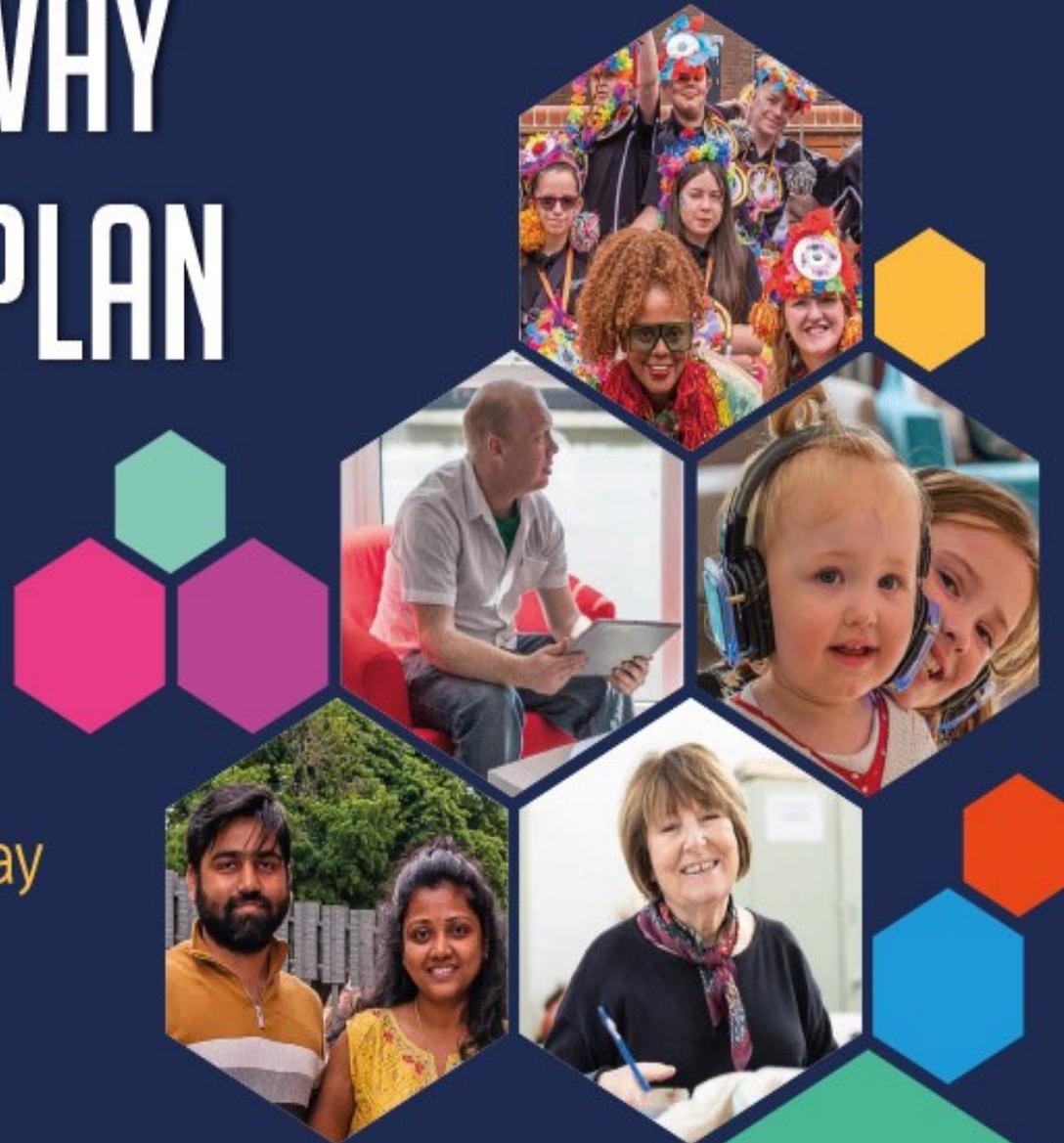


ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway



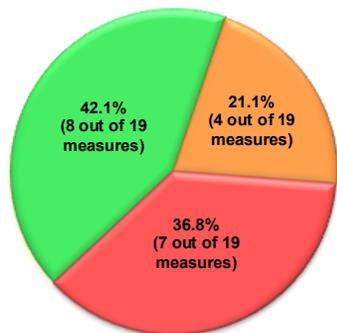
Performance Report

**Q3
2025/26
Children and
Young People
Overview and
Scrutiny
Committee**

Summary of all performance indicators

There are 23 performance indicators for the One Medway Council Plan 2024/28 relevant to this committee. We are reporting on 19 performance indicators this quarter. There are 4 indicators where data is unavailable.

Performance

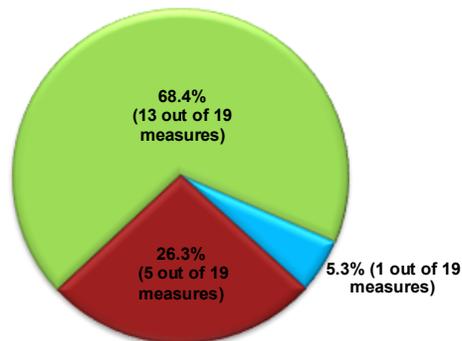


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 19 measures:

- 42.1% (8 out of 19 measures) met or exceeded target.
- 21.1% (4 out of 19 measures) were slightly below target (less than 5%).
- 36.8% (7 out of 19 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 19 measures:

- 68.4% (13 out of 19 measures) had an upward long trend.
- 5.3% (1 out of 19 measures) had a static long trend.
- 26.3% (5 out of 19 measures) had a downward long trend.

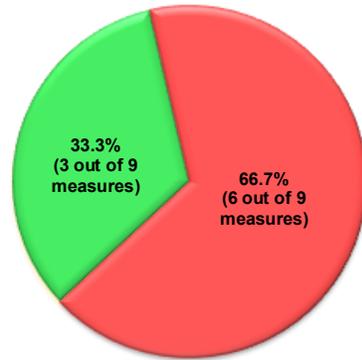
Delivering quality social care and community services

- 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 9 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. We are reporting on 9 performance indicators this quarter.

Performance

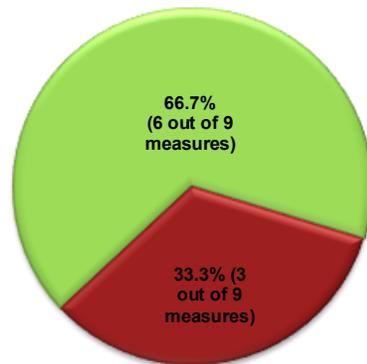


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 9 measures:

- 33.3% (3 out of 9 measures) met or exceeded target.
- 0.0% (0 out of 9 measures) were slightly below target (less than 5%).
- 66.7% (6 out of 9 measures) were significantly below target (more than 5%).

Direction of Travel

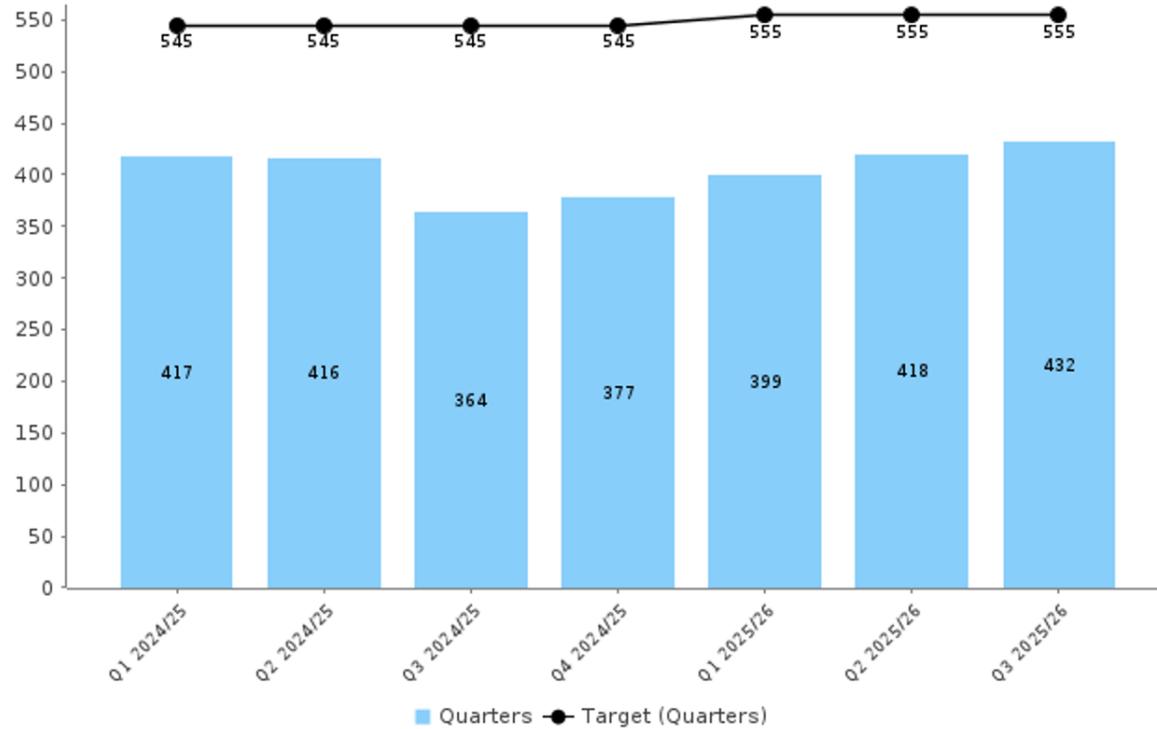


Direction of Travel - key
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 9 measures:

- 66.7% (6 out of 9 measures) had an upward long trend.
- 0.0% (0 out of 9 measures) had a static long trend.
- 33.3% (3 out of 9 measures) had a downward long trend.

Provide effective, targeted support for our most vulnerable residents to enable them to fulfil their potential and improve their quality of life
- 1.01a By 2027/28 more families are accessing targeted early help provision than at 31/3/24



Aim to Maximise
Red (upward long trend)

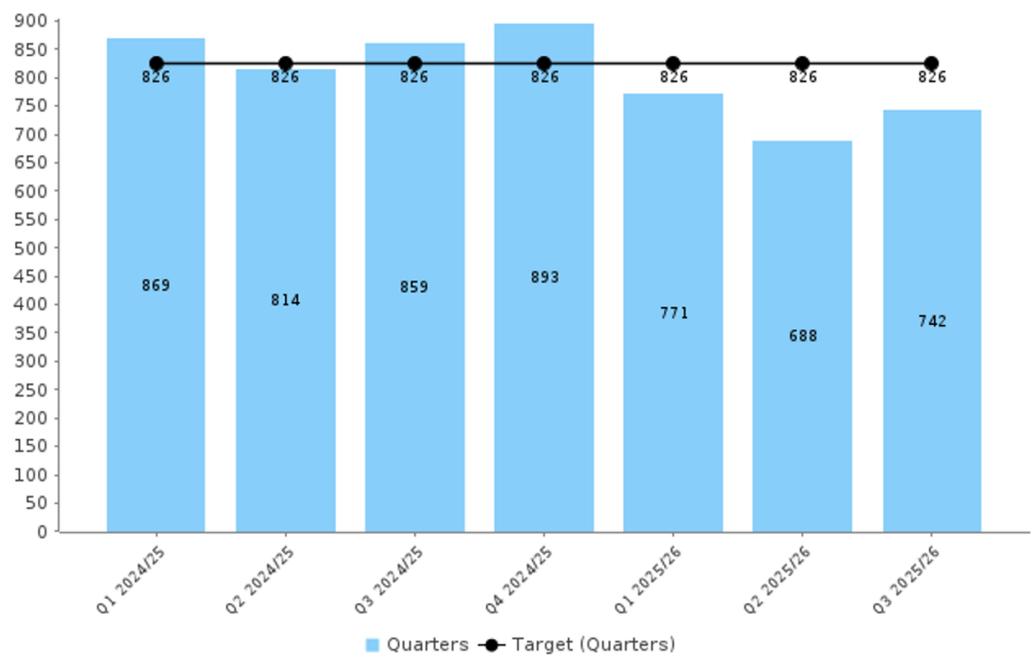
Currently there are 432 families with open targeted early help held by the local authority. This is 22% (123 families) below target but 3% (14 families) more than the Q2 outturn.

Family Solutions have more families open at the end of Q3 than in Q2. Strong recruitment activity remains in place to fill vacant positions, which will enable more families to access the service. Family Solutions are meeting the current need regarding contacts being assessed as needing targeted intervention. A strong focus at the front door continues to ensure that as soon as a need is identified that early help is provided, either by a lead practitioner or Family Solutions.

Achievements The Early Help Partnership Board continue to drive early help being everyone’s responsibility and have overseen the development of performance data for the number of agency led plans. Family Solutions proactively work with the statutory social work teams to ensure that families receive the right level of support at the right time.

Actions Continue to promote the Lead Practitioner role in the community and ensure that mechanisms are in place to measure the effectiveness of intervention plans led by partner agencies that do not come through the Single Point of Access, particularly where Early Help Coordinators and Partnership Officers are providing support.

**Provide effective, targeted support for our most vulnerable residents to enable them to fulfil their potential and improve their quality of life
 - 1.01b By 2027/28 fewer than 975 Children require statutory intervention under a CIN (welfare) or CP plan**

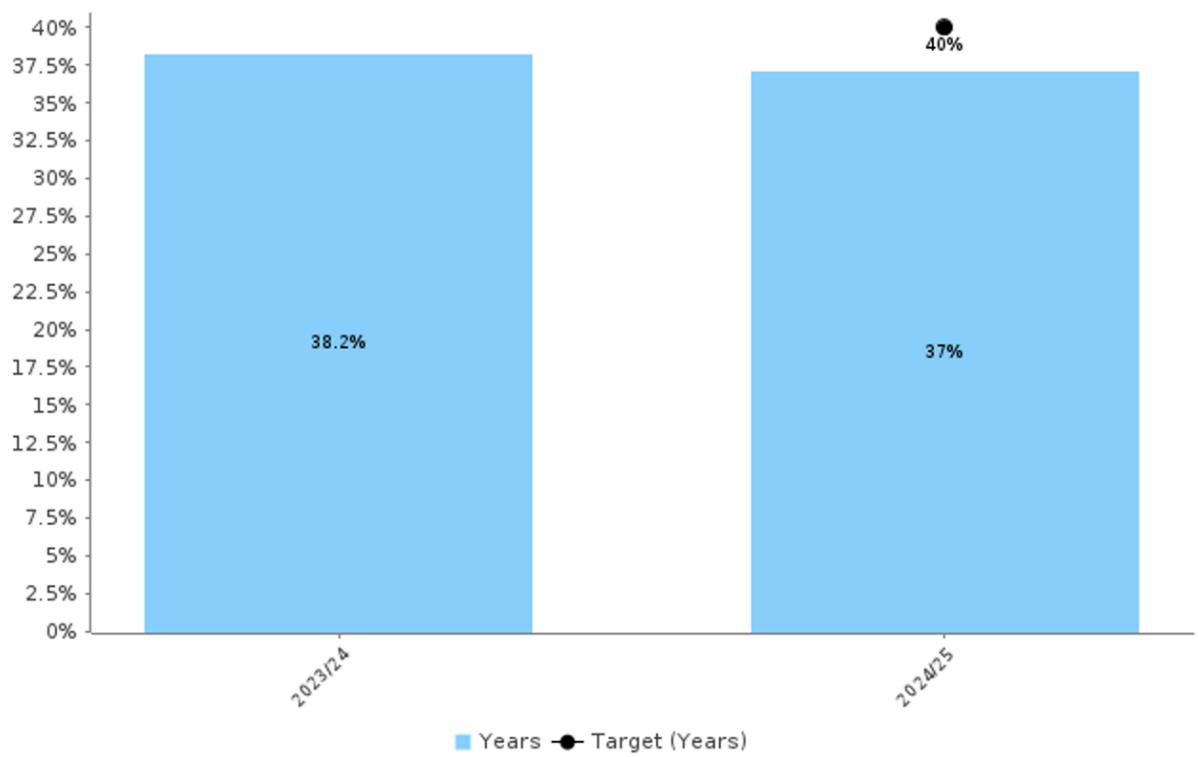


Aim to Minimise Green (upward long trend)

At the end of the quarter there were 440 Child in Need (welfare) Plans open and 302 Child Protection plans open. There has been a rise of 8% (33 children) with open CiN welfare plans and a rise of 7% (21 children) with open CP plans when compared to the Q2 outturn. The rate of CP is 43.9 per 10,000, which is higher than the 41 per 10,000 National rate and the 38 per 10,000 statistical neighbour rate.

There has been an increase in the number of children supported through Child in Need and Child Protection Plans in this quarter. Positively, fewer children are remaining on CIN plans for extended periods, with a decrease in cases open for nine months or more and a further reduction in those open for 12 months or longer. Whilst recent performance data shows a very slight increase in the number of children subject to Child Protection Plans, this figure is now aligning more closely with our statistical neighbours. These trends reflect improved responsiveness and progress in addressing children's needs in a timely and effective manner. **Achievements** The Children in Need Panel chaired by the child in need reviewing officer, attended by Family Solutions and the allocated social worker, facilitates multi-agency collaboration. Social workers are increasingly drawing on support from Education, Health, and Voluntary Sector Partners, contributing to a reduction in the number of children requiring child in need plans. **Actions** Practitioners will continue identifying universal services for families that no longer require a Child in Need Plan to reduce the numbers for this cohort of children and families. We have recently introduced a midway point review completed by the Child in Need Reviewing Officer who will track and monitor all actions identified at the panels to ensure that there is no drift and delay and plans are progressed for children. We will see how this is progressed in the last quarter of the year.

Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities
- 1.05 Children kept close to home and community

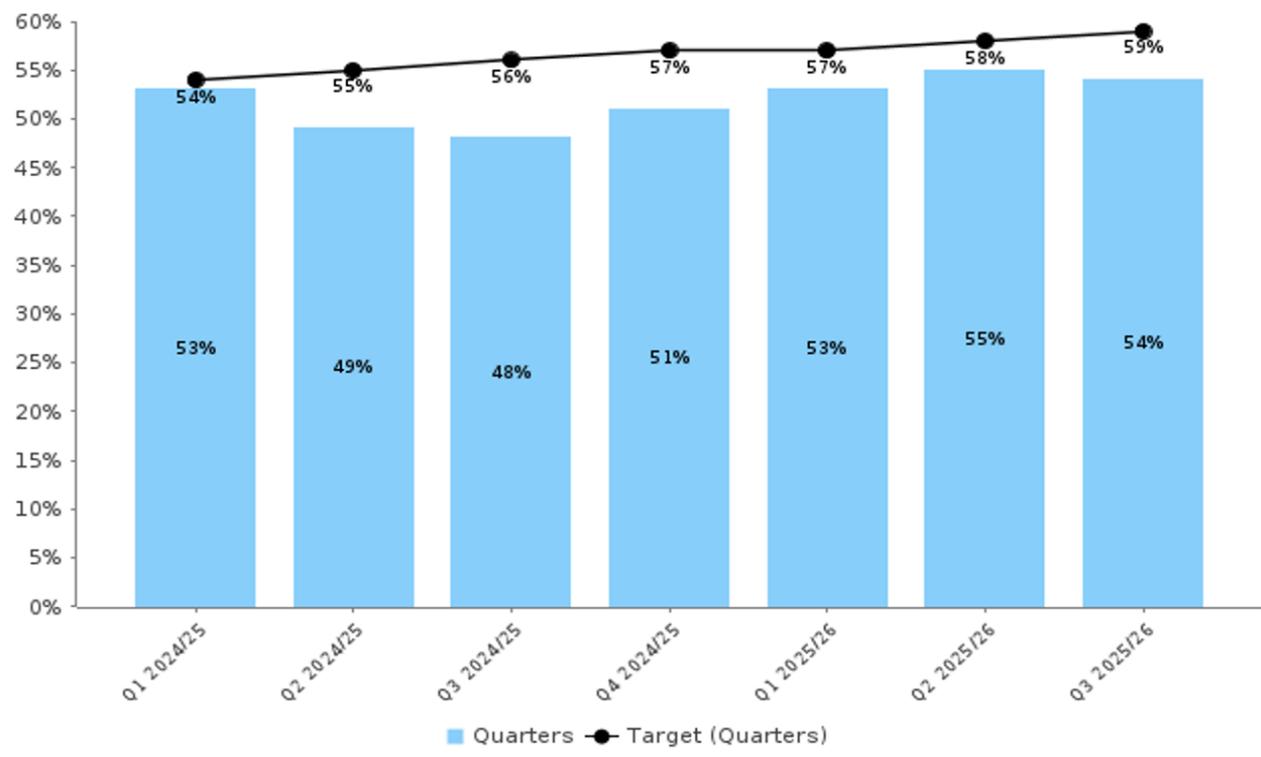


Aim to Maximise
Red (downward long trend)
Annual PI.

At the end of March 2025, 37% of Medway’s Children in Care were placed within Medway. The service is regularly reviewing children's placements ensuring care plans are meeting the needs of our children and that placements are matched with children and young people. Eden House opened in October 2024, and three children have been placed in Eden and further placements will be made over the 2025/26 year.

Achievements The service is actively recruiting inhouse foster carers. Positively 13 new foster homes have been approved since April 2025 and there are currently six more potential foster carer approvals in the pipeline before the end of the calendar year. The recruitment of a new Enquiry Officer and Marketing and Recruitment Officer, alongside the impact of the regional hub are having a positive impact on enquiries. Medway’s third Mockingbird constellation has been launched, and this supports carers who offer a home to babies. This model is supportive to existing carers and supports their retention as Medway carers. **Actions** The service regularly review of Medway’s children placed outside of area will inform our sufficiency strategy to support proactive actions to bring Medway’s children back to Medway. There is collaborative work being undertaken with the regional hub to understand the rewards and benefits that are most attractive to carers across the region. There is a co-ordinated marketing campaign with the regional hub as well as increased presence at local community events and an increase in social media presence for Medway Fostering.

Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities
- 1.06 By 2027/28, the percentage of children in care with long-term fostering as a plan where the child, the carer and the service have agreed for the placement to last until the child is ready to leave care is 65% or higher



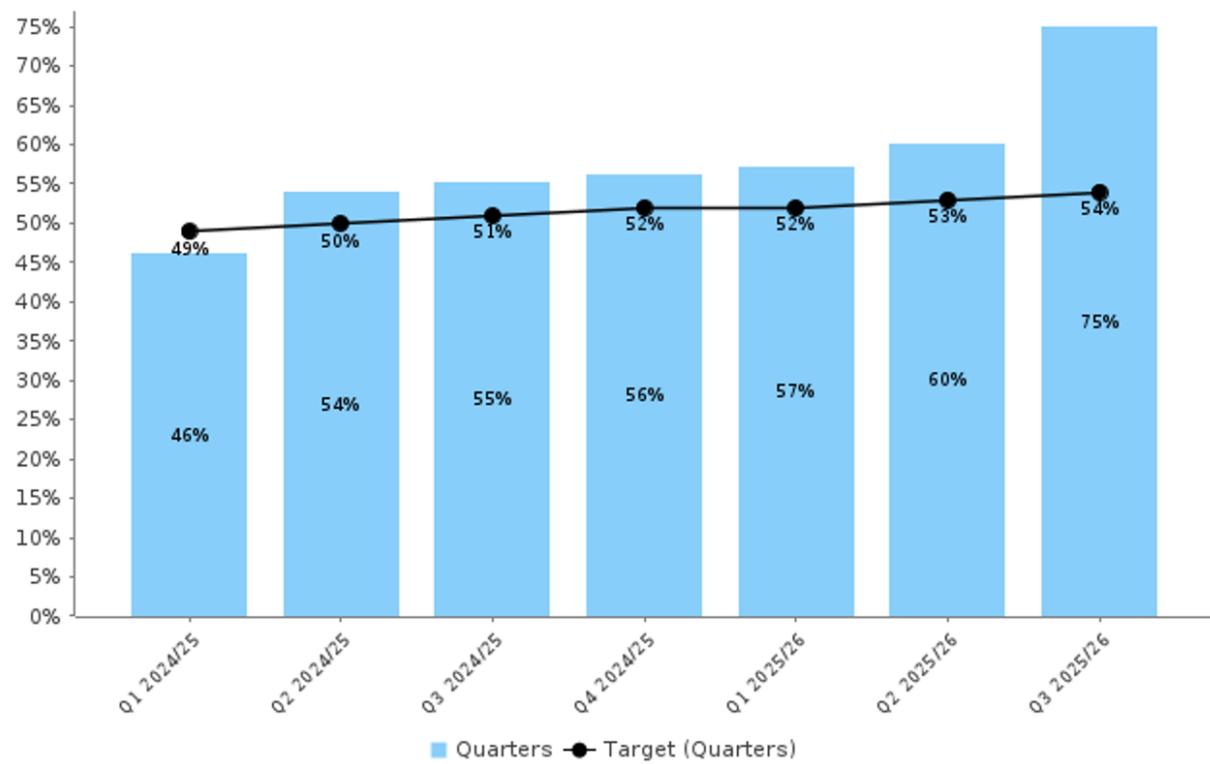
Aim to Maximise
Red (upward long trend)

There has been a 1 percentage point (2%) decline compared to the September outturn. Currently 203 out of 375 (54%) children are meeting their permanency plan. Over the last 12 months this metric has improved by 6pp (12.5%).

Actions The Task and Finish Group on Permanence and Placement Stability will continue to prioritise sustained improvement in this area, with a clear focus on increasing the number of children who achieve permanence through being long-term matched with their carers. With dedicated input from the Permanence Lead, the service will continue to undertake regular reviews of children’s permanence plans to ensure timely action, remove barriers, and prevent any unnecessary delay in securing permanence. In addition, the Permanence policy has been updated to enable children aged 14 and above to be long-term matched through the Agency Decision Maker process. This change introduces a quicker and more streamlined pathway to matching, helping to ensure that children achieve permanence sooner and experience a stronger sense of belonging.

Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities

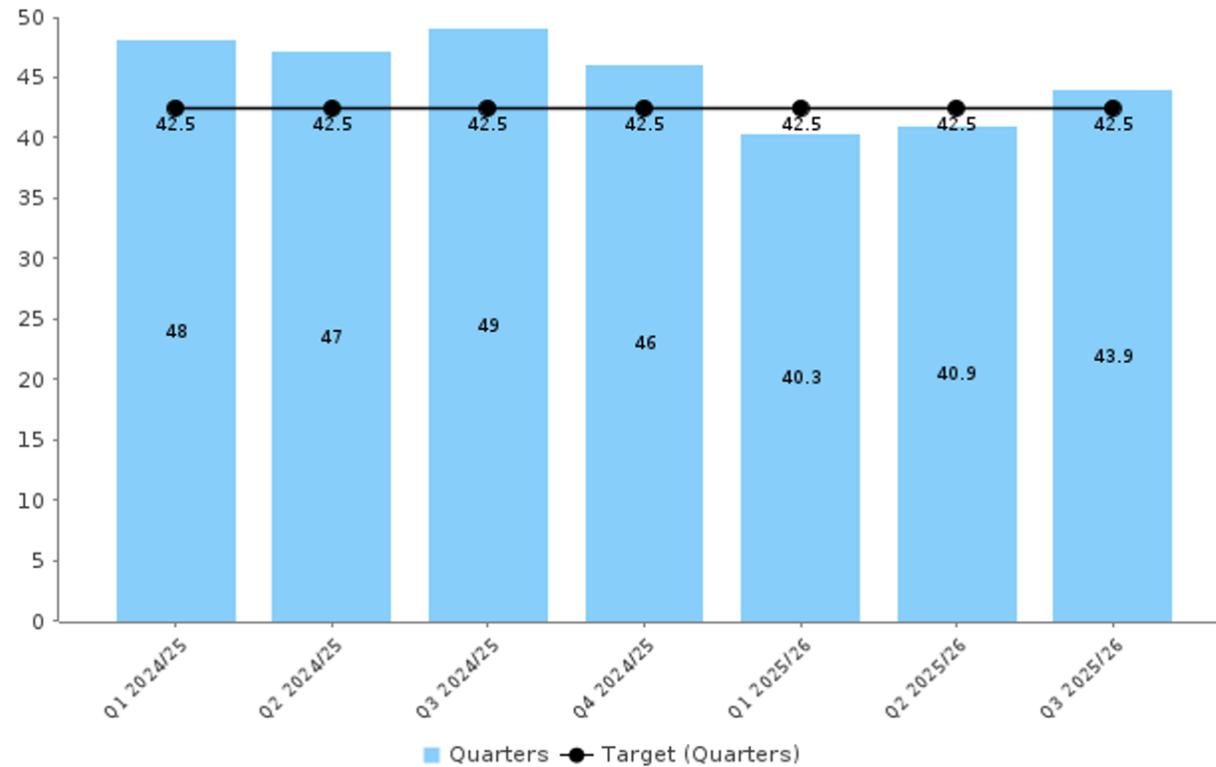
- 1.07 By 2027/28, the percentage of young people leaving care who are in education, employment or training is higher than 60%



Aim to Maximise Green (upward long trend)

There has been a 15 percentage point (25%) rise in the proportion of care leavers in employment, education or training. The most recent national outturn is 64%, 3pp higher than statistical Neighbours at 61%. Medway is now 11pp better than the national rate. The service continues to prioritise support for young people in accessing education, employment, and training (EET) opportunities and continues to work towards achieving the 60% target. **Achievements** The service’s ongoing focus on supporting young people to access education, employment, and training (EET) opportunities has resulted in the current target of 60% being successfully achieved. **Actions** The Aspirations Officer will continue to play a significant role within the service, maintaining consistent engagement with young people, education providers, Virtual School, and key stakeholders. This post is key to supporting young people to explore education, employment, and career pathways, while offering the practical support needed to access these opportunities.

Support our children and young people to ensure they are safe, secure and stable
- 1.10 By 2027/28, the rate of children (0-17 years) subject to a child protection plan is between 40 and 45 per 10,000



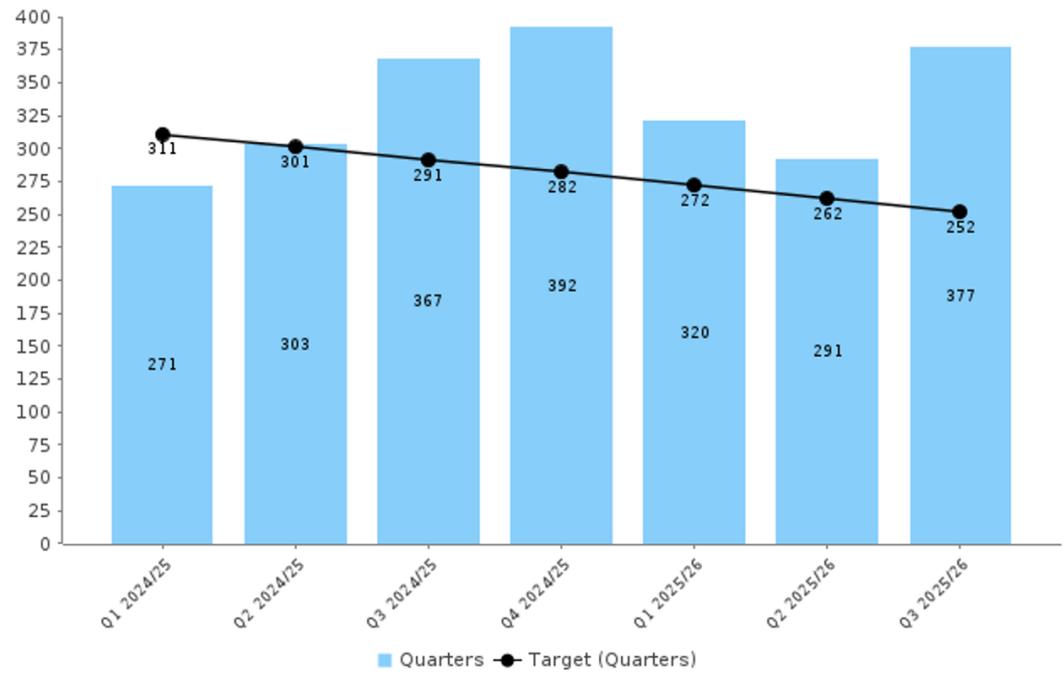
Goldilocks
Green (upward long trend)

Child protection numbers and subsequently rates have risen over the quarter. There are now 302 children on a CP plan, pushing the rate up by 3 to 43.9 per 10,000 population. This is a rise of 21 children (7%). Medway's rate is higher than the national (41) and the statistical neighbour (38) rate.

Achievements The service exercises a robust grip on these numbers and continues to review on a regular basis which helps to reduce numbers whilst continuing to ensure that children and families are safeguarded and at the right level of intervention.

Actions Children who are on CP plans and in court will remain on a plan for longer due to the delays within the courts. It is usual for CP numbers to rise as schools break for holidays and referrals increase, meaning the current numbers may be because of a seasonal increase as we moved toward Christmas, which may settle in 3 months' time. Medway also experience large sibling groups of four+ children which will also impact numbers.

Support our children and young people to ensure they are safe, secure and stable
- 1.11 By 2027/28, the rate of S47 investigations per 10,000 is statistically similar to the national average



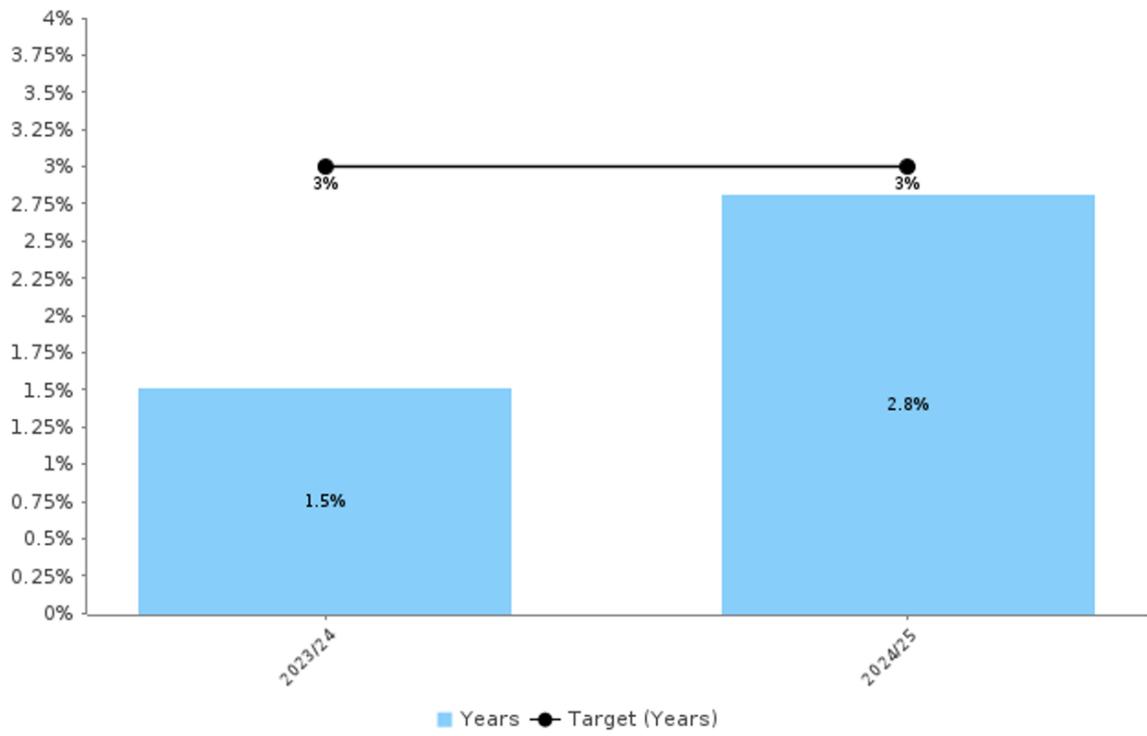
Aim to Minimise
Red (downward long trend)

The end of quarter snapshot shows an increase in the rate of S47 enquires, which now stand at 377 per 10k of population. This is a 30% increase compared to Q2. Over the quarter there have been 611 S47 enquiries, an average of 203 per month, an average rate of 354 per 10k of population. Medway has a higher rate than our comparators and local annual rates have been steadily increasing since 2023-24 (301). The most recent national outturn is 189 and statistical neighbours 176. Both are higher than last year.

Achievements Dip sampling of strategy meeting minutes will continue, to ensure the outcomes are appropriate and proportionate and any learning that is identified is shared widely across the service and partnership. Heads of Service and Senior Management observing and dip sampling of strategy discussions.

Actions
 The Assistant Director and Heads of Service are leading a focused exercise to strengthen understanding and embed learning across teams. Alongside this, targeted work is underway within the Assessment Service in collaboration with the Practice Development Service, including ongoing discussions with Police and other partners to ensure a consistent and proportionate approach to safeguarding decisions.

Support our children and young people to ensure they are safe, secure and stable
- 1.12 By 2027/28, the rate of children and young people who are identified at risk of exploitation is statistically similar to the national average



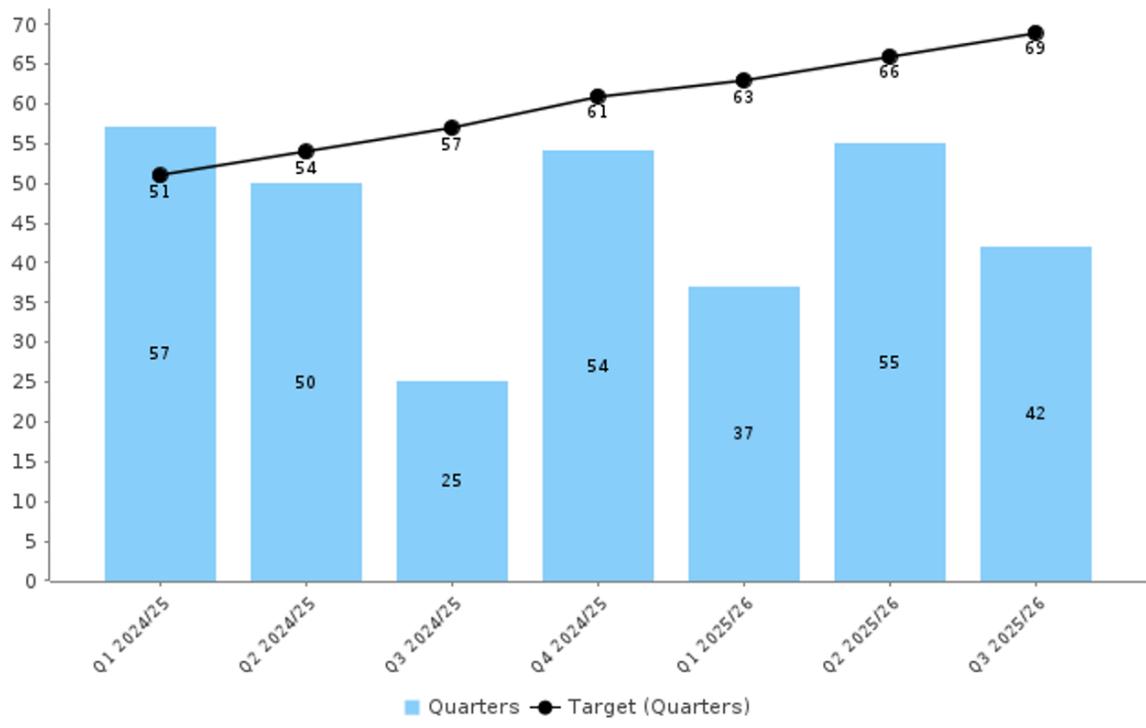
**Aim to Maximise
 Red (upward long trend)
 Annual PI.**

2024/25 data has now been published and shows that 2.8% children assessed by social workers had Child Sexual Exploitation and or Criminal Exploitation identified as a factor in the assessment. This is greater than last year and lower than the 5.6% nationally and 3.7% in the South East. Medway and National rates have risen, but the rates in the South East have fallen. It is also worth noting that rates in Kent are also an outlier compared to national, at 2% having dropped from 2.1%.

Medway's rate has risen; this reflects improved practitioner awareness and identification of exploitation risks through strengthened assessment practice and multi-agency information sharing. The increase is consistent with national trends, where exploitation concerns are becoming more visible. Our focus is on ensuring that identification leads to timely and proportionate safeguarding responses, including disruption activity and access to specialist support. The Medway Contextual Safeguarding Panel continues to meet monthly, with strong representation from partner agencies. Kent Police are also leading a monthly Missing and Exploitation Tactical Delivery Group. Exploitation and missing children remain key priorities for Children's Services and are being actively addressed through an internal Task and Finish Group that reports to CSMT.

Achievements An additional Return Home Interview (RHI) practitioner has been recruited to ensure that Children in care placed outside of Medway receive the same level of service as those placed within Medway. **Action** Encourage and monitor the consistent use of the contextual safeguarding tool through strengthened oversight and regular audits. To improve both the application and quality of contextual safeguarding assessments, dip-sampling will ensure that analysis is evidence-based and results in clear, actionable plans.

Support our children and young people to ensure they are safe, secure and stable
- 1.13 By 2027/28, increase our multi agency early help offer by 100%



Aim to Maximise
Red (downward long trend)

The month end snapshot shows 42 families were passed to Early Help partnership agencies as an outcome of contacts to Medway CSC. This is 13 fewer families than at the end of September 2025. Across the quarter 162 families have been passed to partners, which averages 54 per month. This is better than the Q2 average (30) however, Q2 is affected by the school holidays in August. The new Early Help & Prevention Strategy has now been launched together with a delivery plan. It is envisaged that this will lead to improved multi agency engagement and ultimately lead to an increased number of families being worked with across the partnership, early indications show a gradual increase in contacts passed to partner agencies for support.

Achievements The original approach of counting the number of families open to partners via Mosaic has been discontinued, as very few partners were using the system. We are continuing to collaborate with our partners to develop a new methodology for this reporting. This includes exploring how we can improve the tracking and reporting of families who are stepped down from social care to partner-led support.

Actions
 The Single Point of Access and MASH will continue to review all contacts requesting early help and identify the most appropriate lead practitioner to ensure timely and coordinated support for families.

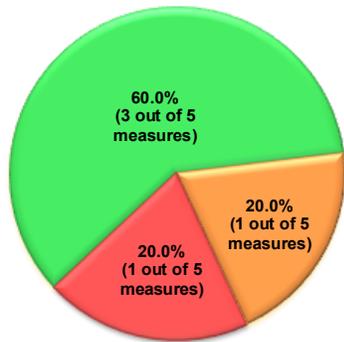
Benefitting from good education, quality jobs and a growing economy

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

Summary of all performance indicators for this priority

There are 5 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. We are reporting on 5 performance indicators this quarter.

Performance

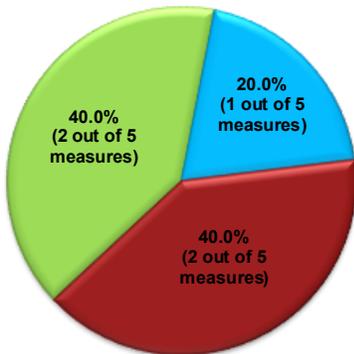


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 5 measures:

- 60.0% (3 out of 5 measures) met or exceeded target.
- 20.0% (1 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



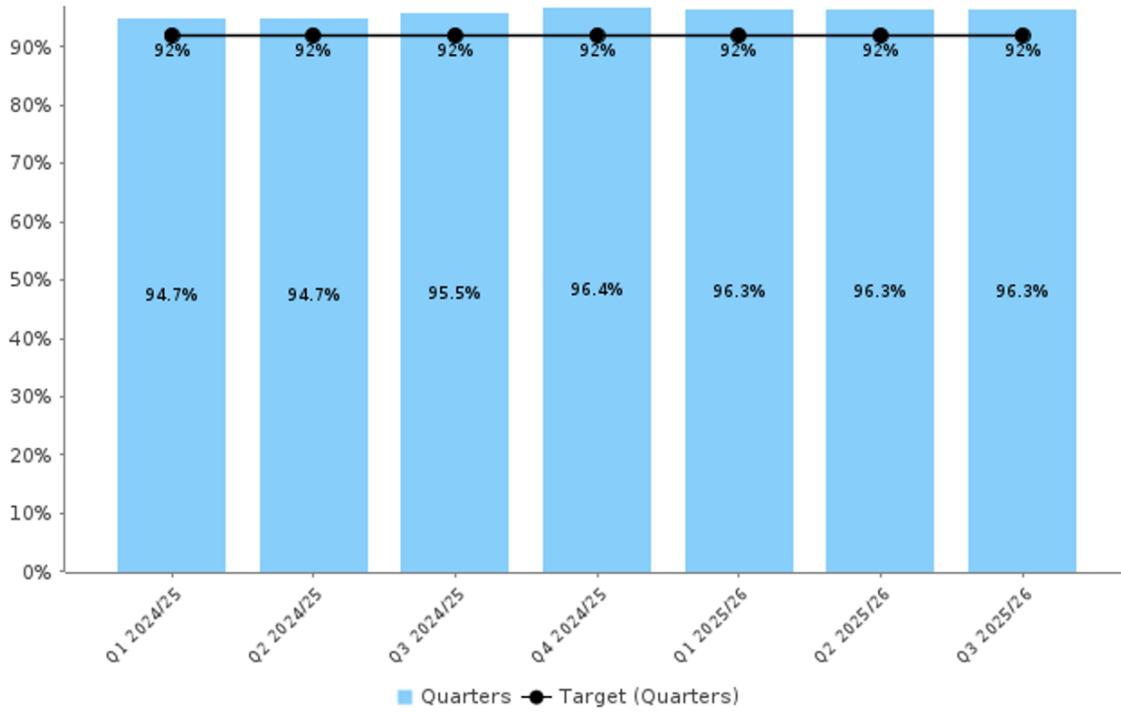
Direction of Travel - key
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 5 measures:

- 40.0% (2 out of 5 measures) had an upward long trend.
- 20.0% (1 out of 5 measures) had a static long trend.
- 40.0% (2 out of 5 measures) had a downward long trend.

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

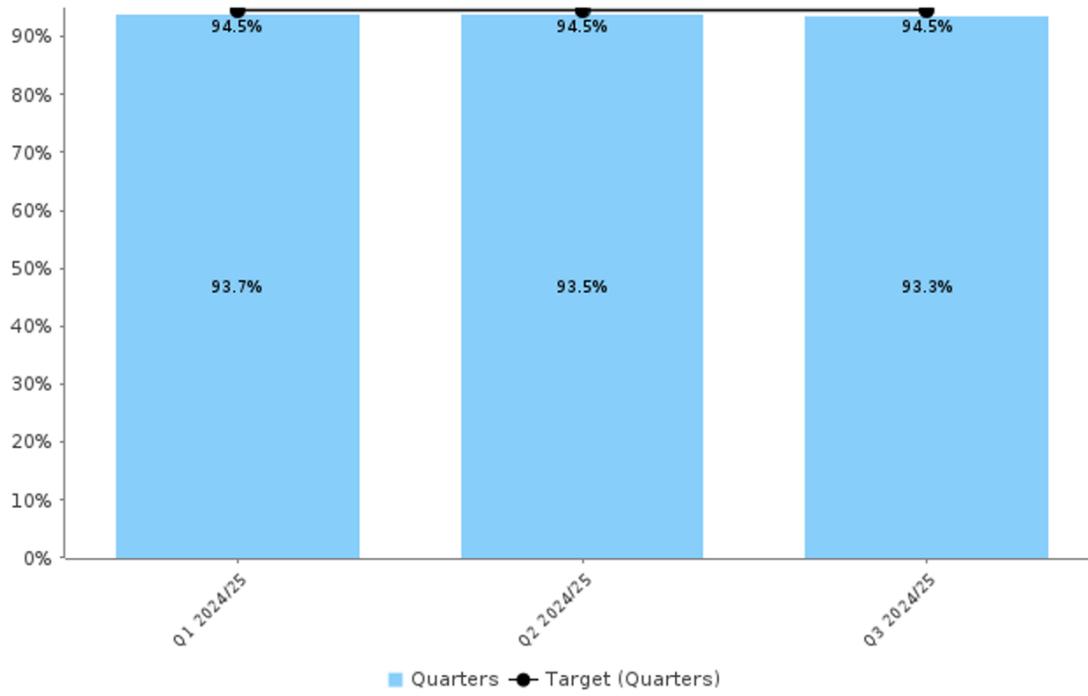
- 2.01 By 2027/28, 92% of early years, primary and secondary schools in Medway are good or better in the last Ofsted inspection



Aim to Maximise Green (upward long trend)

The counting cohort is now 80 schools. Of these three are graded outstanding, 74 schools are good. This means that out of 77 Schools 80 (96.3%) are good or better. One school requires improvement and two are inadequate. 16 schools currently have an ungraded, No Overall Outcome grade. No inspections under the new protocols have been published. Of the outstanding schools one is a primary (academy) and two are secondary (both Academies). Of the good schools 62 are Primary (15 LA maintained) and 12 Secondary (All Academies) Benchmarking data is no longer current as it has been affected by the change in Ofsted reporting and has not been updated since September 2024. The monthly Education & SEND dashboard reports on the outcome of Ofsted inspections for individual schools, with commentary in relation to previous inspection outcome. Noting that Ofsted no longer allocate one overall judgement; from November 2025 'Ofsted report cards' show colour coded grades on a scale from Urgent improvement – Needs Attention – Expected Standard – Strong Standard – Exceptional, against different aspects of a school which include: Attendance & Behaviour, Inclusion, Leadership & Governance, Personal Development & Well-being, Achievement, Curriculum & Teaching and Post 16 / Early Years Provision. **Actions** In addition to maintaining an overview of inspection outcomes, the service holds an overview of schools that may be presenting some specific areas of concern within the Education and SEND dashboard. Internal meetings to review School categorisation / risk rating for all schools are scheduled across the academic year to provide oversight against 12 areas. This is updated at three points across the academic year and essentially RAG rates based on information in the following areas: School Effectiveness, Ofsted, Attendance, Behaviour (exclusions & suspensions), Safeguarding, SEND / Inclusion, Admissions, Finance, Governance, Health and Safety, Human Resources and Property.

Ensure all children and young people access a high-quality, inclusive education
- 2.02 By 2027/28, the rate of attendance at primary and secondary schools is above 96%



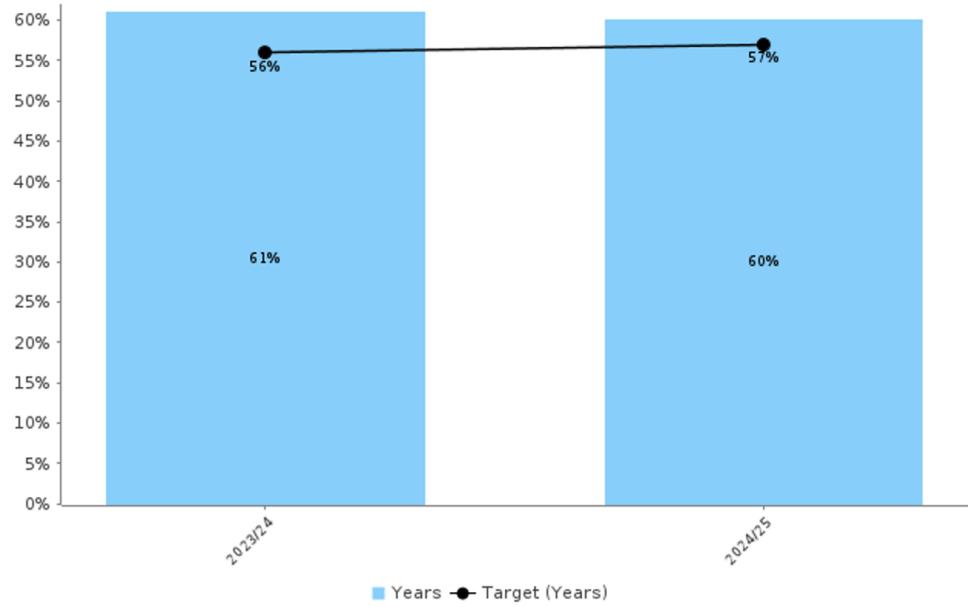
**Aim to Maximise
Amber (static long trend)**

The target for the end of 2025/26 financial year is 94.5%, this will be taken from the triannual school census, using the full year published data for the 2024/25 academic year, which is usually available in available in Q3 of the 2025/26 financial year. Attendance is reported in arrears. The most recent data is for the full 2024/25 academic year. Medway’s attendance has reduced to 93.3%. This is 0.1 percentage point better than the national rate (93.2%) There has been a drop in attendance in Medway for the period starting in September 2024 and ending in August 2025. Compared to the position at the end of Q2 (93.5%) Whilst better ta national this is 0.9 percentage point worse than the 2023/24 full year outturn. Persistent Absence (PA) rates have risen to 18.7% from 17.6 % in Q2 and is currently 0.7 percentage point adverse to National. Severe Absence (SA) has risen to at 2.4%, from 2.2% and remains equal to national, as it was at the end of Q2. At the same point last in the 2023/24 academic year PA was 16.4%. Primary School attendance is 94.5%, 0.3 percentage point worse than national. Primary PA is 14.9% and SA 1.3%, 2 percentage point and 0.4 percentage point worse than national, respectively.

Work within the Attendance Advisory service is on-going with schools and trusts to utilise the DfE data toolkits that provide in year, granular information for pupil attendance. Although Medway’s overall attendance has reduced, it remains above the national measure. Improvements in persistent and severe absence are beginning to be seen through tracking data at a school and local area level that should be evidenced within the next period.

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

Ensure all children and young people access a high-quality, inclusive education
- 2.03 By 2027/28, the proportion of pupils that meet the expected standard in reading, writing and maths at the end of Key Stage 2 (end of year 6) is the same as or above the national average



Aim to Maximise Green (downward long trend) Annual PI

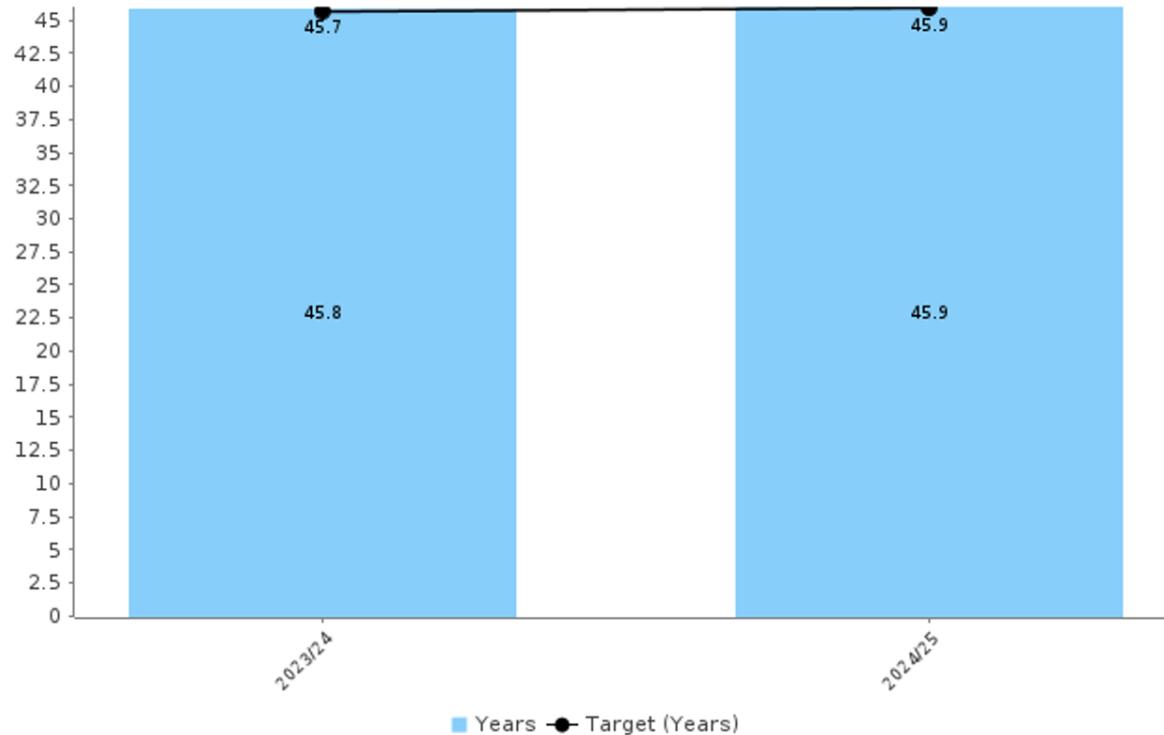
Provisional data has been published. Please note this is subject to change when the final data set is released in early 2026. There has been a 1 percentage point drop in the proportion of children reaching the required standard in reading, writing and mathematics. This has meant that Medway has dropped from 72nd out of 151 local authorities to 86th. Compared to 2024 the disaggregated performance in reading and mathematics has remained static at 72% and 71% meeting the required standard. There has been a 1 pp drop in writing attainment compared to 2024.

Benchmarking The national (provisional) outturn for the 2024/25 academic year was 61%, static compared to the previous year. School performance data is analysed and published in the Annual School's Performance report to drive strategic action across the education landscape. Intelligence is shared with all partners to coordinate their individual operational planning across Medway Education Partnership group (MEPG), with representation from all education phases, including CEOs. Collaborative working with local headteacher associations, asks for priorities for targeted actions at school and zone level addressing underperformance. KS2 provisional pupil performance outcomes for each school are published in July and will await checking processes before final publication in December. KS4 and 5 provisional pupil outcomes per school are published in August and subject to checking processes are expected to be validated / published in December 2025/January 2026.

Achievements Analysis of the performance across Medway is provided for schools broken down into core subjects and the performance of groups within this enables school leaders and governors / trust boards to have a strategic overview of the local area leading to evaluation of pupil outcomes for their own school / group of schools.

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

- 2.04 By 2027/28, the Average Attainment 8 Scores (Key Stage 4, 14-16-year-olds) are the same as or above the national average



Aim to Maximise Green (upward long trend) Annual PI.

Provisional data has been published. The average attainment 8 score in Medway improved by 0.1 percentage point and matched national which remained the same at 45.9 when compared to 2024. Medway is now achieving the same rate as National. Results in Medway have improved, compared to a static national position. Individual school and trust performance data is shared with the DfE. Where there are concerns about schools, these are discussed during the termly conversation with the Regional Director's team

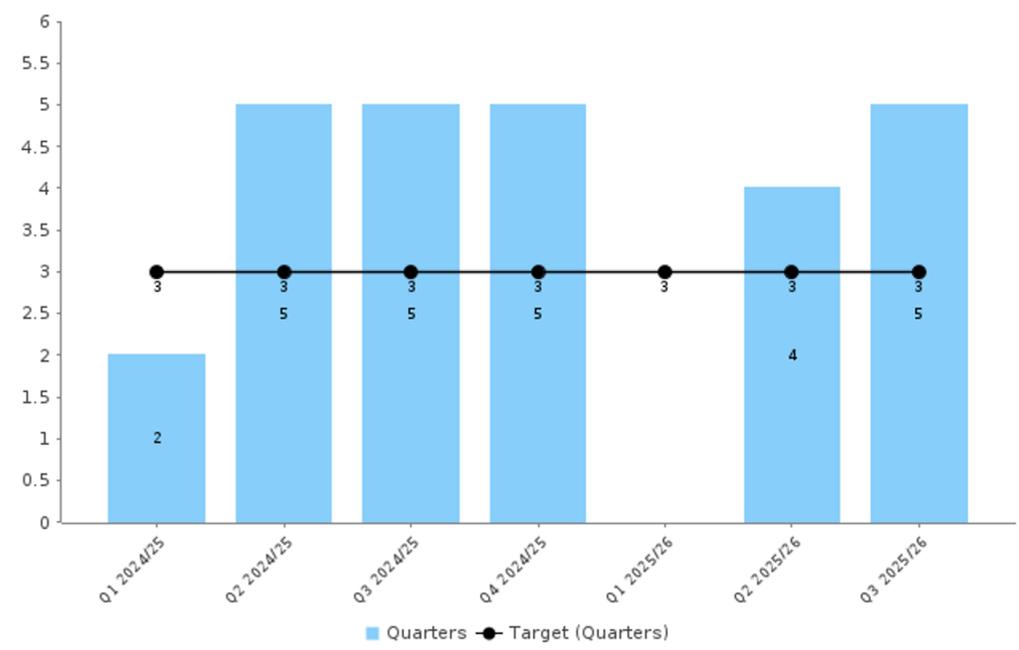
Actions The national RISE (Regional Improvement for Standards and Excellence) programme focuses on four key priorities:

- 1. Inclusion – Ensuring all pupils, regardless of background or need, are supported to thrive.
- 2. Attainment – With a particular focus on English and maths.
- 3. Reception Quality – Improving the quality of early years education.
- 4. Attendance – Tackling persistent and severe absence to ensure pupils are regularly in school

Priorities are part of a broader effort to raise standards across the education system, especially in schools that are underperforming or facing persistent challenges. The RISE teams work both through targeted support for "stuck" schools and a universal offer to help all schools improve.

Although no school in Medway has been allocated a RISE advisor, it is pleasing to note the focus on attainment within the four priority areas.

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



Aim to Minimise Red (downward long trend)

November 2025 data shows Medway dropping to the 5th quintile. 396 (4.8%) children are NEET and 898 (11%) have an unknown destination. This is 1294 (15.8%) in total. Nationally 8.3% of 16- and 17-year-olds are NEET and Not Known, with 3.1% NEET and 5.2% Not Known. For the South East this is 10.5%, where 3.0% are NEET and 7.5% Not Known. It is normal for the numbers of NEET and Not Known children to rise in Q3 as the academic year restarts in September. The 2025 position is worse than the November 2024 position, where 930 (12.4%) of 16- and 17-year-olds were NEET or has an unknown destination. **Achievements** Implementation of Kent Choices has commenced from September, with uptake increasing month on month. Medway are just behind KCC engagement levels at 48%, an increase of 4% on the previous month. Weekly data from MKC indicating 'dropouts' which are followed up immediately to avoid the Young person falling through a gap. Establishment of NEET prevention work with Elective Home Education pupils and those within the YJS. This has proven successful with good levels of engagement from cohorts with whom engagement is often challenging. This includes tracking, Facebook pages (101 parents accessing), quarterly calls with the YP and family, and google classroom facility. **Actions** The IAG Team has set up a RAG system to focus on outcomes. This has increased focus and support. Engagement at the Chatham premises is positive, with over 50% appointment attendance. Increased data sharing is being investigated with Mid-Kent College to allow the identification of those at Risk of NEET. Further work on data sharing with education establishments is required to drive forward the 'Risk of NEET' initiative. This is key to enabling Medway to identify need and interest from our young people and work with Post 16 providers to ensure sufficient offers.

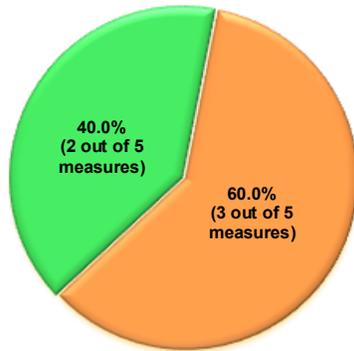
Improving health and wellbeing for all

- 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 9 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. We are reporting on 5 performance indicators this quarter. There are 4 indicators where data is unavailable.

Performance

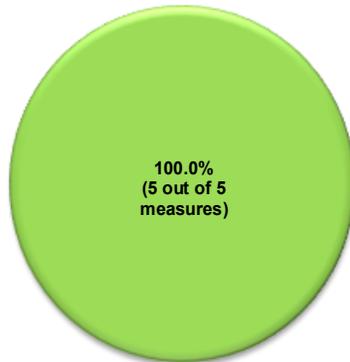


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows performance for 5 measures:

- 40.0% (2 out of 5 measures) met or exceeded target.
- 60.0% (3 out of 5 measures) were slightly below target (less than 5%).
- 0.0% (0 out of 5 measures) were significantly below target (more than 5%).

Direction of Travel



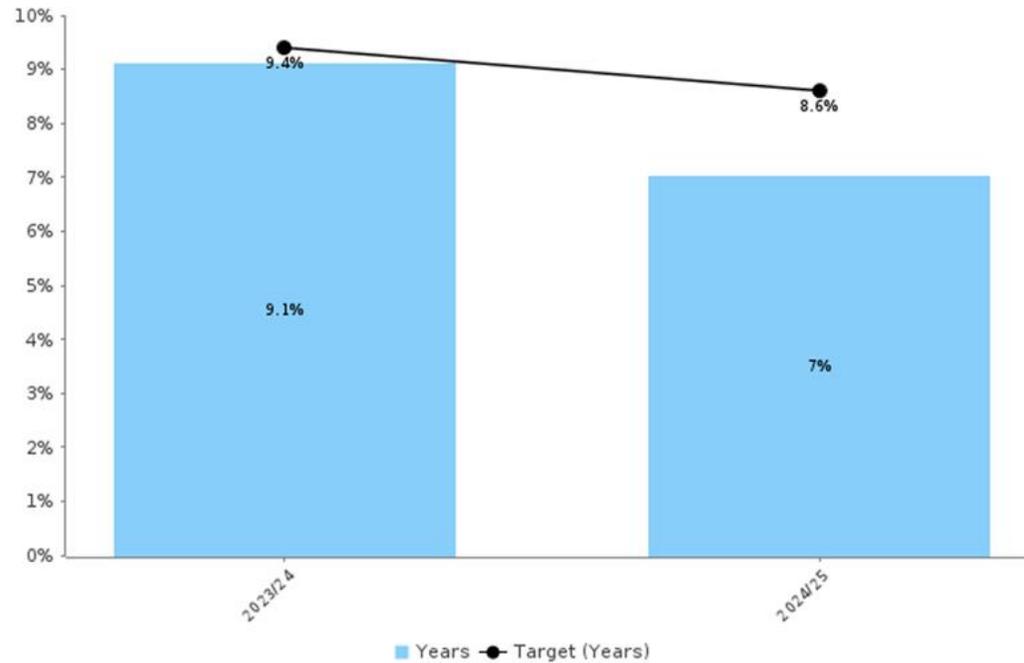
Direction of Travel - key
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 5 measures:

- 100.0% (5 out of 5 measures) had an upward long trend.
- 0.0% (0 out of 5 measures) had a static long trend.
- 0.0% (0 out of 5 measures) had a downward long trend.

Support families to give their children the best start in life

- 4.06 Mothers smoking at the time of delivery



**Aim to Minimise
Green (upward long trend)
Annual PI.**

By 2027/28, the proportion of mothers smoking at time of delivery will be less than 7%. The incremental target for 2024/25 is 8.6%. This performance indicator is reported a year in arrears. This data is calculated by the Office for Health Improvement and Disparities and is based on data from NHS England. The current data is from 2024/25. The value for 2025/26 will be available in November 2026.

Achievements

The proportion of mothers smoking at time of delivery in Medway has fallen to 7.0%, continuing a downward trend from last year. As part of the NHS Long Term Plan, Medway NHS Foundation Trust (MFT) supports England’s smoke-free goal by providing NHS-funded treatment services to pregnant smokers. From January 2025, a smoke-free pregnancy pathway, with participation in the National Smoke-free Pregnancy Incentive Scheme, was established, guided by the Public Health (PH) team.

Actions

The PH team applies best practice from ‘Saving Babies Lives Version Three’; working with stakeholders to sustain referral pathways, deliver evidence-based training, and support postnatal individuals to reduce relapse risk. MFT’s Lead Midwife for Smoking in Pregnancy continues to promote the National Smoke-free Pregnancy Incentive Scheme and plans to extend it to significant others, allowing pregnant individuals to nominate a friend or family member to quit with them. The official launch date will be confirmed next year. Carbon monoxide testing at all antenatal contacts, including community and acute settings, will launch in January 2026.

Plot not shown as the data has not changed since the last report

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

By 2027/28, the proportion of infants that are totally or partially breastfed at age 6-8 weeks will be similar or higher compared to the England average. This performance indicator is reported a year in arrears; the current value is for 2023/24. Data for 2024/25 from the Office for Health Improvement and Disparities (OHID) is not published due to data quality reasons).

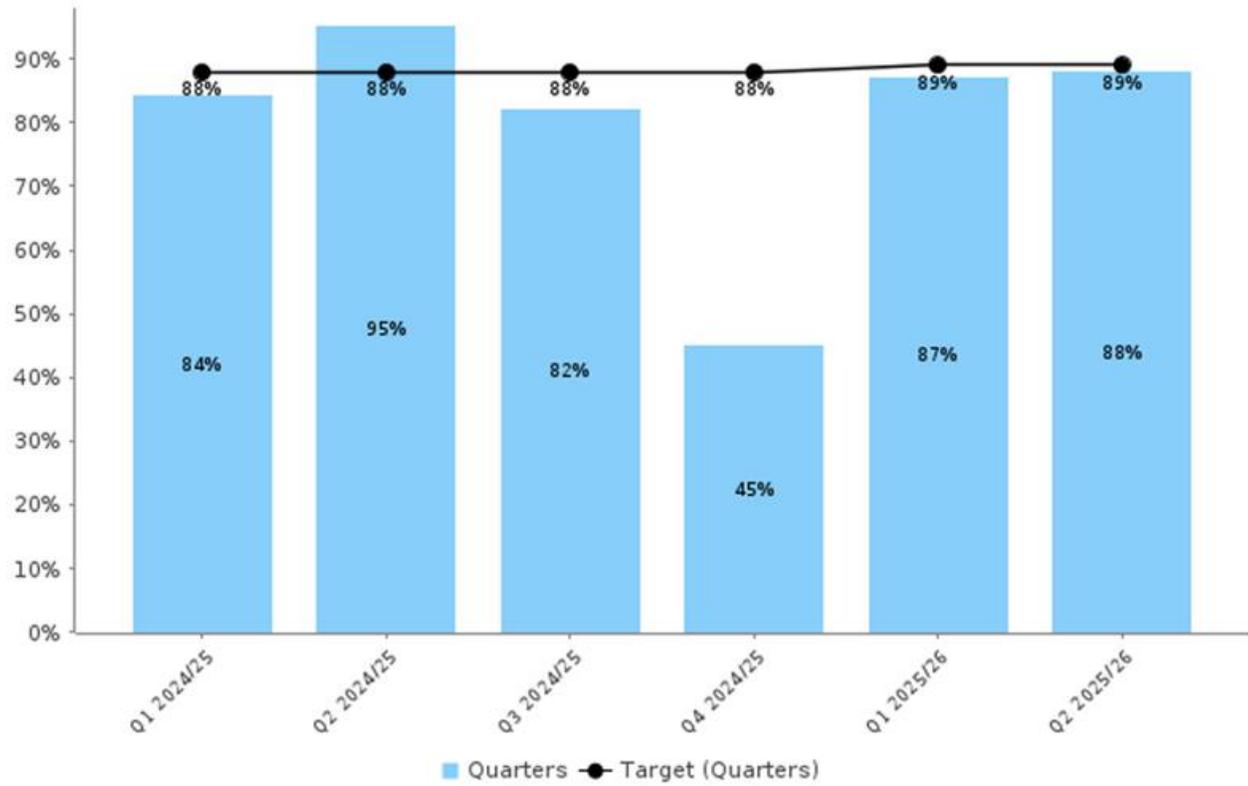
Medway Community Healthcare (MCH) provided Health Visiting service records and reported breastfeeding status at several of the mandated early years checks. The service provides an early extract of the data ahead of OHID verification and publishing, which shows a recent increase in continuation rates in the last year. The specialist infant feeding clinic has successfully relocated to Medway Park, allowing a support service running three days a week from a centrally located accessible venue. The clinics are delivered by specialist trained Health Visitors and Midwives who provide feeding advice and tongue tie procedures when needed, for infants of any age requiring support to initiate or continue breastfeeding.

The Best Start in Life funding is currently being used to employ a specialist infant feeding service based on the maternity wards at Medway Maritime Hospital. These are team members trained to support women starting breastfeeding, give responsive feeding advice to new parents and immediate advice after discharge home. We are expecting a three-year funding announcement of this pot from central government in February 2026, allowing us to give more certainty to the team.

The Beside You normalising breastfeeding campaign was shortlisted for a Medway Council Make A Difference award, winning the people's directorate award for Community Support. The new website and improved social media outputs means the team now has over 7,500 followers on various social media channels. In January 2026, the Infant Feeding Strategy group will be undertaking a review of progress made since the formal adoption and launch of the refreshed Infant Feeding Strategy. The multi-partner strategy group will be assessing progress against stated objectives and key actions and refresh priorities for the next 18 months.

Support families to give their children the best start in life

- 4.08 New birth visit completed within 14 days Contract data



Aim to Maximise Amber (upward long trend)

By 2027/28, at least 90% of children will have a new birth visit within 14 days of their day of birth. The four-year target is 90%, with the incremental target for 2025/26 being 89%.

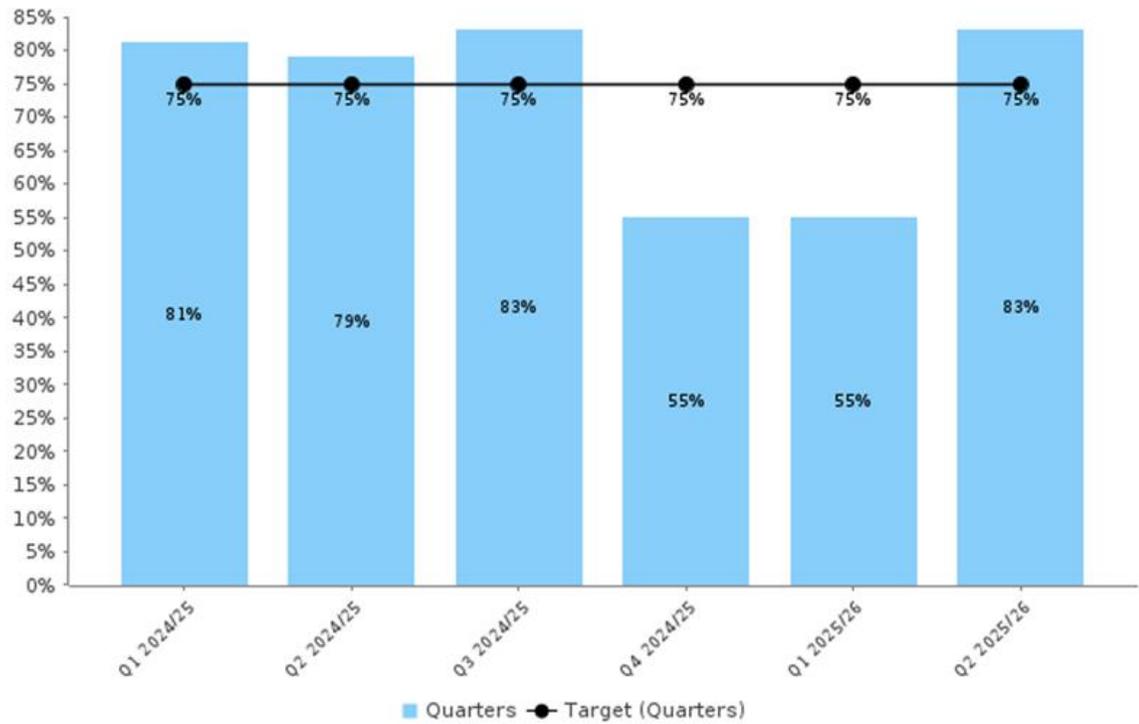
The Health Visitor New Birth Visit is a home visit offered to all families as a universal service within 10–14 days after a baby's birth. It provides tailored advice on infant health, feeding, safety, and parental wellbeing. This visit is crucial for early support, identifying needs, and promoting healthy child development.

Performance of new birth visits rose from 87% in Q1 2025/26. Coverage of new birth visits in total was 98%, meaning that an additional 10% of new births were seen but missed the 14 days cut off.

In Q4 2024/25, Medway Community Healthcare (MCH) experienced a significant cyber security incident which affected data quality, although there were reassurances from the provider to commissioners that quality of service was maintained. In Q1 2025/26 data showed service recovery and this recovery is being maintained in Q2 2025/26. Overall, the data gives reassurance that the service is on track to achieve the target of 90% by 2027/28.

Support families to give their children the best start in life

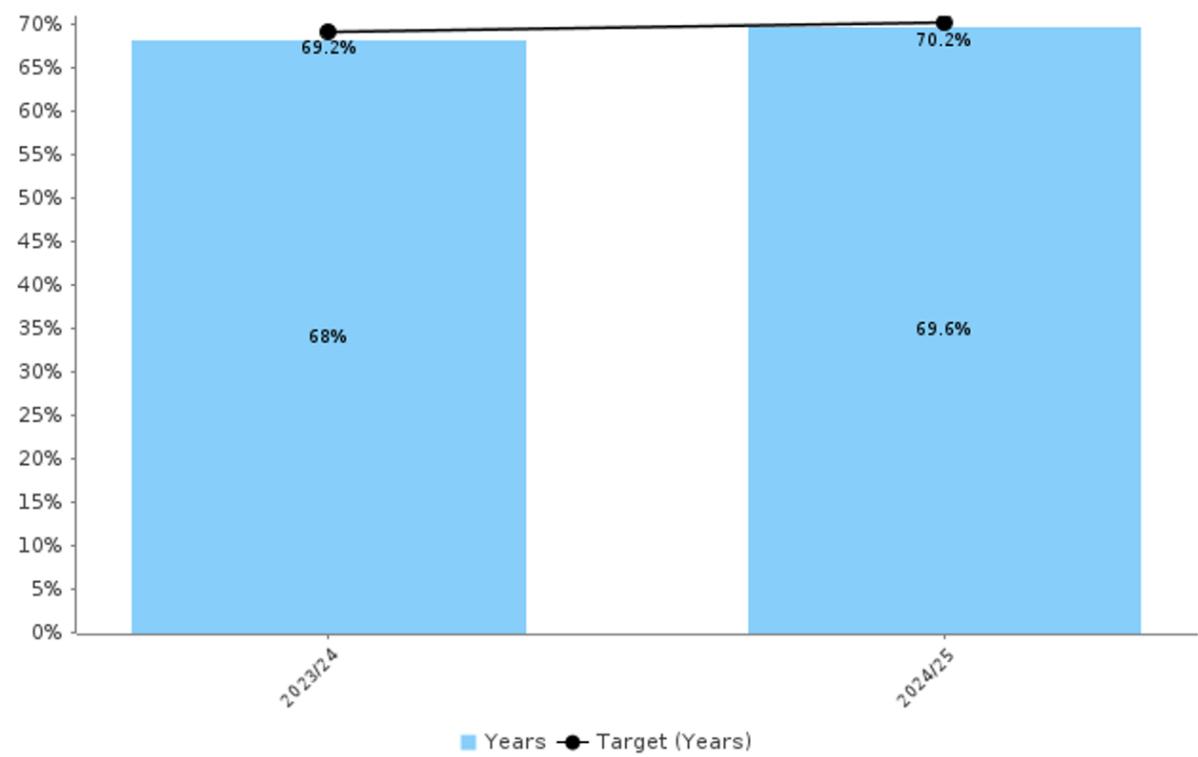
- 4.09 Children receiving 2-2½ year health and development review



Aim to Maximise Green (upward long trend)

By 2027/28, 75% of children receive a 2-2½ year health and development review. The service is currently exceeding the target, with 83% of children receiving a 2-2½ year health in Q2 and a development review happening in Q3 2025/26. Development reviews are key to ensuring children are school ready and to identify any unmet need. The current cohort will be those assessed for Good Levels of Development at the end of reception in 2028 as part of the Best Start in Life strategy / mission. Medway Community Healthcare (MCH) previously experienced a significant cyber security incident which affected data quality in Q4 2024/25 and in Q1 2025/26. Data for Q2 2025/26 has improved significantly and is now back on track with expected levels of 85% for Q3 2025/26. It should also be noted that the coverage for the 2-2.5-year check was 85% meaning a significantly higher proportion of families were seen but may have missed the 2.5 year cut off. Commissioners continue to work closely with MCH to monitor improvements since the cyber security attack and are making steps towards the Community Services Data Set (CSDS) system changes. The new early years programme manager is working to gain further insight into the health visitor workforce and how this may impact service delivery and action planning to reduce the number of families not attending for their review.

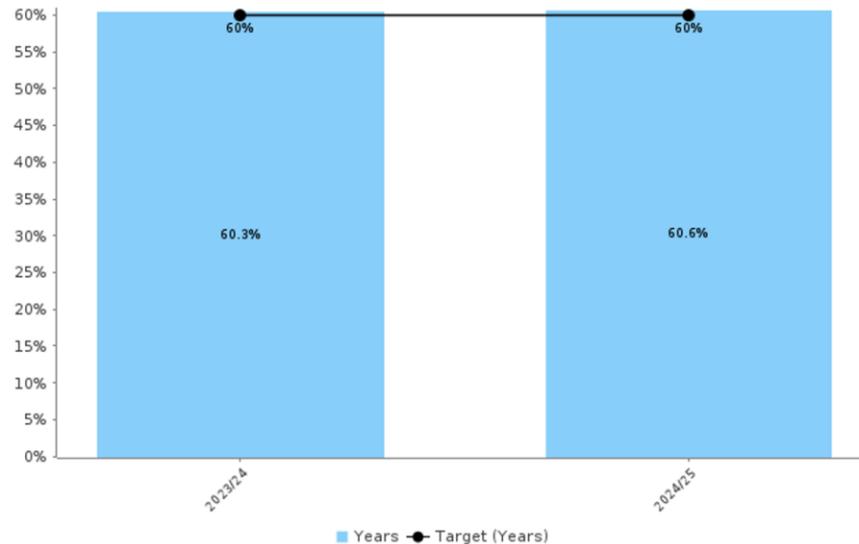
Support families to give their children the best start in life
- 4.10 By 2027/28, the proportion of pupils that achieve a good level of development at the end of the Early Years Foundation Stage is the same as or above the national average



Aim to Maximise Amber (upward long trend) Annual PI.

Provisional data has now been published.
 In 2024/25 just under 70% of pupils achieved a good level of development. This is an improvement on last year. Nationally results improved by 0.6pp, this was less of the increase seen in Medway, where a 1.6pp improvement occurred. As such Medway now outperforms national by 1.3pp, a 1pp improvement on the 0.3pp gap in 2023/24. The Council’s oversight of the performance (Ofsted judgement) for all early year’s settings and standards achieved (pupil outcomes) by the end of the Reception year in schools is vital for creating a robust early year’s system that supports children's development and prepares them for future educational success. The DfE Best Start in Life strategy (BSiL) sets out comprehensive plans to improve outcomes for children from birth to age 5. The core mission is to ensure 75% of 5-year-olds in England achieve a Good Level of Development by 2028; in Medway, based on the trend of performance, the expectation is 77%.
Achievements The Government vision for Best Start Family Hubs is to provide joined up services in the community to work towards the GLD target. Working together across Public Health, Education and Family Solutions BSiL planning will inform operational action plans, overseen by an Early Years Partnership Board reporting to CADMT.
Actions To appoint an Early Years Transformation lead, BSiL programme lead and establish the Early Years Partnership board.

Support families to give their children the best start in life - 4.11 Year 6 prevalence of healthy weight (10-11 yrs)



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

By 2027/28, the proportion of children in Year 6 (age 10-11 years) that maintain a healthy weight is the same as or above 60%.

This performance indicator is reported a year in arrears. This data comes from the Office for Health Improvement and Disparities and is based on data from NHS England. Data for 2025/26 will be available in December 2026.

Recent trends in Year 6 healthy weight prevalence in Medway show a value of 60.6% for 2024/25. This is higher than the target value of 60%, however this difference is not statistically significant, so the two values are similar to each other. The performance for this indicator in Medway has been improving over the past three years following a decline in 2020/21.

The public health team's aim is to support children's weight management by promoting healthy eating and physical activity through engaging programmes.

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

Family cookery sessions have reached 259 children and families across 51 sessions. A six-week Food Adventurers pilot in collaboration with MCH to address fussy eating was delivered with good results, alongside refreshed adult cookery courses and new partnerships with West Strood and the Lampard Centre.

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

Fit Fix is running in secondary schools as a 12-week blended programme, with ongoing partnerships and expansion. Designed for 13-17-year-olds to improve diet, exercise, self-esteem, and energy levels, it includes guided exercise, personal training, and a free gym membership.

The Holiday Activities and Food (HAF) programme is funded until 2028, with 2,741 children attending 18,442 summer activities. It offers free holiday activities for children from Reception to Year 11, aiming to improve children's health and wellbeing, support families, and foster community resilience. The MedwayGo Winter programme, including festive events is about to kick off and support even more families this winter.

Medway's first **Supervised Toothbrushing programme** started in September with 96 early years practitioners trained and 647 children participating so far.

Plot not shown as the data has not changed since the last report

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

By 2027/28, the percentage of physically active children and young people will be similar or higher compared to the England average.

This data comes from the Office for Health Improvement and Disparities and is based on data from Sport England. It is reported a year in arrears and data for 2024/25 will be available in February 2026.

The value for 2023/24 is 53.2%, which is statistically better than the England value of 47.8%. This is also an increase from the previous year's value of 41.6%.

Achievements

The successful campaign of Medway Can ran throughout 2023/24. This saw residents log how far they walked, ran or cycled in a bid to travel enough miles to make it around the world.

Collaboration and partnership working is taking place with Active Kent and Medway and the wider system to embed the Place Based Partnership funding for the Test and Learn phases.

Commissioned free swimming sessions for parents and young children through family hubs helped improve access and increase physical activity levels.

Actions

Plans to shape the children and young person's offer for Medway Public Health will be decided and agreed on in Q4 2025/26.

Work collaboratively to grow participation year on year in recreational play, sport and physical activity as a means of promoting improved physical and mental health and wellbeing
- 4.14 By 2027/28, increase by a minimum of 15% the number of children and young people swimming lessons held at Medway Council sports centres

Plot not shown as the data has not changed since the last report

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

Current swimming lesson participation numbers (weekly average) x 30 weeks (1st April to 30 Dec)

Total = 65,073 participants across our swimming lessons this financial year to date

This is an annual target, so increase percentage will be shown at end of budget year. The swimming lessons figures have increased in comparison to last year, so we are on target to achieve the 15% by 2027/28

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

- 4.15 By 2027/28 a minimum of 43 primary schools per year enter a minimum of two Mini Youth Games events

Plot not shown as the data has not changed since the last report

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

Q3 starts a new season of Mini Youth Games (MYG) events. The season runs from September 2025 to July 2026.

MYG badminton had 43 schools enter with an overall participation of 430 pupils and MYG Basketball had 47 schools enter with an overall participation of 393 pupils