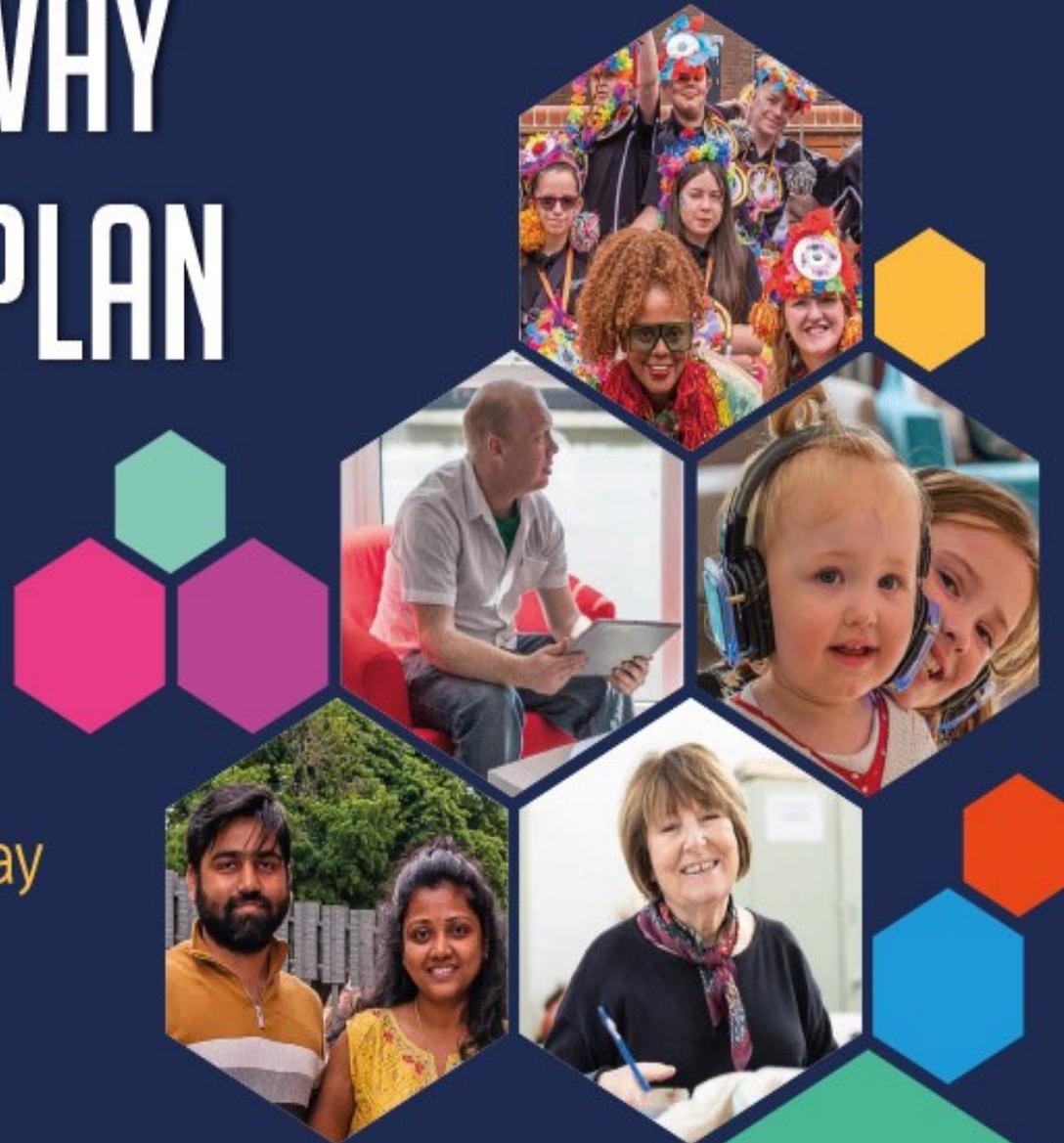


ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway



Performance Report

Q3

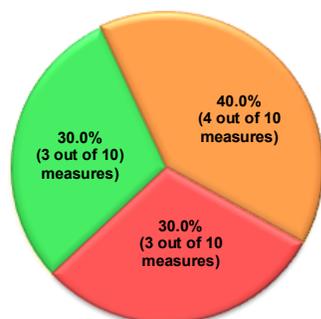
2025/26

Health and Adult Social Care

Overview and Scrutiny Committee

There are 24 performance indicators for the One Medway Council Plan 2024/28 relevant to this committee. We are reporting on 11 performance indicators this quarter. There is one indicator that is data only and 13 indicators where data is unavailable.

Performance

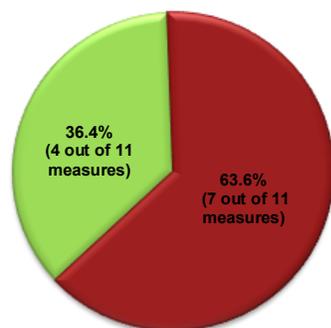


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 10 of the measures:

- 30.0% (3 out of 10 measures) met or exceeded target.
- 40.0% (4 out of 10 measures) were slightly below target (less than 5%).
- 30.0% (3 out of 10 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 11 measures:

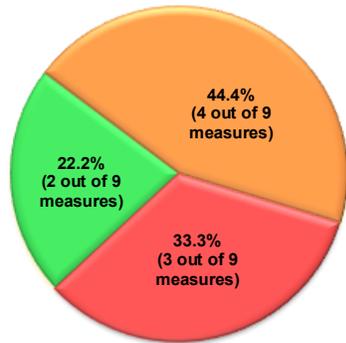
- 36.4% (4 out of 11 measures) had an upward long trend.
- 0.0% (0 out of 11 measures) had a static long trend.
- 63.6% (7 out of 11 measures) had a downward long trend.

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.

There are 12 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. We are reporting on 10 performance indicators this quarter. There is one indicator that is data only and two indicators where data is unavailable.

Performance

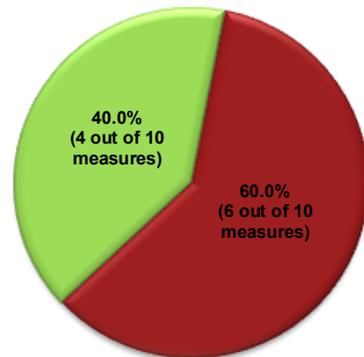


Performance - key
Green means met or exceeded target
Amber means slightly below target
Red means significantly below target

This chart shows the performance for 9 measures:

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

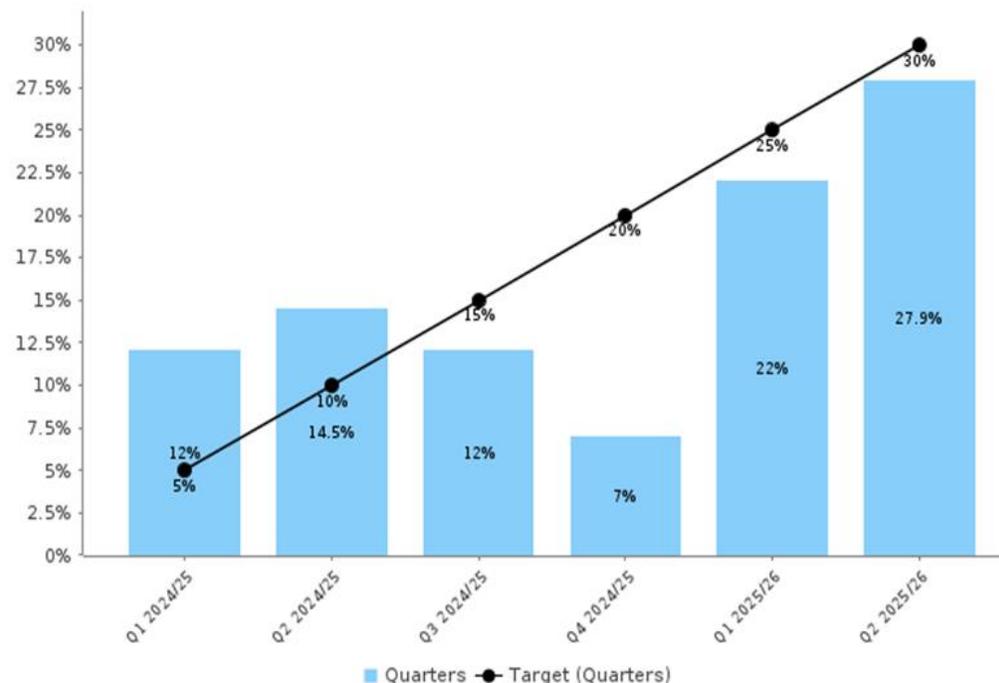
Direction of Travel



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

This chart shows the direction of travel for 10 measures:

- 40.0% (4 out of 10 measures) had an upward long trend.
- 00.0% (0 out of 10 measures) had a static long trend.
- 60.0% (6 out of 10 measures) had a downward long trend.



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

The contract requires 80% of all staff to be trained in MECC by the end of the contract 31 March 2028 and broken down 5% for each quarter. Q2 of year 2 (2025/26), 27.92% of the providers workforce had undergone MECC training, falling short of the 30% by 2.08pp. 6 providers have exceeded the 30% target for Q2.

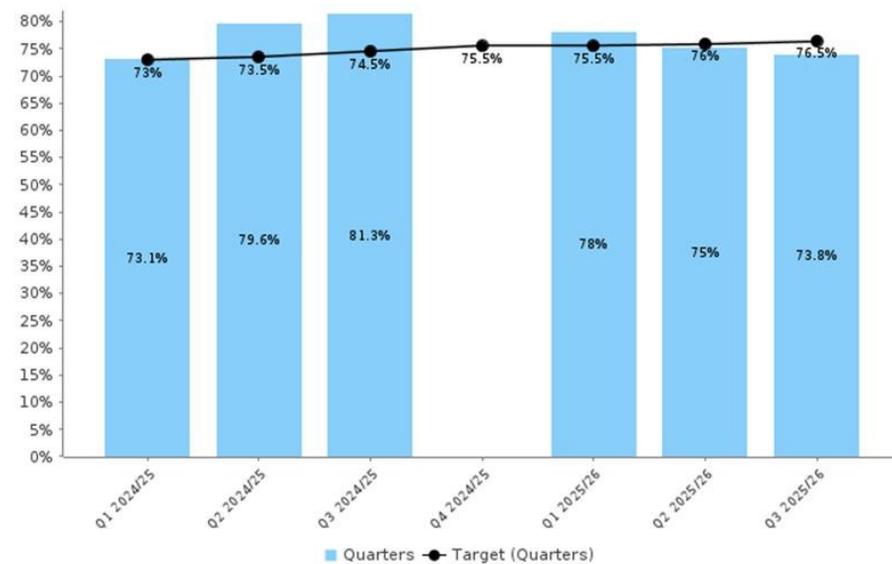
Achievements There has been a 5.54% increase in the total number of staff MECC trained over the previous quarter, this indicates a positive change towards achieving target.

One provider has been experiencing staffing issues at senior management levels; therefore, focus is primarily on service delivery until new appointees have been made. Commissioning holds monthly meetings with providers and liaising with workforce development who provide bespoke 1:1 provider training on mass, has led to an increase in MECC trained staff, going from 7% in Q4 year 1 to 27.92% Q2 year 2 representing a 20% increase in 6 months, double the expected training rate for that time period. Action templates were sent to providers informing the provider of their current % achievement for Q1, expected targets and suggestive actions, links to the online training sessions and contact details of workforce development.

Actions

Continues to work with workforce development and providers, explore running more online sessions due to demand and work with individual providers who have not met the target for Q2.

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%



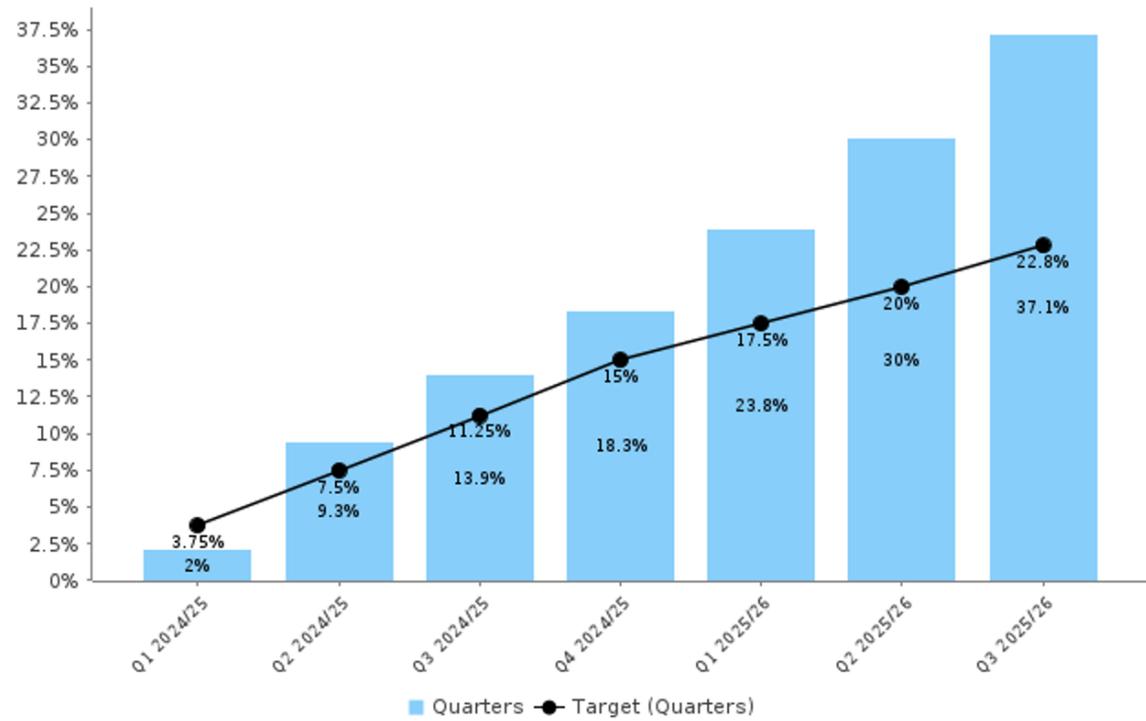
Aim to Maximise
Amber (downward long trend)

Data presents a 12-month period to the end of the last Client Level Data (CLD) reporting period, currently Oct 2024 to Sept 2025, seeing 1,165 clients receiving reablement, with 931 or 79.9% of clients not requiring further support an increase of 1.5 percentage points (pp) on the previous reporting period.

The figure of 73.8% for Q3 25/26 is based on the period of Jan 2024 to Dec 2025 and ASC Intelligence team interpretation of the ASCOF methodology. The Intelligence team will review the figure of 73.8% against the CLD published figure and revise any reporting methods if necessary.

In 2024/25 Medway achieved an outturn of 78.3% based on CLD returns, which as can be seen above is 1.2pp above National and 1.7pp below South East region

Benchmarking The 24/25 National outturn published Dec 2025 was 77.1% a drop of 2.3pp on 23/24. Medway Peer Group was 69.9% and the SE remains the same at 80%. **Achievements** The New Head of Service has been completing a review of all services within Early Help and Prevention (EHP). Although the review is still within the early weeks it seeks to improve the short-term offer and increase response times provided by ASC and will offer a refreshed enablement service utilising the enablement plan developed in partnership with Commissioning. Our new SW Operations Manager has worked closely with commissioners to draft the Enablement Plan mentioned above 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 improving outcomes for independence. These joint efforts aim to embed a consistent, outcome-focused approach across services. **Actions** The refreshed enablement offer will be rolled out within this quarter and reviewed next quarter to establish benefits for residents and service alike. The Enablement plan support consistent reablement practice help achieve client goals and reduce long term care reliance. The new Head of EHP will undertake a whole service review to determine how we can improve further and reduce waiting lists across the service. A review of the OT and Deaf Service will be undertaken, factoring in impact of the changes and effectiveness implemented by the duty team.



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

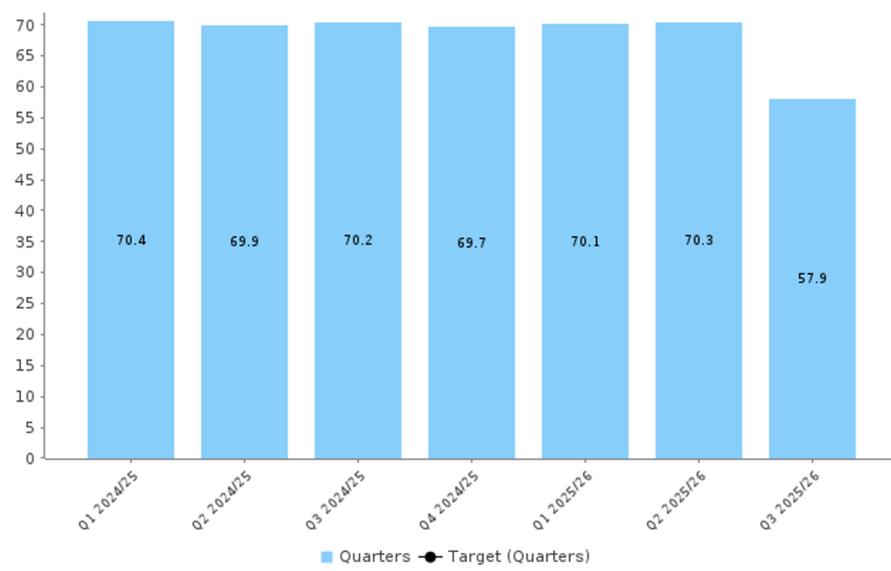
Performance continues to be strong, exceeding the target by 14.3 percentage points.

Achievements Residents in receipt of long-term care using assistive technology to support their care packages is currently above target and on track to meet the stepped 10% target for the year and with the dedicated Assistive Technology champion now working with the Early Help & Prevention team as well as within Long Term Teams and Review teams, target for the year now surpassed. People in receipt of enablement for a period of up to 6 weeks can, when appropriate, be supported using Assistive Technology to assist them once out of the hospital setting, the target for the quarter successfully surpassed and annual target is close to achieving.

Intelligent Lilli (an Assessment tool that passively monitors users to ensure that they are safe and well at home, provides data/information to support Social Workers with care assessments and reviews) the small shortfall for Q1 has been eradicated and the target for the year has been reached.

New TEC such as the Circadian lightbulbs and the Evondos medication dispenser are contributing to the over achievement in the new TEC target and the target now achieved.

Support all adults, including those living with disability or physical or mental illness to live independently and stay safe Appendix 1
- 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 (downward long trend)**

This measure is Adult social care outcomes framework (ASCOF) 2E, split over 3 parts. Part 1 = Learning Disability Cohort - Part 2A = People aged 18-64 - Part 2B = People aged 65+. In 24/25 Medway achieved an outturn in 24/25 based on client level data returns of: **Part 1** 83.1%, 1.7pp, **Part 2A** 79.6%. 2.2pp above national, 3.1pp and 2.2pp above SE region, with **Part 2B** 54.7% 5.6pp below national and 3.1pp below SE region. The figure of 57.9% being reported for Q3 25/26 above is a combined figure of people aged 18-64 and 65+ and is based on the revised ASCOF methodology. Now that benchmarking data has been published, the Intelligence Team can work with the service to set a target, as well as working on a process of reporting on 'Unknown or incorrect' tenure type recording in Mosaic to improve the measure.

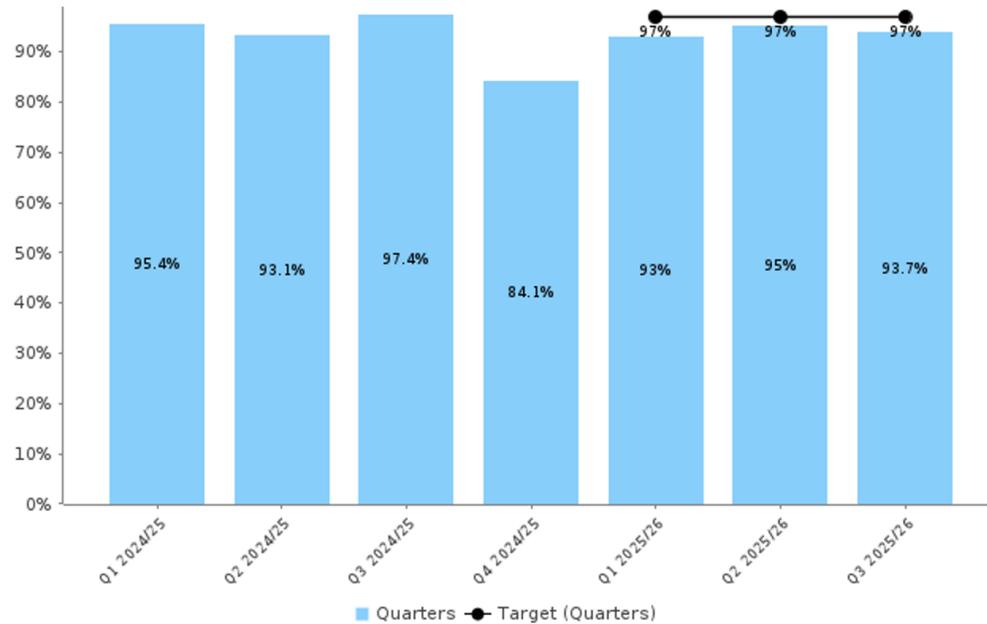
Benchmarking The 2024/25 National outturn that was published in Dec 2025 was.

	National	Peer Group	South East Region
Part 1	81.4%	80.4%	80.0%
Part 2A	77.4%	79.0%	77.6%
Part 2B	60.3%	61.4%	57.8%

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

Achievements Alongside Kyndi introducing new non wearable assistive technology, two new social work posts are supporting people who have a Learning Disability and/or are autistic, assisting people who receive long term care and support to remain living at home. **Actions** Increases in long term care packages will be monitored as part of a reablement approach, with the goal of helping the individual regain independence and return to their original level of care support and monitoring 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 Appendix 1
- 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)

This measure is Adult social care outcomes framework (ASCOF) 4B. Local data shows that there were 543 closed enquiries in the year up to 31 Dec 2025. Of these 443 had risks identified, where actions under safeguarding took place. The risk was removed or reduced in 93.7% (415) cases, although at present 2.6pp below 24/25 outturn, we are still above the national outturn. Medway achieved an outturn of 96.3% based on Safeguarding annual collection (SAC) returns, which, as can be seen below, is 5.1 percentage points above National and 5.2 percentage points above SE region.

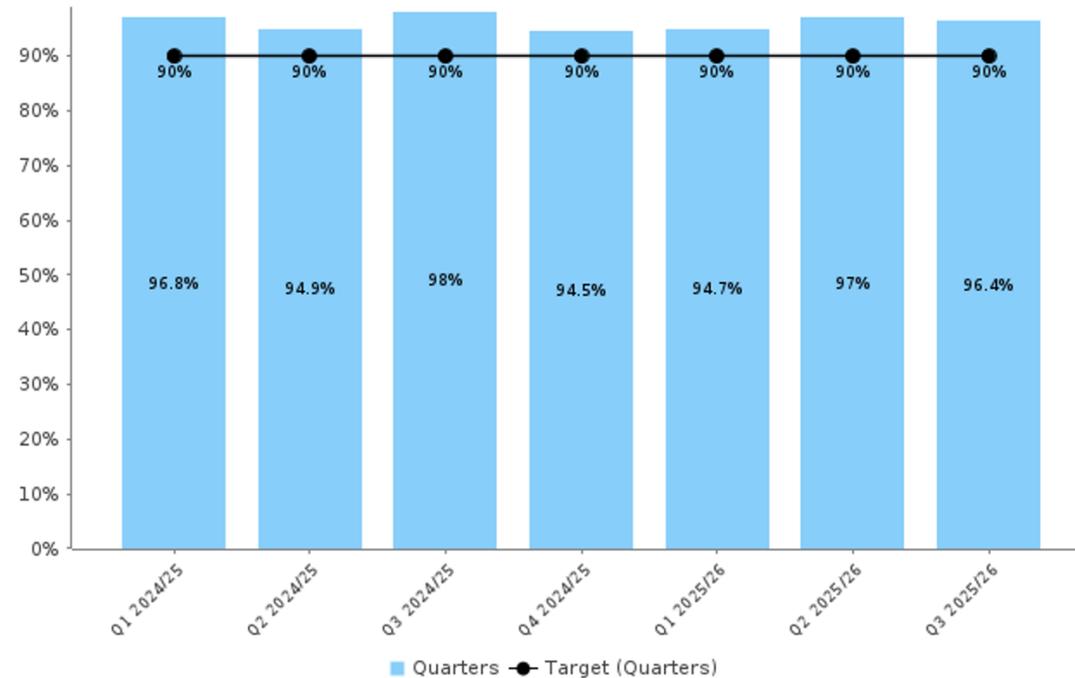
Benchmarking The 24/25 National outturn that was published in Dec 25 was 91.2%, Medway Peer Group was 92.5% and the SE Region was 91.1%.

Our performance is exceeding the national benchmark as well as performing above the SE region. This demonstrates that current strategies and practice are effective in removing and reducing risk. There are sometimes complex circumstances where risk cannot be removed or reduced but we remain committed to removing and reducing risk wherever possible. We continue to focus on maintaining a high level of achievement through ongoing monitoring, and targeted improvement initiatives.

Achievements We have continued to strengthen our procedures and practice by implementing daily oversight meetings for safeguarding concerns ensuring robust risk management. We continue with quarterly audits to determine the strengths of practice and systems in place as well as identifying any areas that require improving. Data analysis remains ongoing, analysing trends and outcomes, to strengthen our understanding of the underlying factors contributing to unresolved risk. This insight has informed targeted actions such as focussed and specialist training for frontline practitioners.

Actions Our commitment is to build on the strong results we have achieved, which continue to outperform national benchmarks. We will strengthen the approaches that have delivered success and provide ongoing support to our teams to maintain excellence. Looking ahead, we are focused on sustaining progress and driving further improvements through active monitoring, reflective learning, and targeted development initiatives. By remaining adaptable to new challenges, we aim to elevate service quality and deliver even better outcomes in the coming months.

Support all adults, including those living with disability or physical or mental illness to live independently and stay safe Appendix 1
- 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 543 Safeguarding enquiries closed in the year up to 31 Dec 25. Of these 439 (80.8%) were asked about their desired outcome, which 315 (71.8%) expressed an outcome, 304 outcomes were either fully or partially met.

Benchmarking National benchmarking is taken from a voluntary collection. The 24/25 outturn published in Dec 25 was 96.7% for Medway.

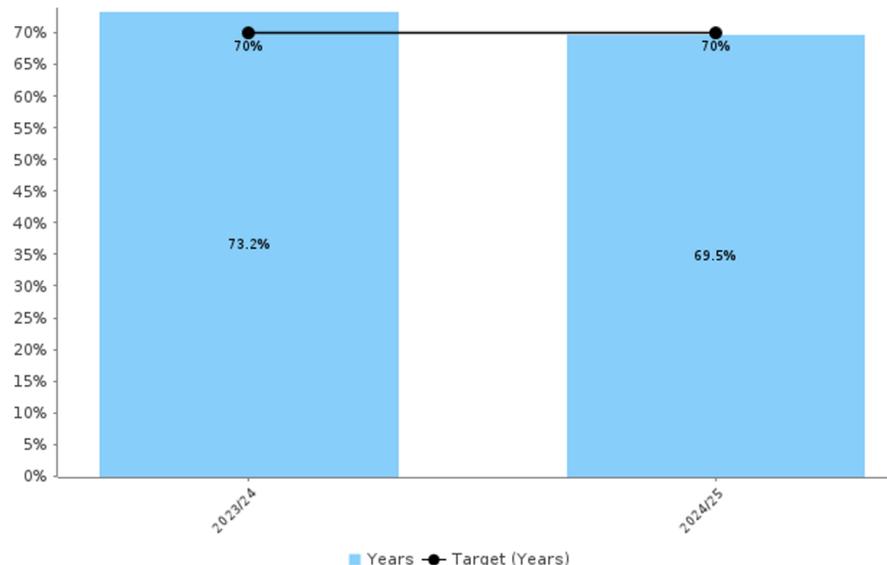
We have improved against the last quarter by 2 percentage points and performing at 2.1 percentage points above national, demonstrating our continuous drive to ensure safeguarding is outcome focussed and commitment to working in a person-centred way to support individuals achieve their desired outcomes.

Achievements We have improved on performance in comparison to the previous quarter which is a great achievement when considered alongside a major restructure of the service in Q1 and a high number of new staff members due to continued recruitment efforts and continuing to work in partnership with key partners to support individuals achieve their desired outcomes.

Actions We will be introducing alternative communication methods during the year 26/27 which will enable individuals with communication challenges to participate more fully in the safeguarding process and be able to express their desired outcomes, also continuing our focus on implementing strategies that ensure individuals are consistently asked and supported to express their desired outcomes.

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



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

This measure is an Adult social care outcomes framework (ASCOF) 4A.

In 2024/25 Medway achieved an outturn of 69.5% of users reporting that they feel safe, which is a 3.7 percentage point decrease on 2023/24, as can be seen below 0.6 percentage point below national and South East Region. Although national also saw a decrease this was only by 1 percentage point.

Benchmarking: The 2024/25 National outturn that was published in Dec 2025 was 70.1% and the South East Region was also 70.1%.

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.

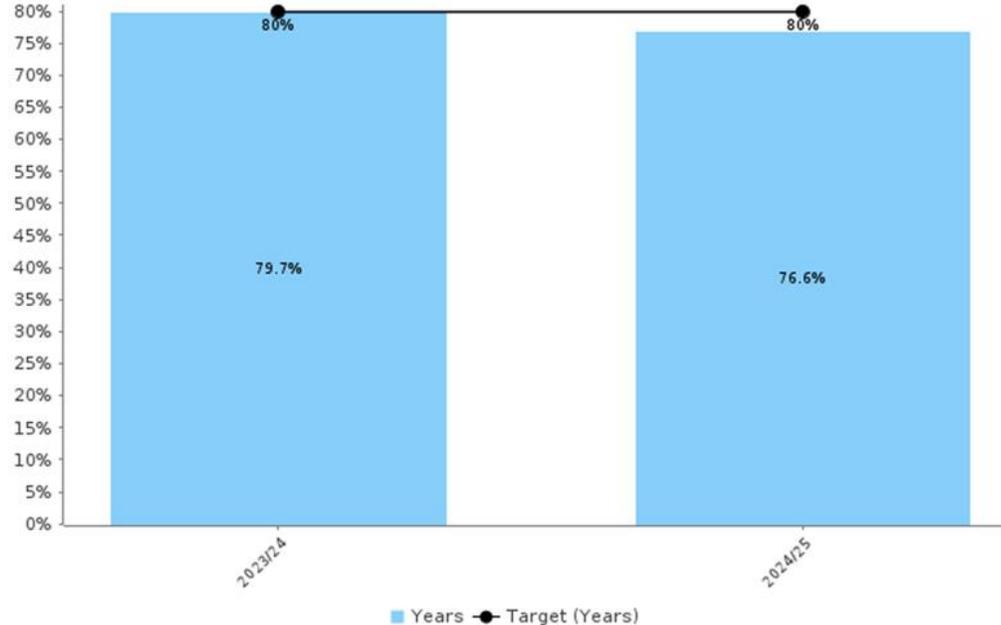
Achievements:

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: 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



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

This measure is an Adult social care outcomes framework (ASCOF) 3A. In 2024/25 Medway achieved an outturn of 76.6% of users who felt that they had as much control over their daily life as they would want, which is a 3.1 percentage point decrease on 2023/24, as can be seen below 0.7pp below National and 1.6pp below South East Region. Although National also saw a decrease this was only by 0.3 percentage point.

Benchmarking The 2024/25 National outturn that was published in Dec 2025 was 77.3% and the South East Region was also 78.2%.

While there has been a small decrease 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: A new Adult Social Care Strategy has been written, 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 has helped 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: 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

Measure no longer being updated due to national changes

**Aim to Maximise
Data unavailable (no long trend)**

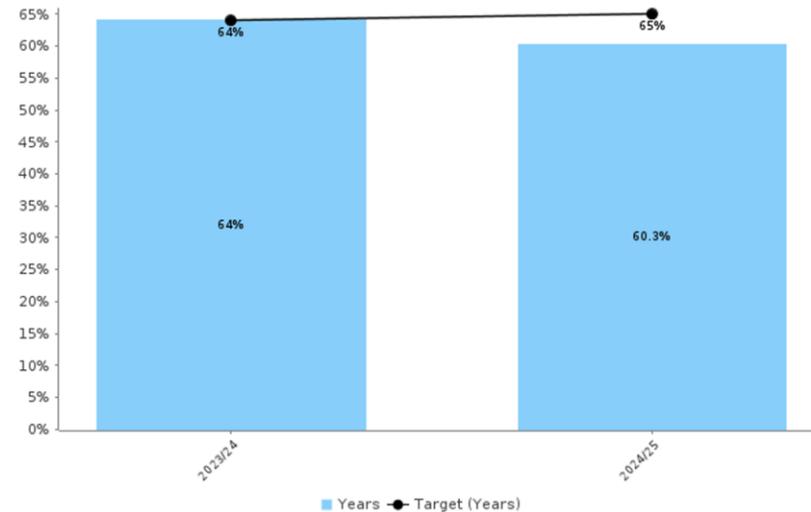
Following a review of this measure by central government, it has been decided that the client level dataset is unable to provide the relevant information. As such it has been announced that this measure will be changed, within the Adult Social Care Outcomes Framework (ASCOF), to: The proportion of people 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



Aim to Maximise
Red (downward long trend)
Annual PI

This measure is an Adult social care outcomes framework (ASCOF) 3A Part 1. In 2024/25 Medway achieved an outturn of 60.3% of users who felt that they find it easy to find information about services, which is a 3.7pp decrease on 2023/24, as can be seen below 7.5 percentage point below National and 7 percentage point below South East Region. National saw an increase of 3.8pp. **Benchmarking:** The 2024/25 National outturn that was published in Dec 2025 was 67.8% and the South East Region was 67.3%.

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** - 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** - 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

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

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

This measure is an Adult social care outcomes framework (ASCOF) 1C.

Validated data, shows a year-on-year decline of 0.1 point (1.4%).

The next survey of carers took 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.

A full review of the current carers offer in Medway has been completed. The project lead has worked with Commissioning, linking in with Carers First and individual carers and carer groups to gain a better understanding of the current offer and whether it is fit for purpose. This is a 2-year project.

Achievements

This is a 2-year project. A full review of the carers offer has taken place and individual business cases on the future carers offer are currently being worked on to go through the governance processes.

The carers web pages have been reviewed and updated and are now live, providing additional information and links to available support.

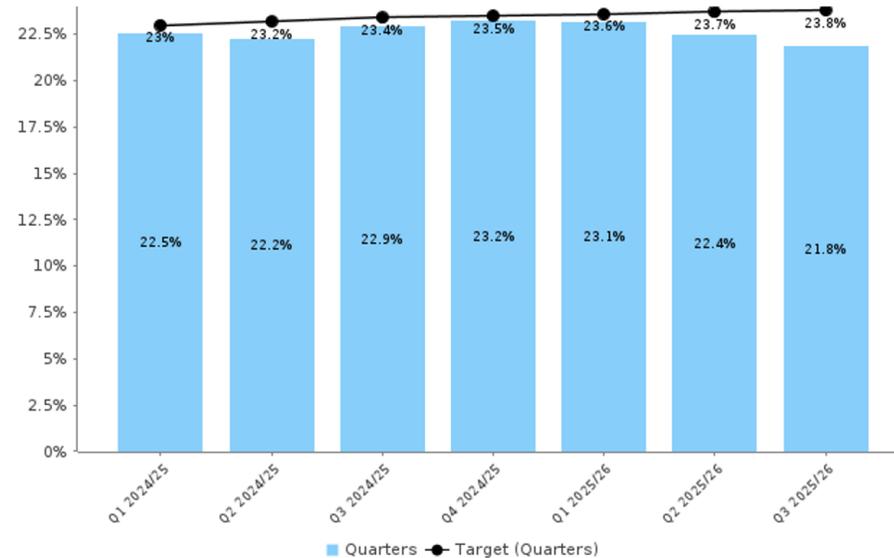
Actions

Carers First will be sitting with the front door in EHP to support staff with carer conversation and assessments.

A carers panel is being introduced which will ensure consistency and fairness of services to support carers.

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 0.6 percentage point between Q2 and Q3 2025/26. There are 10 fewer clients receiving a Direct Payment (DP) (477) and the rise in the denominator (Self-Directed Support clients) has reduced the percentage measure. In 2024/25 Medway achieved an outturn of 23.4% which is a 1.5 percentage point decrease on 2023/24 (24.9%). As can be seen below 1.1pp below national and 0.3pp below South East region. National saw a decrease of 1 percentage point compared to Medway's 1.5 percentage point decrease.

Benchmarking The 2024/25 National outturn that was published in Dec 25 was 24.5%, Peer Group was 27.2% and the SE region was 23.7%.

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 workstep 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. The team has faced staffing challenges; we have managed to successfully recruit to two of the three vacant posts.

Achievements Self Directed Support and Direct Payments training is now mandatory for all ASC Practitioners and monitored by Workforce Development. - TLAP webinar information is circulated to practitioners to assist them in understanding person centred planning. - Access to Personal Assistants has been expanded through the creation of a DWP account, alongside the development of micro-enterprises to diversify the PA market. - 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.

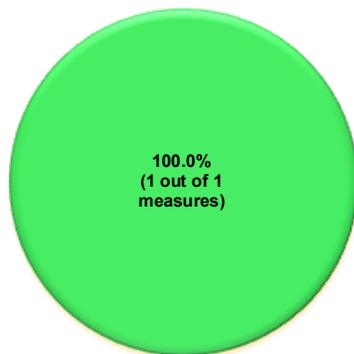
Actions Completion of Direct Payment Leaflet and ensures this is clearly presented on the council's website. - The new Mosaic workstep will be implemented to ensure SDS engagement is embedded early in the support planning process.- The team will support the onboarding of newly recruited staff to stabilise service delivery and maintain momentum in progressing SDS initiatives.- Support the Head of Locality to introduce DP referral targets for assessing officers

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.

There are 12 performance indicators for the One Medway Council Plan 2024/28 which fall under this priority. We are reporting on one performance indicators this quarter. There are 11 indicators where data is unavailable.

Performance



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

This chart shows performance for 1 measure:

- 100.0% (1 out of 1 measure) met or exceeded target.
- 0.0% (0 out of 1 measure) were slightly below target (less than 5%).
- 0.0% (0 out of 1 measure) were significantly below target (more than 5%).

Direction of Travel



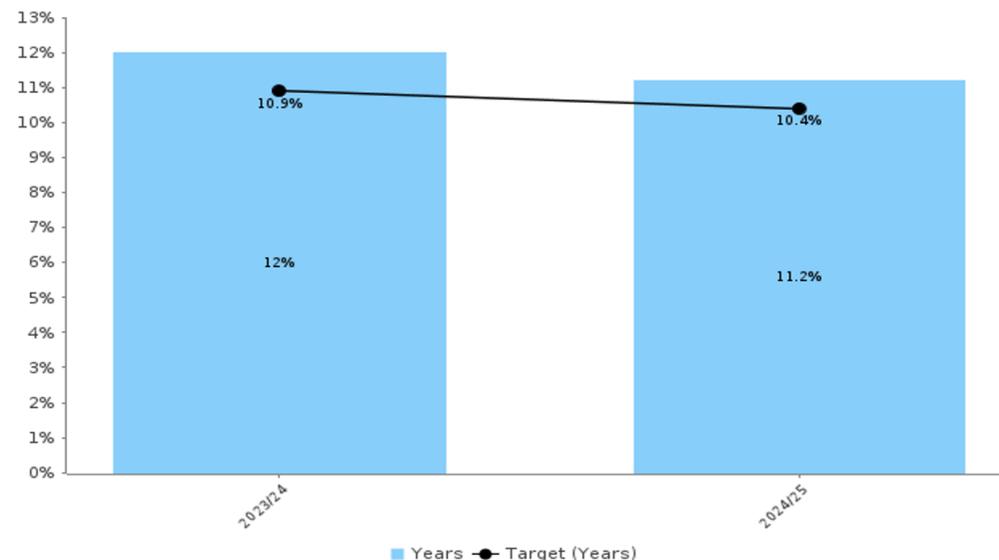
Direction of Travel - key
Green means positive travel
Blue means static
Red means negative travel

This chart shows the direction of travel for 1 measure:

- 0.0% (0 out of 1 measure) had an upward long trend.
- 0.0% (0 out of 1 measure) had a static long trend.
- 100.0% (1 out of 1 measure) had a downward long trend.

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

- 4.01 Smoking prevalence in adult (18+ yrs)



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

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).

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 value for 2025/26 will be available December 2026.

Smoking prevalence in Medway for 2024/25 was 11.2%, which meets the target of being statistically similar to England, a value of 10.4%. Medway had a 3-year average of 10.4% which is similar to the England average of 10.9% for the same period. Medway's smoking prevalence has continued to decline since 2011.

Achievements

In Q2 2025/26 there were 392 Quit Dates Set and 187 people quit smoking.

The New Year marketing campaign 'Stop Smoking, Feel Happier' launched on 26th December and will run until February to catch smokers looking to quit. The focus is on improving mental health.

The Varenicline Patient Group Directions (PGD) launched on the 1st April 2025, increasing pharmacotherapy options for clients quitting smoking.

Actions

Procurement of the Allen Carr EasyWay Stop Smoking service is underway and will launch on No Smoking Day on 8th March to broaden the offer of stop smoking interventions.

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

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

Plot not shown as the data has not 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. The data for 2024/25 will be available in June 2026. The latest value for 2023/24 is 67.8%, which is similar to the target of 66.1%. Significant steps are being implemented to reduce adult obesity rates in Medway, across a range of programmes over Q3 2025/26.

Healthy Way: In total, over Q3 2025/26, 14 courses were delivered (including evenings, weekends, and one online) with 112 bookings. High drop-off was seen for Sept/Oct 2025 courses; a Q4 2025/26 plan is in place to adjust for this. A new facilitator has been recruited; advertising is on again to boost male facilitator capacity. A successful men's group has been run (18 booked, 14 started, 9 completed). New British Heart Foundation materials are being sourced to phase in gradually.

Tier 2+: Four courses were completed with 50 clients. The physical activity team met to finalise April 2026 content. Research was commissioned to evaluate pilot; early insights were shared in December. Zero-hour facilitators and a psychotherapist are being recruited for. An online evening course is planned for late January.

Tri Club: Two Q3 2025/26 courses were delivered—Cedar Academy (trust schools) and Brompton Academy (waiting list). Cedar's earlier start time worked well; further partnerships are being explored. Three Q4 2025/26 courses were booked following NCMP referrals; more schools are engaging, including St Thomas of Canterbury. **Fit**

Fix: Engagement at events during Q3 2025/26 continued. Two new secondary schools are onboard—Maritime Academy (Q3 delivery) and Robert Napier (Q4). Outreach to increase uptake is continuing.

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 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 Public Health interventions and actions intend to support people to have better health outcomes and address health inequalities. These often take years to demonstrate improvements on a population level and are influenced by macroeconomic policies. This refers to policies outside council control which may impact on life satisfaction such as benefit entitlements or wider public services. Self-reported health, marital status and economic activity have the strongest associations with how positively we rate our life satisfaction.

A new post working across public health and planning team aims to ensure factors promoting wellbeing are considered in decisions. The Work and Health strategy has actions underway to facilitate access to work placements and employment for those with long term physical or mental health conditions. A Medway Creative Health collaboration is exploring how to strengthen community arts provision and standardise impact of the arts on life satisfaction.

Plot not shown as the data has not 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 supports *Priority Theme 1* of the Joint Local Health and Wellbeing Strategy: “*Healthier, Longer Lives for Everyone.*” It is offered biennially to residents aged 50–74 and delivered in partnership with NHS England South East, Kent and Medway Screening and Immunisation Team (K&M SIT), and Kent and Medway Cancer Alliance (KMCA).

With the support of a public health registrar, Medway’s Health Protection Team began looking at data on bowel screening inequalities locally, considering uptake by age group and Index of Multiple Deprivation. This found that bowel cancer screening coverage was lower in more deprived areas and among younger age groups. This analysis has also led to the development of a series of recommended actions to increase coverage, which will start in 2026.

Actions

By 2027/28, Medway aims to meet or exceed the national average for screening uptake among 60–74-year-olds. The NHS Long Term Plan targets 75% of cancers diagnosed at stages 1 or 2 by 2028. K&M SIT is embedding training and resources across workplaces and leading an inequalities workstream using NHS England’s CORE20+5 approach

- 4.05 Health facilities

**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

Work collaboratively to grow participation year on year in recreational play, sport and physical activity as a means of promoting improved physical and mental health and wellbeing
- 4.13 Physically active adults (19+ yrs)

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

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

By 2027/28, the percentage of physically active adults will have increased to 69%. The incremental target for 2023/24 is 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 will be available in May 2026. 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.

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.

Over 400 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.

The 10th Physical Activity Alliance took place in November with over 110 attendees with a shared vision to improve physical activity levels for Medway residents.

Actions:

Review of services delivered by public health is underway with planning activity priorities for next year.

Work in partnership with communities and organisations to address the issues that negatively affect health and wellbeing, everyone has the opportunity to live long, healthy lives
- 4.16a Life expectancy at birth (Female, 3 year range)

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

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.

In Q3, Medway's first community supermarket was approved using funding from Household Support Fund. This service will open in the new financial year, offering low-cost healthy food and hosting services like debt and employment advice.

Q3 marked 10 years of the Smokefree Advice Centre in Chatham. Over the decade, 7,000 residents accessed the Stop Smoking Service, with 2,500 quitting and 5,000 health checks completed. At the celebration, we launched 'Quit Coach,' a new AI tool to support quitting. December also saw Medway Council and Health Diagnostics named HSJ Award finalists for improving population health through digital solutions.

Key Marmot Place developments this quarter included increased resident engagement, work to develop an asset mapping tool for the marmot website, and an independent report with input from Sir Michael Marmot and the Institute of Health Equity.

In Q4, a Joint Strategic Needs Assessment chapter on Life Expectancy and Healthy Life Expectancy in Medway will be published, highlighting the gender health gap affecting female health.

Work in partnership with communities and organisations to address the issues that negatively affect health and wellbeing, everyone has the opportunity to live long, healthy lives
- 4.16b Life expectancy at birth (Male, 3 year range)

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

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.

In Q3, Medway's first community supermarket was approved using funding from the Household Support Fund. This service will open in the new financial year, offering low-cost healthy food and hosting services like debt and employment advice.

Q3 also marked 10 years of the Smokefree Advice Centre in Chatham. Over the decade, 7,000 residents accessed the Stop Smoking Service, with 2,500 quitting and 5,000 health checks completed. At the celebration, we launched 'Quit Coach,' a new AI tool to support quitting.

The Men in Sheds service has also been expanded, offering six free sessions over five days a week. These sessions are a space for purposeful engagement, social interaction, and skill development to support mental health and wellbeing.

Key Marmot Place developments this quarter included increased resident engagement, work to develop an asset mapping tool for the marmot website, and an independent report with input from Sir Michael Marmot and the Institute of Health Equity.

In Q4, a Joint Strategic Needs Assessment chapter on Life Expectancy and Healthy Life Expectancy in Medway will be published, identifying key health priorities in Medway.

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

- 4.17a Healthy life expectancy at birth (Female, 3 year range)

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

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 in England in 2023, key contributing conditions to poor health included cancer, mental health, and cardiovascular diseases amongst others.

In Q3, Medway's first community supermarket was approved, offering low-cost healthy food and hosting services like debt and employment advice. Q3 also marked 10 years of the Smokefree Advice Centre in Chatham and the launch of 'Quit Coach,' a new AI tool.

Key Marmot Place developments this quarter include:

Resident engagement: Collating 87 existing insight reports to identify priority themes and gaps.

Asset mapping: Developing an interactive tool for the Medway Marmot website to show current health inequality interventions and gaps.

Independent report: An independent report with Marmot recommendations will be drafted in January, reviewed in February, and shared to mobilise partners toward halving health inequalities in 10 years.

In Q4, a Joint Strategic Needs Assessment chapter on Life Expectancy and Healthy Life Expectancy in Medway will be published, highlighting the gender health gap affecting female health and wellbeing.

Work in partnership with communities and organisations to address the issues that negatively affect health and wellbeing, everyone has the opportunity to live long, healthy lives
- 4.17b Healthy life expectancy at birth (Male, 3 year range)

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

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 in England in 2023, key contributing conditions to poor health included cancer, mental health, and cardiovascular diseases amongst others.

In Q3, Medway's first community supermarket was approved, offering low-cost healthy food and hosting services like debt and employment advice. Q3 also marked 10 years of the Smokefree Advice Centre in Chatham and the launch of 'Quit Coach,' a new AI tool. The Men in Sheds service has also been expanded, offering six free sessions over five days a week to support mental health and wellbeing.

Key Marmot Place developments this quarter include:

Resident engagement: Collating 87 existing insight reports to identify priority themes and gaps.

Asset mapping: Developing an interactive tool for the Medway Marmot website to show current health inequality interventions and gaps.

Independent report: An independent report with Marmot recommendations will be drafted in January, reviewed in February, and shared to mobilize partners toward halving health inequalities in 10 years.

In Q4, a Joint Strategic Needs Assessment chapter on Life Expectancy and Healthy Life Expectancy in Medway will be published.

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

- 4.18a Inequality in life expectancy at birth (Female, 3 year range)

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

**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 England (8.3 years) in 2021-23, placing Medway in the second worst quintile nationally.

In Q3, Medway's first community supermarket was approved, offering low-cost healthy food and hosting services like debt and employment advice. Q3 also marked 10 years of the Smokefree Advice Centre in Chatham and the launch of 'Quit Coach,' a new AI tool.

Key Marmot Place developments this quarter include:

Resident engagement: Collating 87 existing insight reports to identify priority themes and gaps.

Asset mapping: Developing an interactive tool for the Medway Marmot website to show current health inequality interventions and gaps.

Independent report: An independent report with Marmot recommendations will be drafted in January and reviewed in February.

In Q4, a Joint Strategic Needs Assessment chapter on life expectancy and healthy life expectancy in Medway will be published, highlighting the gender health gap affecting female health. This will be alongside a report on the 2025 Index of Multiple Deprivation in Medway.

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

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

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

**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 England (10.5 years) in 2021/23, placing Medway in the second worst quintile nationally. In Q3, Medway's first community supermarket was approved, offering low-cost healthy food and hosting services like debt and employment advice. Q3 also marked 10 years of the Smokefree Advice Centre in Chatham and the launch of 'Quit Coach,' a new AI tool. The Men in Sheds service has also been expanded, offering six free sessions over five days a week. Key Marmot Place developments this quarter include:

Resident engagement: Collating 87 existing insight reports to identify priority themes and gaps.

Asset mapping: Developing an interactive tool for the Medway Marmot website to show current health inequality interventions and gaps.

Independent report: An independent report with Marmot recommendations will be drafted in January and reviewed in February.

In Q4, a Joint Strategic Needs Assessment chapter on life expectancy and healthy life expectancy, along with a report on the new 2025 Index of Multiple Deprivation in Medway will be published.