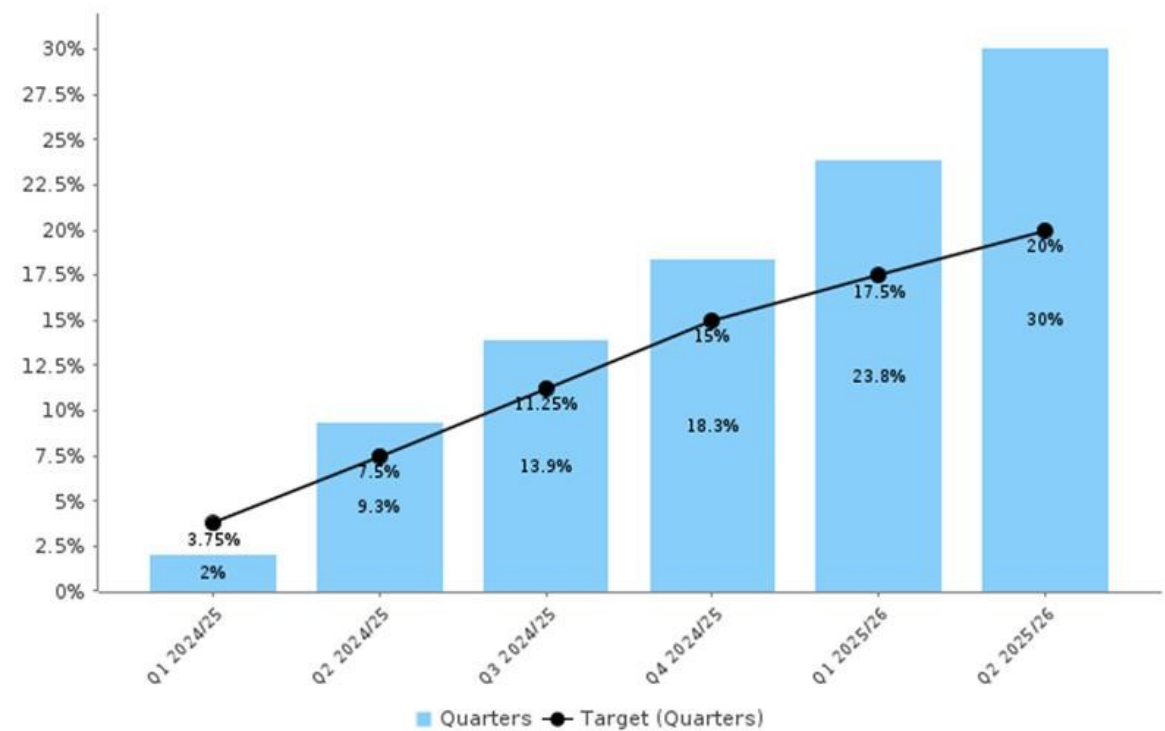


**Aim to Maximise
Amber (downward long trend)**

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

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

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



Aim to Maximise
Green (upward long trend)

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

Achievements in time period (Past/Present)

Pilots of the Circadian lightbulb and Evondos automated medication robot are still ongoing, but we’re beginning to see evidence of positive impact for people using both technologies. Early feedback highlights improvements in wellbeing and medication adherence, supporting our wider enablement and independence goals.

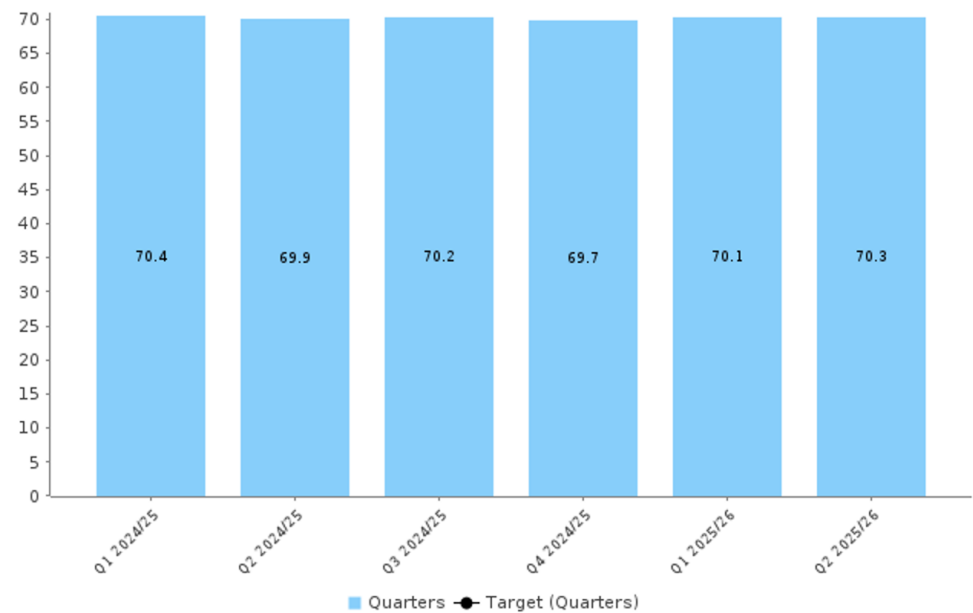
Kyndi attended the Adult Social Care (ASC) divisional meeting to raise awareness of their service and technology to all staff.

Actions going forward (Future):

Planned market engagement event with Kyndi to raise awareness not only in ASC but across the council.

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

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



Aim to Maximise
Data only (upward long trend)

Local data shows that 2160 out of 3071 (70.3%) clients receive services in the community, a small rise compared to the from the Q1 outturn. This should be viewed as indicative as the final national methodology for calculating this metric has not been published yet.

The national outturn for adults with a learning disability is 81.6%, with 78.7% in the South East, in Medway this is 58%

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

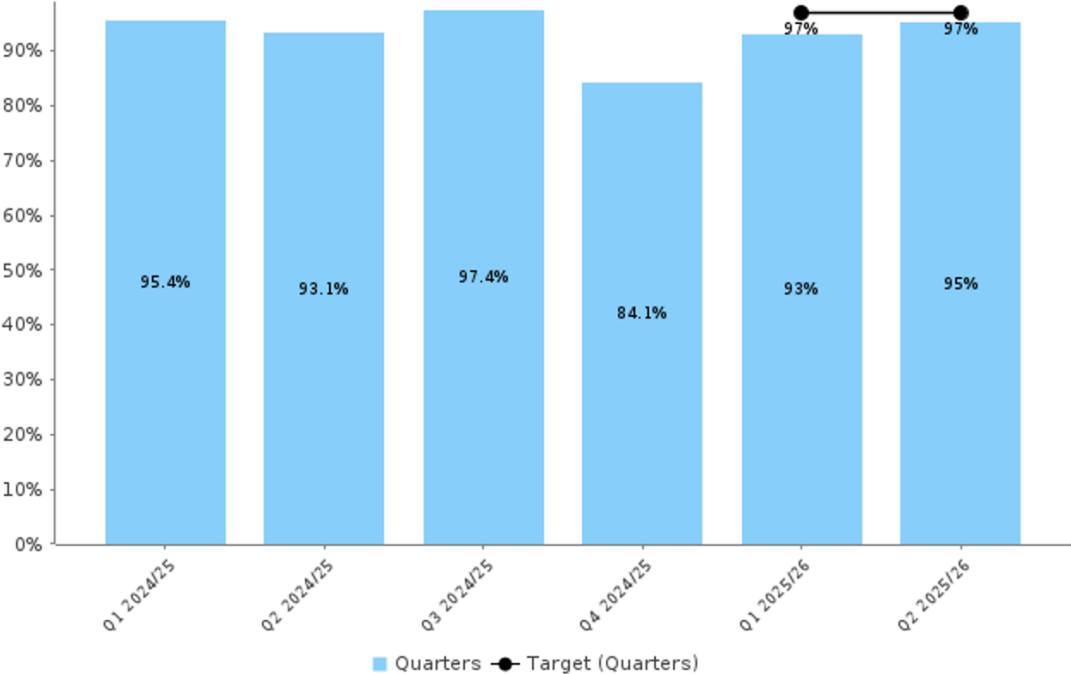
Achievements in the time period (Past/Present): Two additional social work posts have been recruited to support people who have a Learning Disability and/or are who autistic. This will assist people who receive long term care and support to remain living at home.

Kyndi starting to use the new non wearable assistive tech to support people to remain at home.

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

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

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

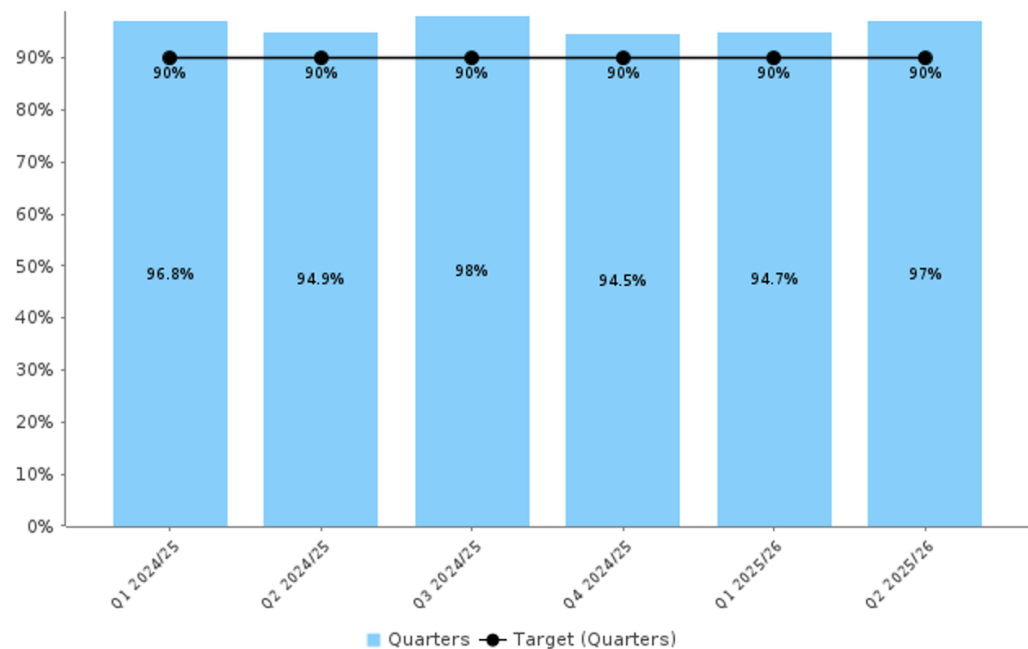


Aim to Maximise
Amber (upward long trend)

Local data shows that there were 248 closed enquiries in the quarter. Of these 210 had risks positively or inconclusively identified, where actions under safeguarding took place. The risk was removed or reduced in 95% (200) of these cases. This represents a 2pp improvement on the Q1 outturn. Benchmarking The national outturn for 2023/24 is 81%, well below Medway's performance. Our performance continues to significantly exceed the national benchmark, reflecting the effectiveness of our current strategies and the commitment of our teams. We are striving to increase this further and meet our internal target of 97%. We acknowledge that there are some circumstances where risk cannot be removed or reduced but we are committed to analysing the data to understand why and to identify ways to reduce or eliminate similar risks in the future. We remain focused on sustaining this high level of achievement through continuous monitoring, reflective practice, and targeted improvement initiatives. Achievements in the time period (Past/Present): We have further enhanced our procedures and have implemented daily oversight meetings for safeguarding concerns strengthening risk management strategies. We continue with systematic data reviews to assess the effectiveness of interventions and to clearly identify cases where risk has not been sufficiently reduced or removed. By closely analysing trends and outcomes, consistent with the approach taken in the previous quarter, we aim to strengthen our understanding of the underlying factors contributing to unresolved risk. This insight will inform targeted actions, support continuous improvement in safeguarding practice, and ensure that learning is embedded across teams to enhance outcomes for individuals at risk. Actions going forward (Future): We will continue to build on our strong performance, which currently significantly exceeds national benchmarks, by reinforcing the strategies that have proven effective and supporting our teams in maintaining high standards. Our focus continues to be sustaining and enhancing this level of achievement through proactive monitoring, reflective practice, and targeted improvement initiatives. We remain agile in responding to emerging challenges and we aim to further improve service quality and outcomes in the coming period.

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

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



Aim to Maximise
Green (upward long trend)

Local data shows that there were 248 applicable Safeguarding enquiries closed in Q2. Of these 145 (58%) had outcomes expressed. 140 were resolved with the risk reduced or removed, this is 97% which is an improvement in the Q1 outturn. 65 (26%) clients were asked about their desired outcomes, but either chose not to or weren't able to express their wishes. 38 clients (15%) were either not asked, or it is not known if they were asked. Benchmarking National benchmarking is taken from a voluntary collection. The latest data (2023/24) shows 94.9% saw the desired outcome met or partially met. We have improved against the last quarter by 2pp and are performing at 2.1pp above national benchmarking, demonstrating our continuous drive to ensure safeguarding is outcome focused. Achievements in the time period (Past/Present): We have continued to actively engage with key partners and care providers to foster strong, outcome-focused collaboration aimed at improving outcomes for individuals. We have started a review of the safeguarding service, and one area of focus is to implement strategies to increase participation of individuals who are the subject of safeguarding concerns, including their attendance at safeguarding meetings which will provide further opportunity to discuss and capture their desired outcomes. Actions going forward (Future): We will continue to engage proactively with key partners and care providers to strengthen collaboration around adult safeguarding. We will undertake analysis of the data relating to individuals who did not want to or could not express their desired outcome and use this analysis to drive strategies aimed at supporting individuals to feel and be able to express their desired outcome. We will have a driven focus on improving the current percentage of individuals either not being asked or not knowing if they were asked their desired outcome and will review our system to support this become a mandatory field in our safeguarding forms.

Support all adults, including those living with disability or physical or mental illness to live independently and stay safe
- 1.17 By 2027/28, the proportion of people who use long term adult social care services who report that they feel safe is similar to, or higher than, our statistical neighbours

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

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

Q2 comment
The proportion of users reporting that they feel safe has increased by 7.2%, having fallen by 1.4% in the 2022/23 survey. This rise was greater than the 2.0% seen at national level and as a result, Medway are now 3.0% (2.1pp) above national, having been 2.0% (1.4pp) below in 2022/23.
Benchmarking For 2023/4 National was 71.1% and our statistical neighbours 69.9%. Adult Social Care is committed to increasing the proportion of people using long-term services who report feeling safe, aiming to meet or exceed the performance of our statistical neighbours. Central to this effort is the consistent application of high-quality Care Act assessments and personalised support planning. These processes ensure that individuals' needs, preferences, and risks are thoroughly understood and addressed from the outset. By embedding safety considerations into every assessment and co-producing support plans that prioritise well-being and risk reduction, we empower individuals to feel more secure in their care arrangements.
Achievements in the time period (Past/Present): Regular case audits are carried out to ensure these processes are being applied effectively and that people's safety is being prioritised in every care arrangement. The audits provide assurance that individuals' needs and risks are being appropriately identified and addressed, and that care plans promote wellbeing and security.
Actions going forward (Future) Case audits focused on management oversight are being introduced. These will help ensure that decision-making, supervision, and escalation processes are robust and consistently applied. Strengthening oversight in this way will enhance our ability to identify and respond to risks early, improving safety outcomes for people receiving care

People in Medway live independent and fulfilled lives into an active older age
- 1.18 By 2027/28, the proportion of people who use long term social care services who report having control over their daily lives is similar to, or higher than, the national average

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

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

Q2 comment
The proportion of users who felt that they had as much control over their daily life as they would want has increased by 0.8% from 79.1% in 2022/23 to 79.7% in 2023/24. Nationally, there was a 0.5% increase over the same period. Medway continues to be above national; the gap has widened slightly from 2.5% above in 2022/23 to 2.7% above in 2023/24.
It is likely that the difference between Medway and the benchmark results are not statistically significant, however the upward trend in results is noteworthy.

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

Achievements in the time period (Past/Present): A new Adult Social Care Strategy is currently being drafted, setting out our future priorities and direction. Engagement with residents, care providers, and strategic partners has taken place to ensure the strategy reflects a shared vision and responds to local needs. Feedback gathered through these conversations is helping shape a strategy that promotes independence, safety, and improved quality of life, with a strong emphasis on enabling people to have greater choice and control over the support they receive.

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

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

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

Aim to Maximise Data unavailable (no long trend)
Following a review of this measure by central government, it has been decided that the client level dataset is unable to provide the relevant information. As such it has been announced that this measure will be changed, within the Adult Social Care Outcomes Framework (ASCOF), to: The proportion of people aged 65 and over discharged from hospital into reablement and who remained in the community within 12 weeks of discharge. The counting rules and methodology are yet to be published and as such we can't report this measure. We continue to work as a Health & Social Care System to support people who are ready to be discharged from hospital. However, we are unable to comment on impact without the data as described above.

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

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

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

Benchmarking For 2023/24 Medway was 3.9pp lower than national (67.9%) and 4.9pp lower than statistical neighbours (68.9%). Comparator results are improving at a faster rate than in Medway. Work to improve the Adult Social Care web pages is progressing, with a focus on making content more accessible, user-friendly, and meaningful for service users. Web pages are being iteratively reviewed and refreshed to ensure accuracy, relevance, and ease of navigation. This includes updating logic trees to ensure they are intuitive and engaging and incorporating user testing to validate that changes meet user needs. Accessibility remains a priority, with improvements aligned with the Web Content Accessibility Guidelines (WCAG) to ensure the site is inclusive for all. In parallel, Adult Social Care is contributing to the development of Integrated Hubs to enhance face-to-face access to information. Efforts are also underway to improve non-digital communication, such as updating or creating leaflets to reflect the most requested information in physical formats and ensuring that these are made available across Medway. Digital innovation is being explored through the pilot of Beebot, which will support in centralising Adult Social Care information and tailoring content to individual user preferences. The Adult Social Care Engagement Team plays an active role in this work, gathering insights into how individuals and communities prefer to access services and information.

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

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

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

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

Aim to Maximise
Data unavailable (no long trend)
Annual PI due 2026

Q2 comment
The next survey of carers will take place in autumn 2025 with validated data being published in mid 2026

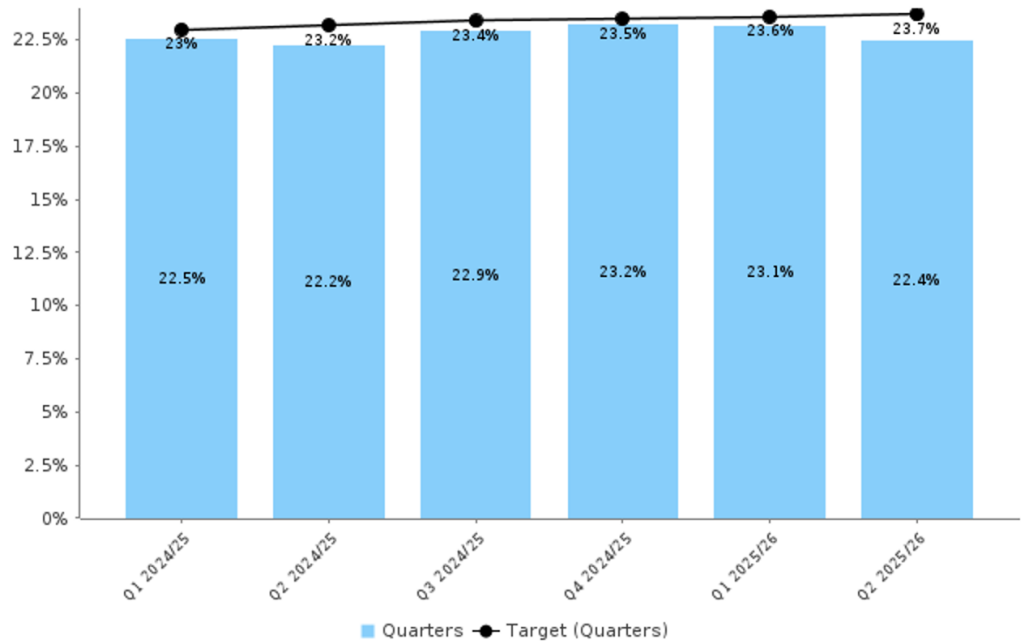
Benchmarking
For 2023/24 Medway was 0.2 points lower than national (7.3) and 0.1 points lower than the South East (7.2). This would suggest that difference between Medway's outturn and the comparators is not significantly statistically important.
The work to review the Carers offer in Medway has begun. The project lead is working with Commissioning and has been linking in with Carers First and Carers to gain a better understanding of the current offer and whether it is fit for purpose. This is a 2-year project.

Achievements in the time period (Past/Present)
This is a 2-year project. Over the last quarter, research and scoping has taken place and a business case outlining a new carers offer is in development.

Actions going forward (Future)
Business case to be approved with actions in place to implement over the next 18 months.

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

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



Aim to Maximise
Red (downward long trend)

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

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

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

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

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. Data is unavailable for all 12 indicators.

Performance

Performance - key
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Chart unavailable:

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Chart unavailable:

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

<div>Aim to Minimise Data unavailable (no long trend) Annual PI. Due March 2025</div>
<div><p>By 2027/28, the proportion of adults (18+ years) who are self-reported smokers will be statistically similar to, or lower than, the England average (comparing England and Medway values in 2026).</p><p>This data is reported a year in arrears and comes from the Office for Health Improvement and Disparities, based on data from the Office for National Statistics. The current value is from 2023/24 and the value for 2024/25 will be available in March.</p><p><u>Achievements</u></p><p>In Q1 2025/26 there were 391 Quit Dates Set and 218 people quit smoking.</p><p>New outreach smoking cessation groups are in operation in areas of high need. The Stoptober marketing campaign is underway, and resources have been provided to pharmacies and GPs.</p><p>The Varenicline Patient Group Directions (PGD) launched on the 1st April 2025, increasing pharmacotherapy options for clients quitting smoking. Client footfall increased across all settings in Q1 compared to the same period last year; with a 25% increase in referrals and 62% increase in Quit Dates Set.</p><p><u>Actions</u></p><p>Preparation for the New Year marketing campaign is underway, which will coincide with the 10-year celebration of the Smokefree Advice Centre.</p><p>There is ongoing action to engage additional pharmacies to deliver the PGD.</p></div>

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

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

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

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

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

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

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

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

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

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

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.

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

Public Health has been working to identify suitable measures that would give us the ability to assess impact on outcomes. Health facilities meeting the needs of the population and being accessible is a complex topic. Some important health facilities, such as GPs and pharmacies, fall under Integrated Care Board (ICB) estates. The ICB make the key decisions around these estates. We, as a local authority in the ICB footprint, cannot directly impact health facilities in ICB estates. One of the critical factors when designing indicators for the One Medway Council Plan (OMCP) was for Medway Council to be able to have a direct impact upon them. As this is not the case here, we recommend the removal of OMCP 4.05. This will be made as a recommendation to Full Council in February 2026

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 percentage of physically active adults will have increased to 69%. The four-year target is 69% with the incremental target for 2023/24 being 66%. This data comes from the Office for Health Improvement and Disparities and is based on data from Sport England. It is reported a year in arrears and data for 2024/25 is not yet available. The current value is from 2023/24.

During 2023/24, Public Health ran its successful Medway Can programme which looked to reduce sedentary behaviour for Medway residents.

Achievements:

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

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

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

Actions:

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

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

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

This performance indicator is measured 3 years in arrears, and data for 2022/23 has not yet been released. The data is taken from the Office for Health Improvement and Disparities and is based on data from the Office for National Statistics (ONS). Life expectancy in Medway for females was 82.1 years in 2021-23, lower than the England average of 83.1 years. Factors like smoking, obesity, and deprivation impact this. Everything that Medway Council and the NHS do has an overarching aim to increase life expectancy, as highlighted in the outcomes of the Joint Local Health and Wellbeing Strategy and the Integrated Care Strategy.

The Medway Public Health team offer a range of services under the 'A Better Medway' banner. A new 12-week Tier 2+ weight management programme was launched this quarter. This psychologically led service is designed for individuals who did not benefit from standard Tier 2 support and are not considering medication or surgery. As a recognised Marmot place, Medway continues to collaborate with local partners to tackle health inequalities. Key developments this quarter include:

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

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

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

This performance indicator is measured 3 years in arrears, and data for 2022/23 has not yet been released. The data is taken from the Office for Health Improvement and Disparities and is based on data from the Office for National Statistics (ONS).

Life expectancy in Medway for males was 78 years in 2021-23, lower than the England average of 79.1 years. Factors like smoking, obesity, and deprivation impact this. Everything that Medway Council and the NHS do has an overarching aim to increase life expectancy, as highlighted in the outcomes of the Joint Local Health and Wellbeing Strategy and the Integrated Care Strategy.

The Medway Public Health team offer a range of services under the 'A Better Medway' banner. A new 12-week Tier 2+ weight management programme was launched this quarter. This psychologically led service is designed for individuals who did not benefit from standard Tier 2 support and are not considering medication or surgery. As a recognised Marmot place, Medway continues to collaborate with local partners to tackle health inequalities. Key developments this quarter include:

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

The Office for National Statistics data (ONS) have changed the methodology for Healthy Life Expectancy and published figures have been recalculated. The target of a 1.5-year increase in healthy life expectancy remains the same, but the end goal has changed from 65.1 to 65.2 years by 2027/28 in light of the new methodology.

This performance indicator is measured 3 years in arrears, and data for 2022/23 has not yet been released. The data is taken from the Office for Health Improvement and Disparities and is based on data from the ONS.

Healthy life expectancy at birth is the average number of years a person would expect to live in good health. In Medway, the healthy life expectancy for females was 58.9 years in 2021-23, similar to the England average of 61.9 years. The Global Burden of Disease suggests that key contributing factors to disability-adjusted life years since 2011 are anxiety, depression, diabetes, and COVID-19, amongst others.

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

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

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

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

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

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

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

By 2027/28, healthy life expectancy at birth will have increased by 3 years for males.

The Office for National Statistics data (ONS) have changed the methodology for Healthy Life Expectancy and published figures have been recalculated. The target of a 3 year increase in healthy life expectancy remains the same, but the end goal has changed from 63.9 to 65.5 years by 2027/28 in light of the new methodology.

This performance indicator is measured 3 years in arrears, and data for 2022/23 has not yet been released. The data is taken from the Office for Health Improvement and Disparities and is based on data from the ONS.

Healthy life expectancy at birth is the average number of years a person would expect to live in good health. In Medway, the healthy life expectancy for males was 58.4 years in 2021-23, similar to the England average of 61.5 years. The Global Burden of Disease suggests that key contributing factors to disability-adjusted life years since 2011 are anxiety, depression, diabetes, and COVID-19, amongst others.

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

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

- Recruitment of additional system partners to the Marmot steering and working groups, including representatives from the voluntary sector, Health Determinants Research Collaboration, arts and culture, education, and the NHS.
- Prioritisation of support for young people into education, employment, and training.
- Finalisation of the Medway Marmot website specification, with a launch planned for Q3.
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Aim to Minimise
Data unavailable (no long trend)
Annual PI.

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

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

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

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

The inequality in life expectancy at birth in Medway for females was 8.4 years, compared to 8.3 years in England in 2021-23, placing Medway in the second worst quintile nationally.

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

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

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

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

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

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

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

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

The Office for National Statistics data (ONS) have changed the methodology for Inequality in Life Expectancy and published figures have been recalculated. The target of a 2-year decrease in inequality in life expectancy at birth remains the same, but the end goal has changed from 7.4 to 8.7 years by 2027/28 in light of the new methodology.

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

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

The inequality in life expectancy at birth in Medway for males was 11.6 years, compared to 10.5 years in England in 2021/23, placing Medway in the worst quintile nationally.

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

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

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

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

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

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