

# ONE MEDWAY COUNCIL PLAN

2024/28

Proud to be Medway



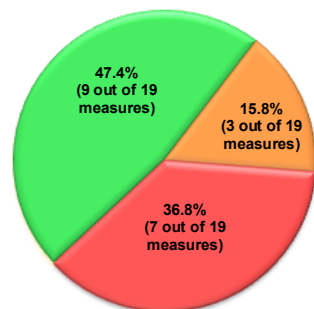
## Performance Report

### Q4 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

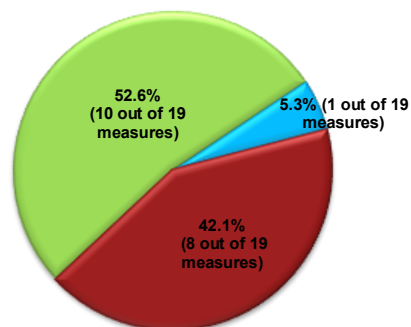


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows the performance for 19 of the measures:

- 47.4% (9 out of 19 measures) met or exceeded target.
- 15.8% (3 out of 19 measures) were slightly below target (less than 5%).
- 36.9% (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:

- 52.6% (10 out of 19 measures) had an upward long trend.
- 5.3% (1 out of 19 measures) had a static long trend.
- 42.1% (8 out of 19 measures) had a downward long trend.

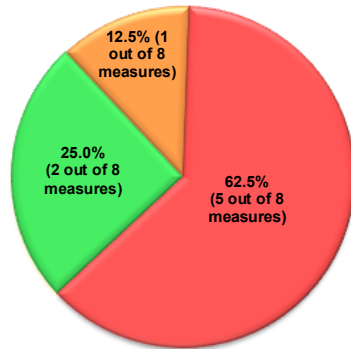
# **Delivering quality social care and community services**

- 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 8 performance indicators this quarter. There is one indicator where data is unavailable.

## Performance



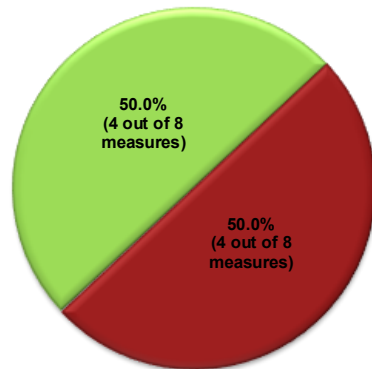
### Performance - key

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

This chart shows the performance for 8 of the measures:

- 25.0% (2 out of 8 measures) met or exceeded target.
- 12.5% (1 out of 8 measures) were significantly below target (more than 5%).

## Direction of Travel



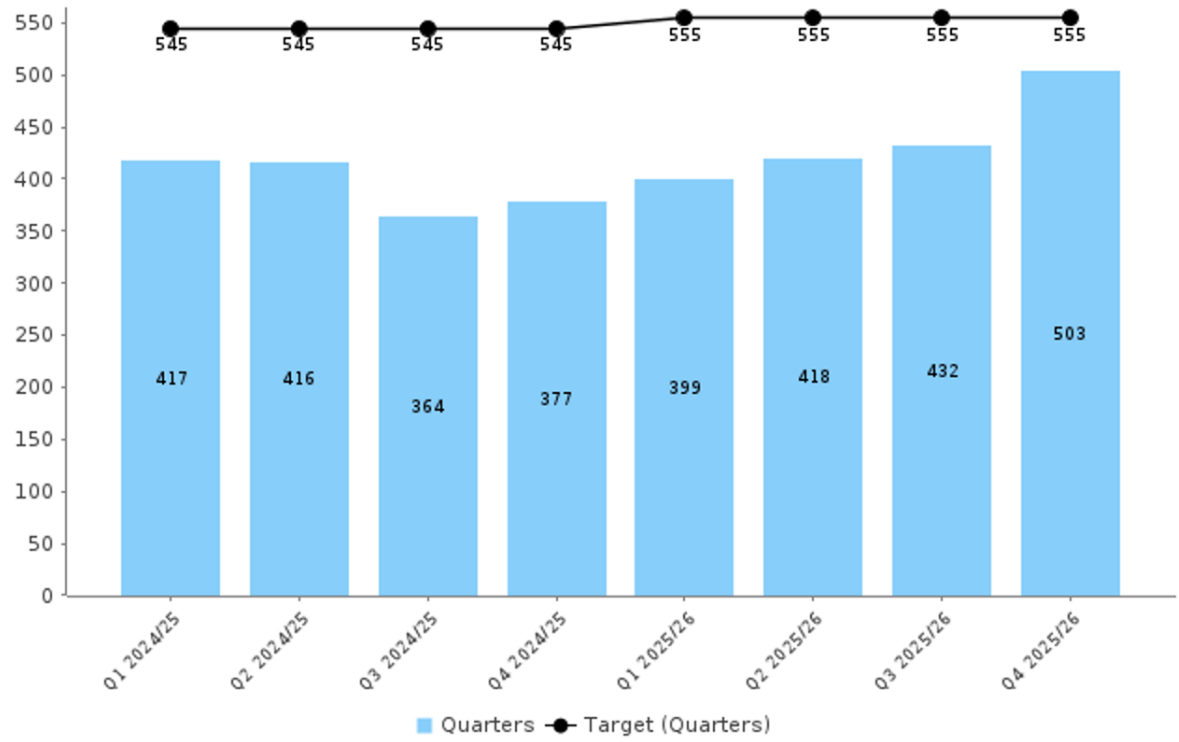
### Direction of Travel - key

**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 8 measures:

- 50.0% (4 out of 8 measures) had an upward long trend.
- 50.0% (4 out of 8 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**



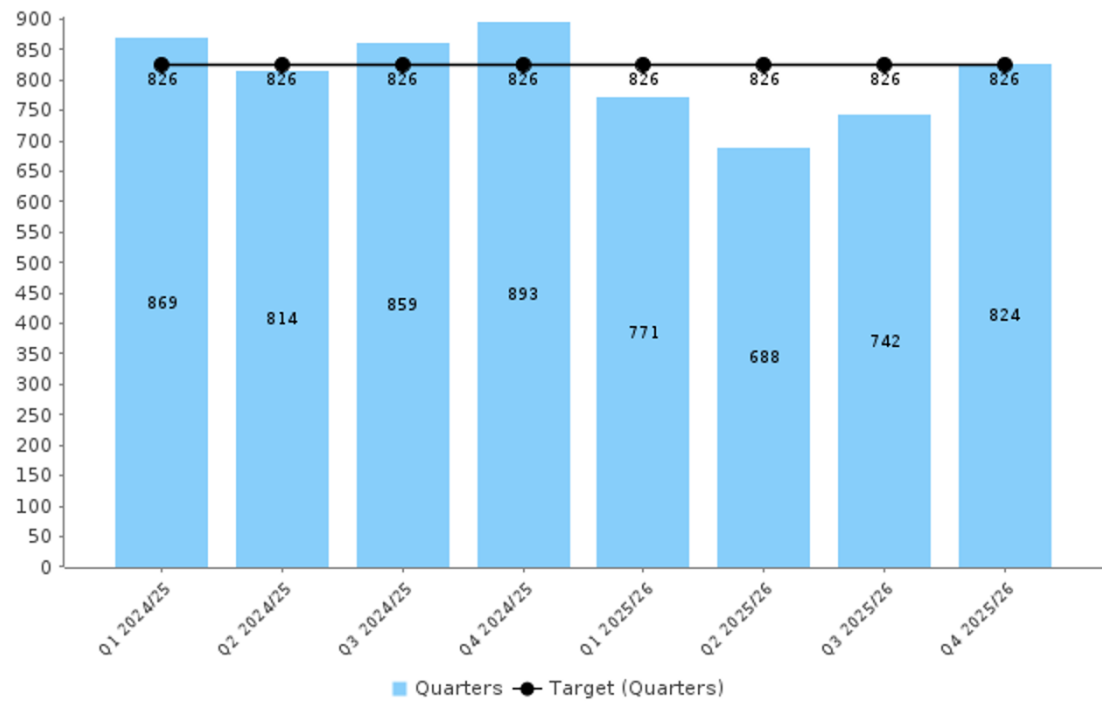
**Aim to Maximise**  
**Red (upward long trend)**

Currently there are 503 families with open targeted early help held by the local authority. This is 9.3% (52 families) below target but 16.4% (71 families) more than the Q3 outturn. Family Solutions have more families open at the end of Q4 than in Q3 and this continues along the projected trend reflecting the focus on ensuring families are supported at an early stage to prevent statutory intervention. Family Solutions continue to meet 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** going forward:  
 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. Ongoing increased focus on identifying more partner-led plans.

**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 (downward long trend)**

At the end of the quarter there were 506 Child in Need (welfare) Plans open and 318 Child Protection plans open. There has been a rise of 15% (66 children) with open CiN welfare plans and a rise of 5% (16 children) with open CP plans when compared to the Q3 outturn.

The rate of CP is 46.2 per 10,000, which is higher than the 40.6 per 10,000 National rate and the 38.2 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. Significant work is being undertaken across the service to ensure that children are subject to the right level of intervention and ensuring that throughput is robust. Within this quarter we have seen an increase in Child in Need plans open over 12 months and a number of these are for supervision orders. Child Protection plans increased in Q4, and this will reduce over the next quarter as a number of children have transferred to other local authorities, and court proceedings drawing to a conclusion.

**Achievements:**

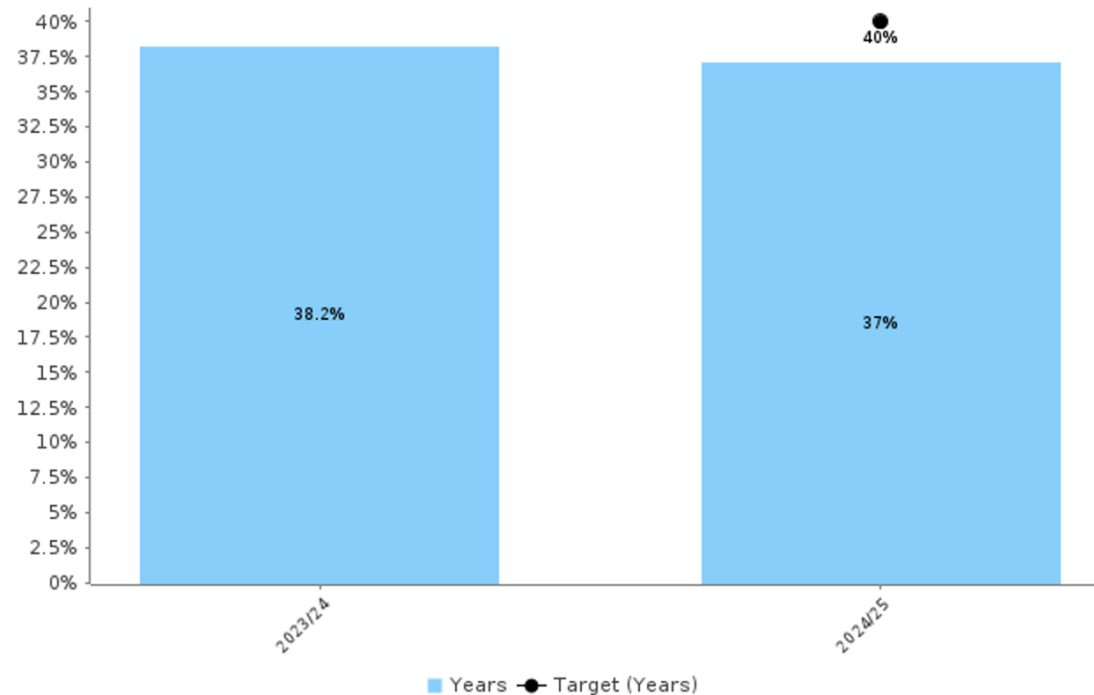
The Children in Need Panel continues to ensure multiagency collaboration to review CIN plans, including those at 9+ months. The midway point review completed by the Child in Need Reviewing Officer remains positive.

**Actions** going forward:

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. CP plans will continue to be reviewed to ensure the right children are subject to the right plans.

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

## - 1.05 Children kept close to home and community



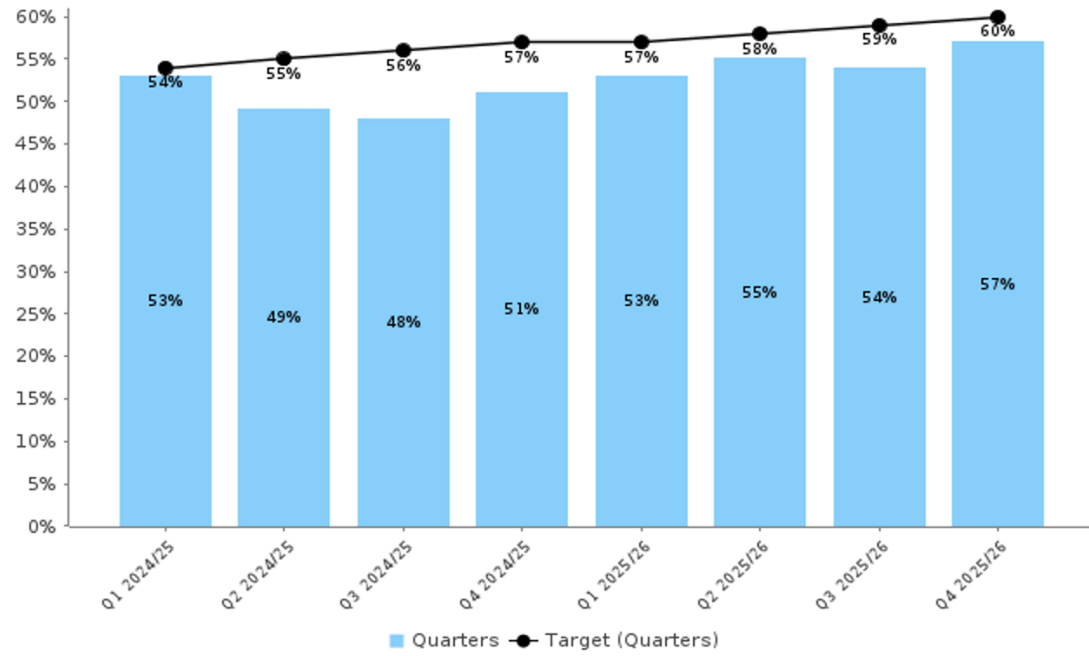
**Aim to Maximise**  
**Red (downward long trend)**  
**Annual PI.**

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 14 new fostering households have been approved since April 2025. This is double compared to the previous financial year. We have also increased the number of Supported Homes hosts to 19 which will also support with ensuring that children live local to Medway. Medway’s third Mockingbird constellation has been launched, and this supports carers who offer a home to babies, and a fourth will be launched by June 2026. This model is supportive to existing carers and supports their retention as Medway carers. Our inhouse residential has five children placed, and building work on our inhouse learning disability residential will be completed at the end of May 2026.

**Actions** going forward: There is a plan in the next financial year to launch two more Mockingbird constellations. The drive to continue to recruit foster carers will continue with more focused work from our colleagues from Marketing.

**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**



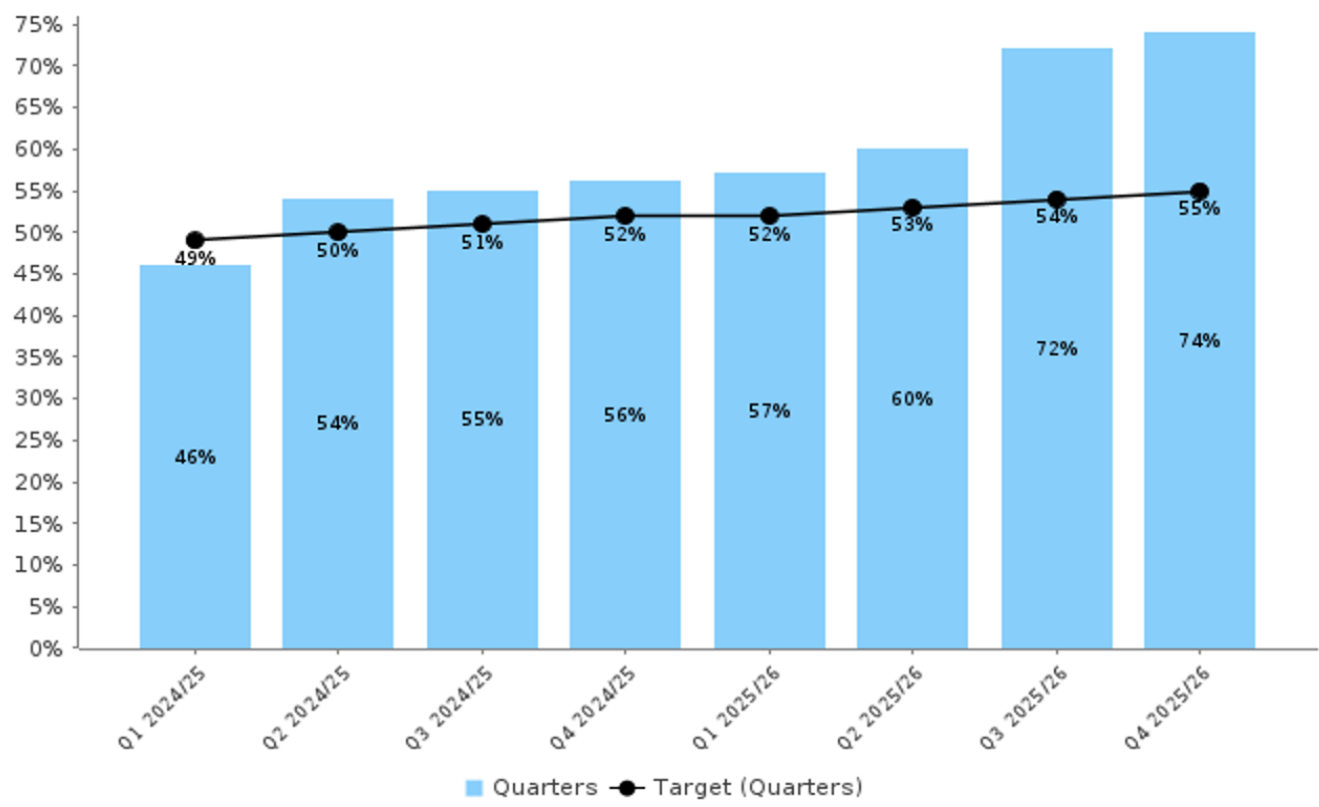
**Aim to Maximise Red (upward long trend)**

There has been a 3-percentage point (pp) (6%) improvements compared to the December outturn. Over the last 12 months this metric has improved by 6pp (11.7%).

**Achievements:** The service remains firmly focused on increasing the number of children who achieve formal long-term matches with their carers. To strengthen oversight and pace, the frequency of reviewing permanence options has increased from three times per month to weekly Permanence Panels, supported by regular multi-agency review meetings. In addition, a revised approach to securing long-term matches for young people aged 14 and over was introduced in February 2026, with the in-house Agency Decision Maker playing a key role in progressing decisions outside of the traditional Fostering Panel process. This streamlined pathway has accelerated decision-making, enabling children to achieve permanence more quickly and experience greater stability and a stronger sense of belonging. As a result of this sustained focus, the service has delivered a further 6 percentage point (11.7%) increase over the last 12 months.

**Actions** going forward: The Task and Finish Group on Permanence and Placement Stability will continue to drive sustained improvement, with a strong focus on increasing the number of children who achieve permanence through formal long-term matching with their carers. A key priority is strengthening the alignment between permanence planning and placement stability planning to reduce disruption and minimise placement breakdown. In parallel, the Permanence and Safety Corporate Parenting Board subgroup will maintain oversight of priority areas for development, strengthening system-wide practice to improve the effectiveness of long-term matching and increase the number of children who experience stability, security and a lasting sense of belonging. Supported by the Permanence Lead, the service will continue to undertake regular and robust reviews of children’s permanence plans to ensure timely decision-making, remove barriers to progress and minimise delay in securing permanency outcomes.

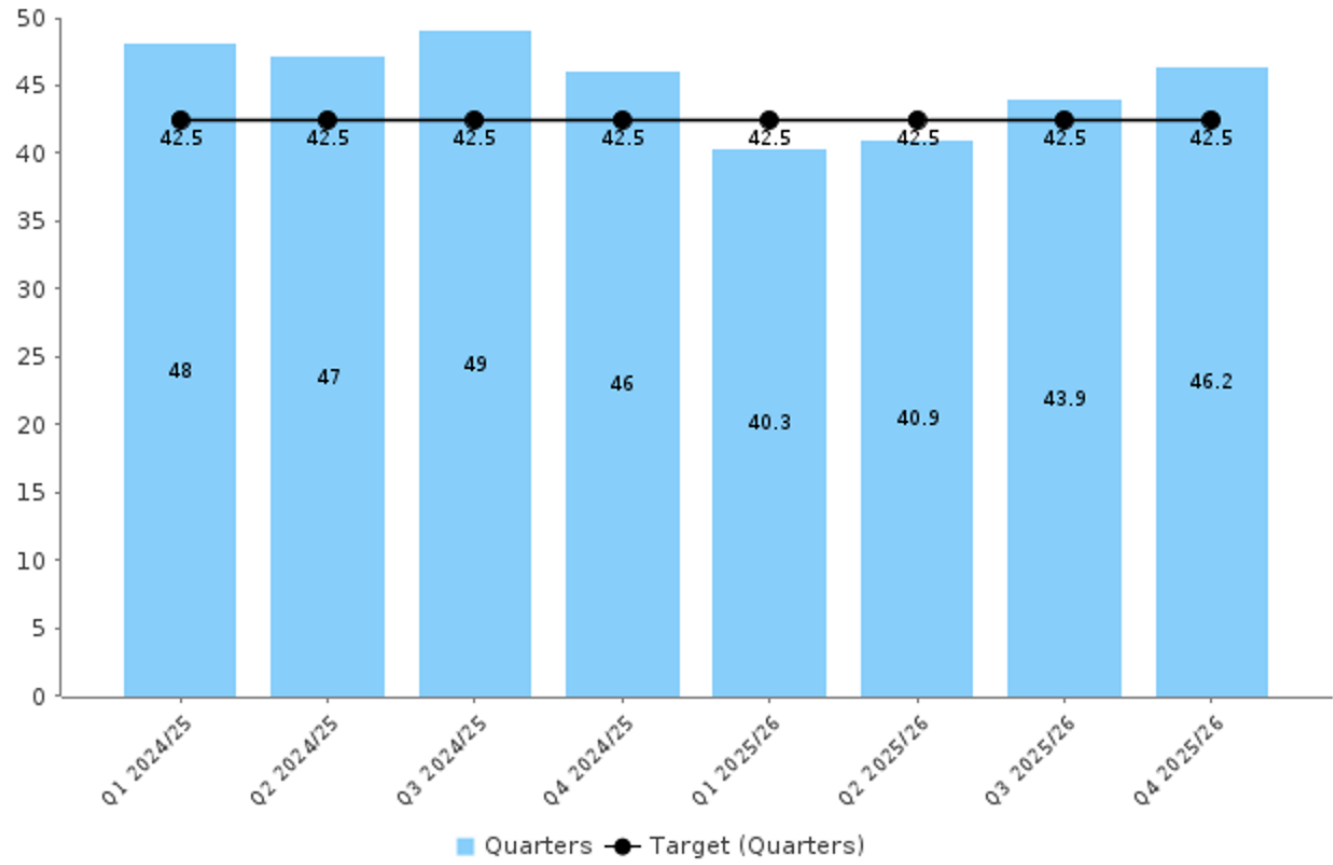
**Ensure that services support children in care to thrive, fulfil their potential, build meaningful relationships and make good transitions to adulthood, so that they can live as independent lives as possible in their communities**  
**- 1.07 By 2027/28, the percentage of young people leaving care who are in education, employment or training is higher than 60%**



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

Data is available to the end of February 2026. 74% of care leavers are in Employment Education or training. This has been a 2-percentage point (pp) (3%) rise on the previous quarter. The most recent national outturn is 64%, 3pp higher than statistical Neighbours at 61%. Medway is now 10pp 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 exceeding the 55% target. **Achievements:** The service’s continued focus on supporting young people to access education, employment and training (EET) opportunities has resulted in the 55% target being achieved and significantly exceeded. **Actions** going forward: The Aspirations Officer continues to play a key role within the service, providing consistent engagement with young people, education providers, the Virtual School and other key stakeholders. The Officer maintains a flexible, relationship-based approach, meeting young people in community settings where they feel most comfortable, rather than relying on clinic-style appointments, to support sustained engagement and positive outcomes.

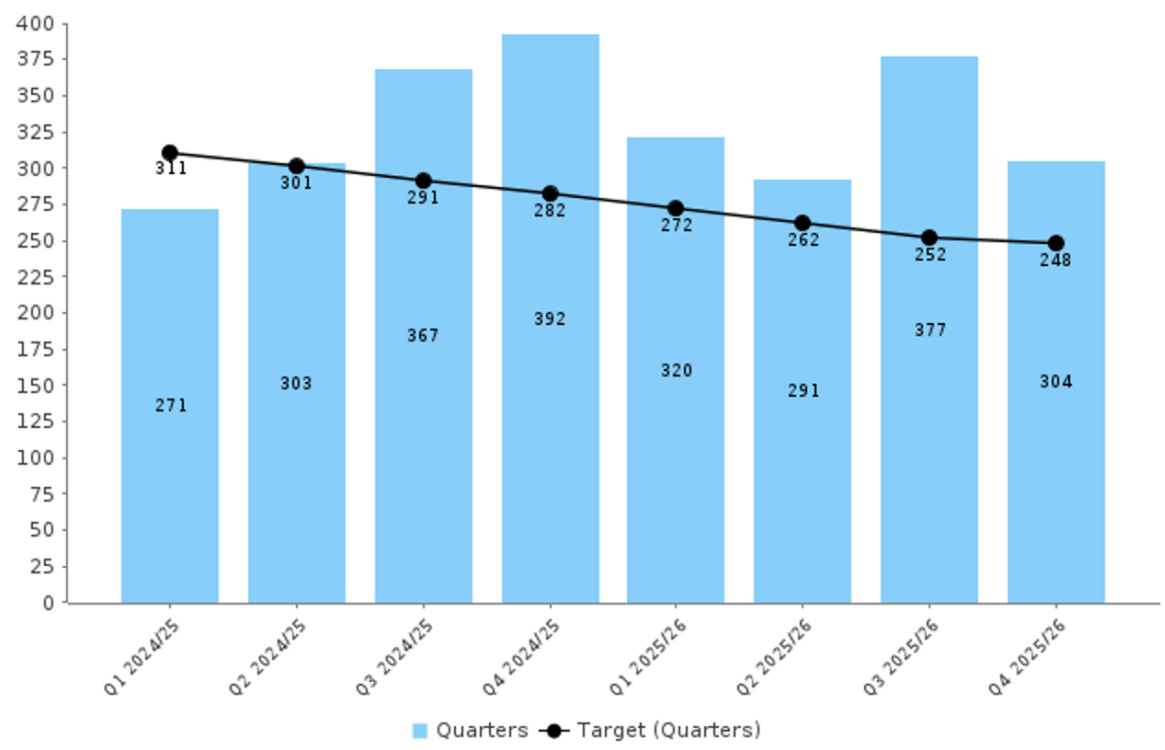
**Support our children and young people to ensure they are safe, secure and stable**  
**- 1.10 By 2027/28, the rate of children (0-17 years) subject to a child protection plan is between 40 and 45 per 10,000**



**Goldilocks**  
**Amber (downward long trend)**

Child protection numbers and subsequently rates have risen again this quarter. There are now 318 children on a CP plan, pushing the rate up to 46.2 per 10,000 population. This is outside of the target range (40-45). There are 11 (3.6%) more children on a CP plan than at the end of December. Medway's rate is higher than the national (40.6) and the statistical neighbour (38.2) rate. **Achievements:** The rise in Child Protection numbers indicates increased identification of children who are at risk of significant harm and the need for additional oversight to ensure children are safeguarded and receiving the right level of support at the right time. **Actions** going forward: There will be enhanced exploration of the increased number of children supported through Child Protection plans. While seasonal trends are recognised, increased oversight activity by the CP service will provide additional scrutiny around the effectiveness of plans, management of risk and drive to improve children's safety and outcomes.

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



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

The end of quarter snapshot shows a reduction in the rate of Section 47 (S47) enquires, which now stand at 304 per 10k of population. This is an 19% drop compared to Q3. Over the quarter there have been 539 S47 enquiries, an average of 180 per month, an average rate of 314 per 10k of population. Medway has a higher rate than our comparators, but local rates are now moving in the same direction as benchmarking trends. The most recent national outturn is 189 and statistical neighbours 176. Both are higher than last year. There has been a continued focus on multiagency decision making at strategy discussions where the outcome can be S47 enquiry. There have been recent changes to the Mosaic episode to ensure clarity of decision making including whether a S47 investigation is a joint (with police) or single agency investigation. The focus is on ensuring that decisions to initiate S47 enquiries are proportionate, evidence-based, and clearly aligned with statutory thresholds. We are strengthening the quality of professional judgment, improving consistency across agencies, and ensuring accurate data to support reflective practice. **Achievements:** The increased focus on the quality of decision-making within multiagency strategy discussions is reflected in this reduction in the number of S47 enquiries in Q3. 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. **Actions** going forward: Continued focus to strengthen understanding and embed learning across teams and partners. Alongside this, targeted work continues 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.

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

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

2024/25 data 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%

While Medway's rate has risen, this reflects improved practitioner awareness and identification of exploitation risks through strengthened assessment practice and multiagency information sharing. The increase is consistent with national trends, where exploitation concerns are becoming more visible. The 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.

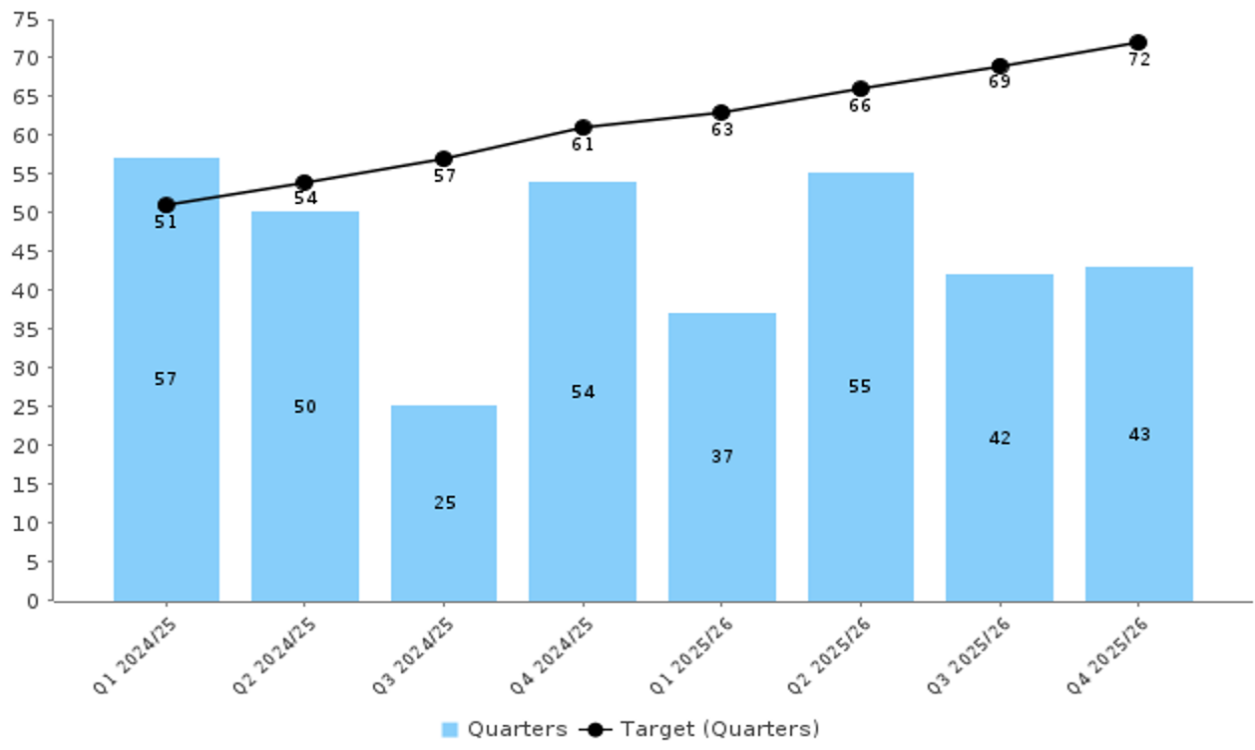
**Achievements:**

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.

**Actions** going forward:

Continued oversight to ensure consistent use of the contextual safeguarding tool through strengthened management 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 February snapshot shows 43 families were passed to Early Help partnership agencies as an outcome of contacts to Medway CSC. This is 1 more family than at the end of December 2025. Across the quarter 89 families have been passed to partners, which averages 45 per month. This is lower than the Q3 average (54) however, data for March is not yet available so Q4 information is subject to change. 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. This however remains an area of focus with ongoing work needed to increase partner’s confidence in taking the lead in supporting children in the community. **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** going forward: 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. SM and HOS to dip sample contacts passed to Family Solutions for support to identify whether any were due to resistance from partner agencies talking the lead

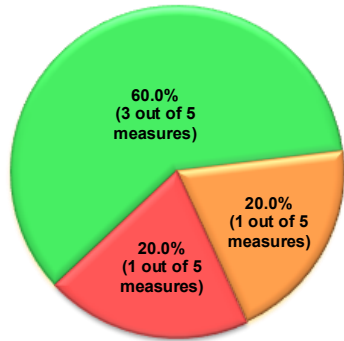
# **Benefitting from good education, quality jobs and a growing economy**

- 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

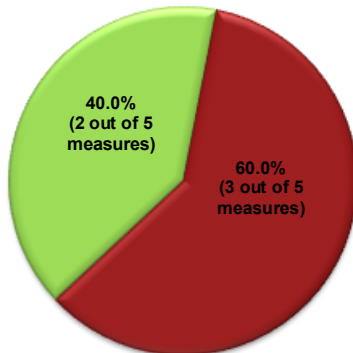


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

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

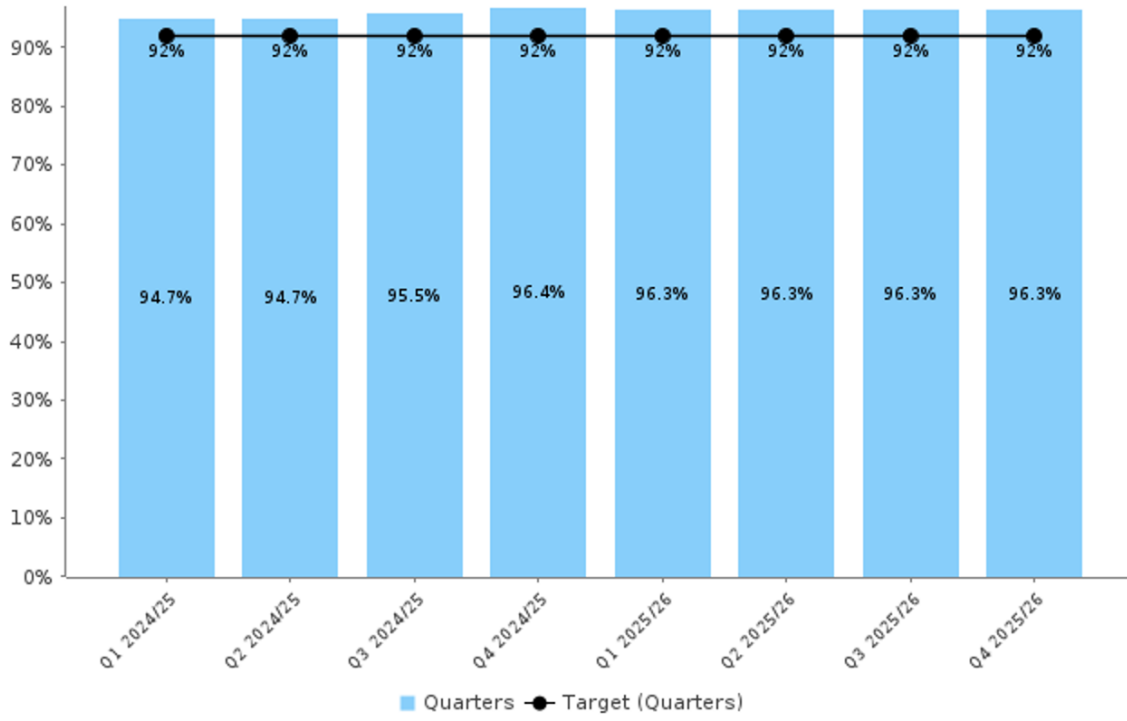


**Direction of Travel - key**  
**Green** means positive travel  
**Blue** means static  
**Red** means negative travel

This chart shows the direction of travel for 5 measures:

- 40.0% (2 out of 5 measures) had an upward long trend.
- 60.0% (3 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**

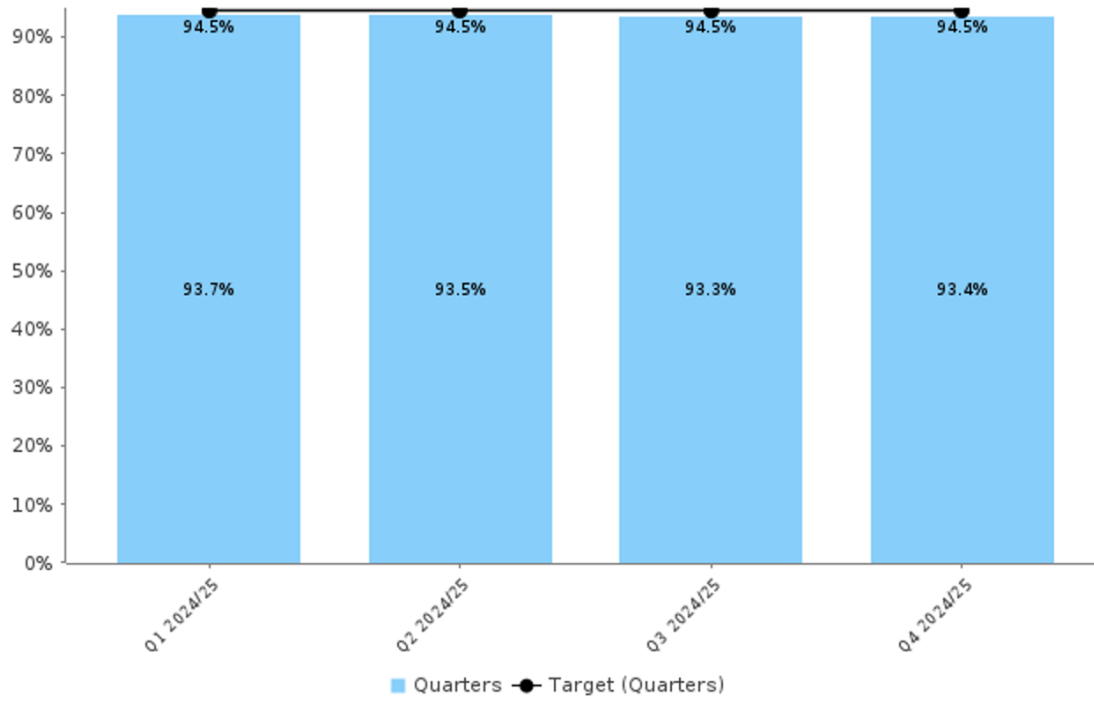


**Aim to Maximise Green (downward long trend)**

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. However, one school in this cohort has been inspected under the new regime that does not provide a “single word outcome”. 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) 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 and Well-being, Achievement, Curriculum & Teaching, Post 16 / Early Years Provision

**Actions** going forward: 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.

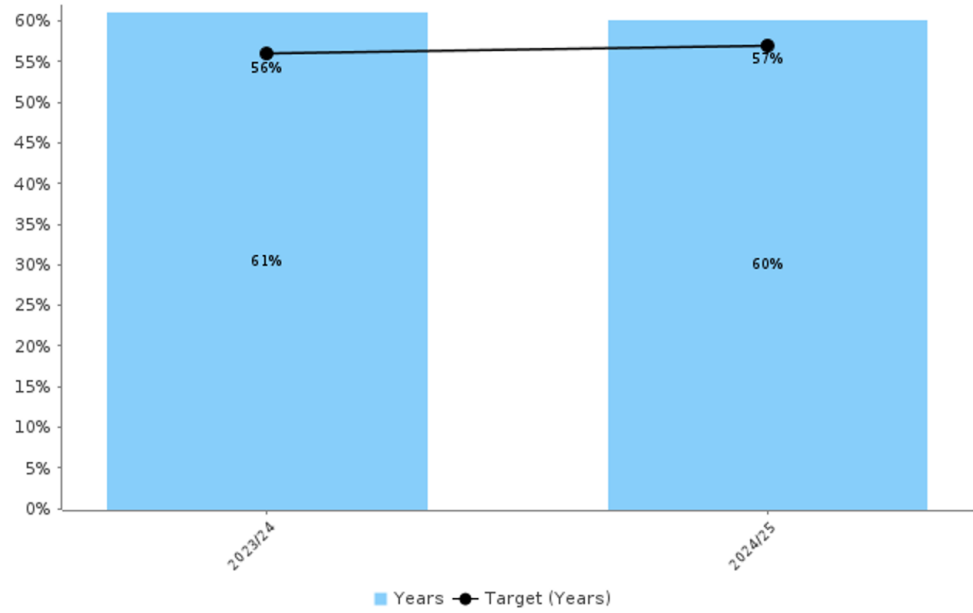
**Ensure all children and young people access a high-quality, inclusive education**  
**- 2.02 By 2027/28, the rate of attendance at primary and secondary schools is above 96%**



**Aim to Maximise  
Amber (upward 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 2025/26 Autumn Term. Medway’s attendance has improved by 0.1 percentage point (pp) to 93.4%. This is 0.1pp worse than the national rate (93.5%). Medway is ranked 54th of all LAs, Medway were ranked 49th for the full 2024/25 academic year. Persistent Absence (PA), missing 10% or more of sessions is 19.2% ,1.2pp worse than national. Medway is ranked 63rd nationally for PA, Medway were ranked 56th for the full 2024/25 academic year. Severe Absence (SA), missing 50% of sessions is at 2.2%, 0.1pp worse than national. Medway is ranked 55th. Medway were ranked 52nd for the full 2024/25 academic year. Primary School attendance is 94.4%, 0.5pp worse than national. Primary PA is 16.7%, 2.3 pp worse than national. Primary SA is 1.5%, 0.5pp worse than national. Secondary Schools attendance is 92.6%, 0.3pp better than national. Secondary PA is 21.4%, 0.1pp better than national. Secondary SA is 2.7%, 0.5pp better than national. 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** going forward: 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**

Revised data has been published.

There has been a 0.9 percentage point (pp) drop in the proportion of children reaching the required standard in reading, writing and mathematics. This has meant that Medway has dropped from 72 out of 151 local authorities to 102nd. Compared to 2024 the disaggregated performance in reading has improved by 1pp to 73% but remained static for mathematics has remained at 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 62.3 %, arise of 1.6pp compared to the previous year.

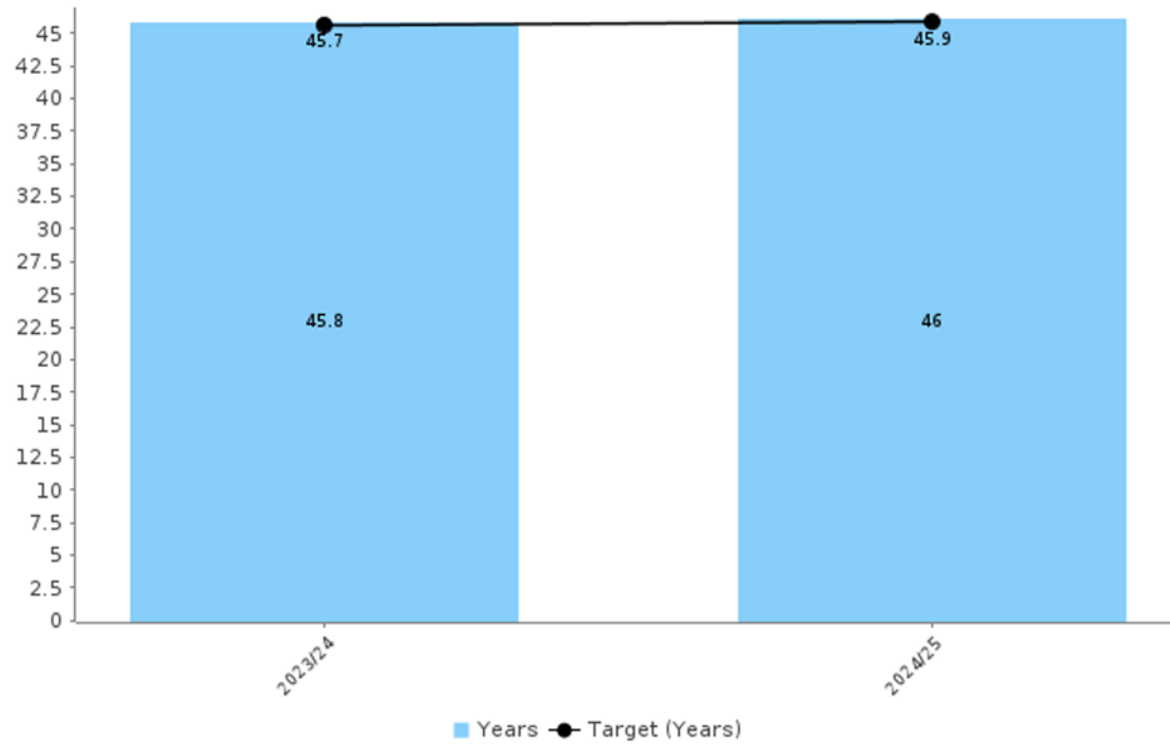
School performance data is analysed and published in the Annual School’s Performance report to drive strategic action across the education landscape. Intelligence is shared with all partners to coordinate their individual operational planning across Medway Education Partnership group (MEPG), with representation 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.

**Achievements** in the time period (Past/Present): Service to review and comment 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.**

Revised data has been published. The average attainment 8 score in Medway improved by 0.2 percentage point (pp) and passed national which remained the same at 45.9. Results in Medway have improved, compared to a static national position.

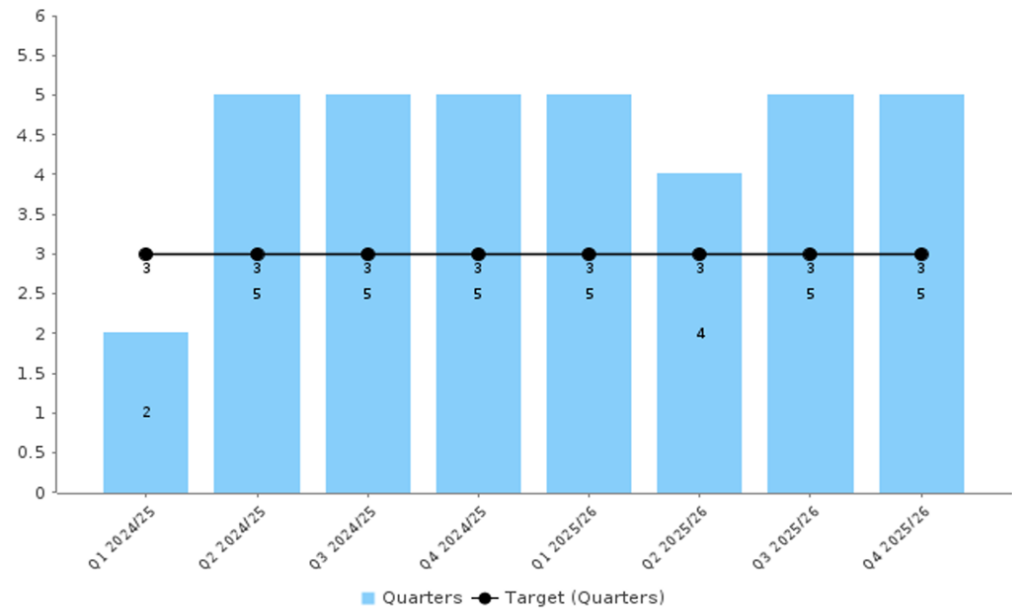
The national RISE (Regional Improvement for Standards and Excellence) programme focuses on four key priorities:

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)**

February 2026 data shows Medway remaining in the 5th quintile. 511 (6.4%) children are NEET and 197(2.5%) have an unknown destination. This is 708 (8.9%) in total. Nationally 5.4% of 16- and 17-year-olds are NEET and Not Known, with 3.5% NEET and 1.9% Not Known. For the South East this is 6.2%, where 3.9% are NEET and 2.4% Not Known. It is normal for the numbers of NEET numbers to rise as the number of Not Known's falls. The February 2026 position is marginally worse than the February 2025 position, where 617 (8.3%) of 16- and 17-year-olds were NEET or has an unknown destination. In February 2025 Medway was also in the 5th quintile.

**Achievements** : Implementation of Kent Choices has commenced from September, with uptake increasing month on month. Medway are just behind KCC engagement levels at 52%, 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. 124 off rolled since September. Supported Internship Event January 2026. Establishment of NEET prevention work with EHE 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 (133 parents accessing), quarterly calls with the YP and family, and google classroom facility with 28 onboarded and five pending. A new IAG lead starting 1 April 2026. Post 16 Lead appointed to start on 2 June 2026.

**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. Data sharing with Mid-Kent College is being explored to identify young people at risk of NEET. Further work with education providers is needed to support the Risk of NEET initiative, enabling Medway to identify need and work with post-16 providers to ensure sufficient offers. Marmot/NEET Conference and Opportunities Fair in April 2026. Ongoing work with MKC to expand course options and SEND capacity. NEET prevention pilot with Connections targeting three high-NEET schools from September 2026, rolling out to all schools over time. Closer working with schools to improve data sharing and early identification of NEET risk. Additional courses in 2026/27 with OHOB, Brighter Future, MAE and TCHC. EHE referrals to MKC for Year 10–11 courses in English, Maths, PSHE, Photography and Science GCSEs.

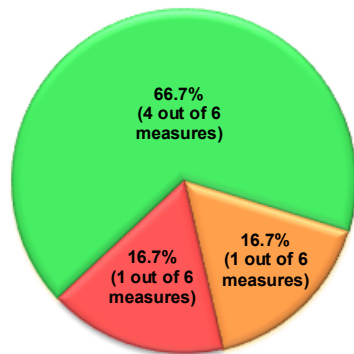
# Improving health and wellbeing for all

- 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 6 performance indicators this quarter. There are 3 indicators where data is unavailable.

## Performance

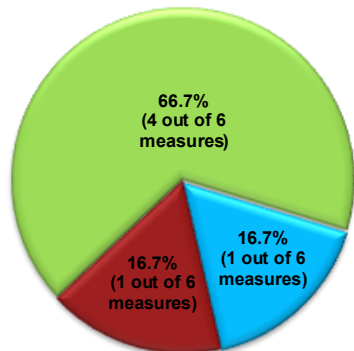


**Performance - key**  
**Green** means met or exceeded target  
**Amber** means slightly below target  
**Red** means significantly below target

This chart shows performance for 6 measures:

- 66.7% (4 out of 6 measures) met or exceeded target.
- 16.7% (1 out of 6 measures) were slightly below target (less than 5%).
- 16.7% (1 out of 6 measures) were significantly below target (more than 5%).

## Direction of Travel



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

This chart shows the direction of travel for 6 measures:

- 66.7% (4 out of 6 measures) had an upward long trend.
- 16.7% (1 out of 6 measures) had a static long trend.
- 16.7% (1 out of 6 measures) had a downward long trend.

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

**Aim to Minimise**  
**Data unavailable ((no long trend)**  
**Annual PI. Due November 2026**

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 women. 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. From February 2026, MFT is now offering the National Smoke-Free Pregnancy Incentive Scheme to significant others, allowing pregnant smokers to nominate a friend or family member to quit with them.

**Actions**

The PH team applies best practice from 'Saving Babies Lives Version Three'; working with stakeholders to sustain referral pathways 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. Carbon monoxide testing at all antenatal contacts, across community and acute settings, will launch in April 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. An early data extract, shared ahead of OHID verification and publication, shows an increase in breastfeeding continuation rates over the past year.

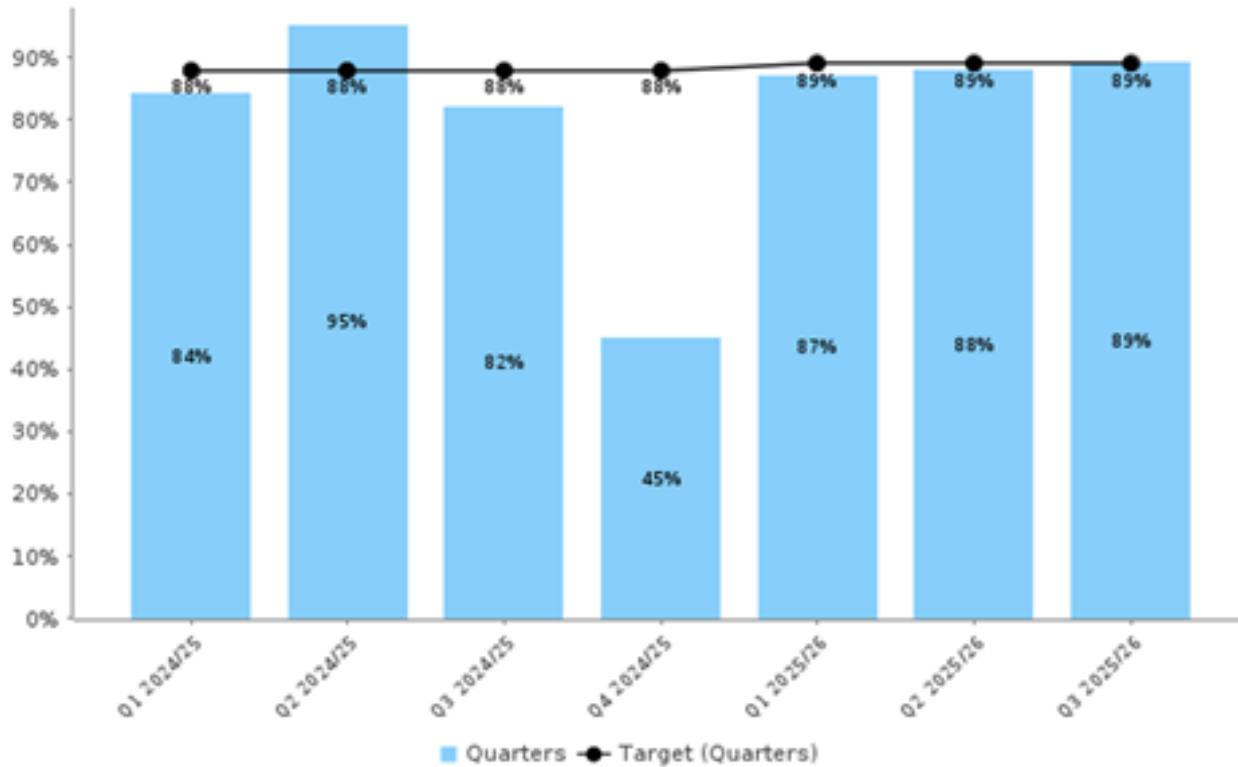
In January 2026, the Infant Feeding Strategy Group met to carry out a mid-point review of the Medway Infant Feeding Strategy 2023-28. Partners noted improvements seen in breastfeeding initiation and continuation since the strategy was published. They also reviewed the current list of local support, adding the Health Visitor New Parent Post Natal Group and Beyond Bump Club services introduced in 2023.

The strategy had six overarching goals. Significant progress was identified against goal one (“Provide parents with the best possible care to build close and loving relationships with their babies”) through interventions such as the Infant Feeding Service operating at Medway Hospital and the higher uptake of ante-natal courses. Progress has also been made against goal two (“Widely promote the benefits of breastfeeding”) through updates and new content on the Beside You website.

Priorities for the second half of the strategy include more training for health and care professionals to support infant feeding, and exploring an application for the highest level of UNICEF Baby Friendly Initiative accreditation for acute and community settings

# 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 Green (upward long trend)**

Reported a quarter in arrears

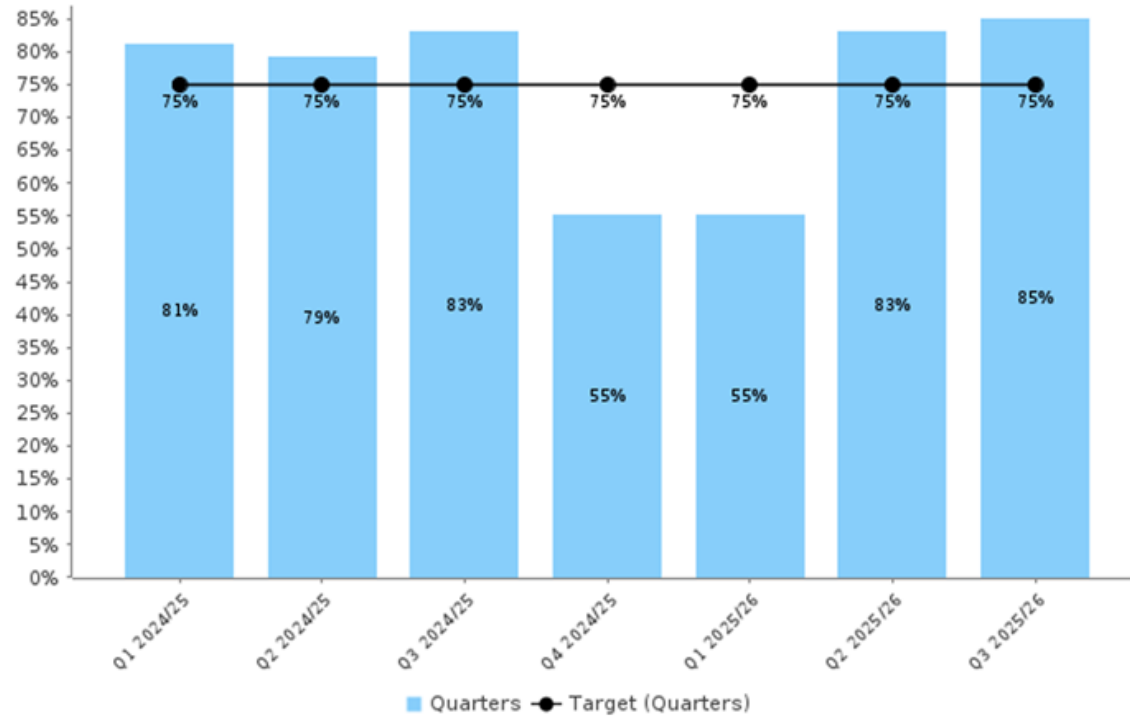
By 2027/28, at least 90% of children will have a new birth visit within 14 days of their day of birth. The four-year target is 90%, with the incremental target for 2025/26 being 89%. The Health Visitor New Birth Visit is a home visit offered to all families as a universal service within 10–14 days after 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.

**Achievements** Performance of new birth visits rose slightly from 88% in Q2 2025/26 to 89% in Q3 2025/26, meeting the target. Complete coverage of new birth visits in total was 97% including those seen outside of the 14-day cut off. Overall, the data gives reassurance that the service is on track to achieve the target of 90% by 2027/28.

**Actions** The new Early Years Programme Manager is developing regular oversight of the health visitor workforce to understand how this affects service delivery and to support actions to reduce the number of families not attending their review. Commissioners are working with Medway Community Healthcare (MCH) to support changes to their data reporting systems. MCH has started making updates to meet the requirements of the Community Services Data Set (CSDS), which is the national system used to collect community health activity data. Recent data submissions have been tested successfully without errors. Checks against existing reports show most records match, although some data quality issues have been identified. These have been raised with MCH’s Business Intelligence team, and work is underway to resolve them and improve data quality going forward.

# 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)**

Reported a quarter in arrears

This review is important because it provides an early check on a child’s speech, language, physical, social and emotional development. It helps identify any concerns early and put support in place when it can make the greatest difference. Consistent uptake of the review helps children access the right support sooner, reduces the risk of developmental delays becoming more established, and better prepares children for learning when they start school.

The current cohort will be those assessed for Good Levels of Development (GLD) at the end of reception in 2028 as part of the Best Start in Life strategy/ mission.

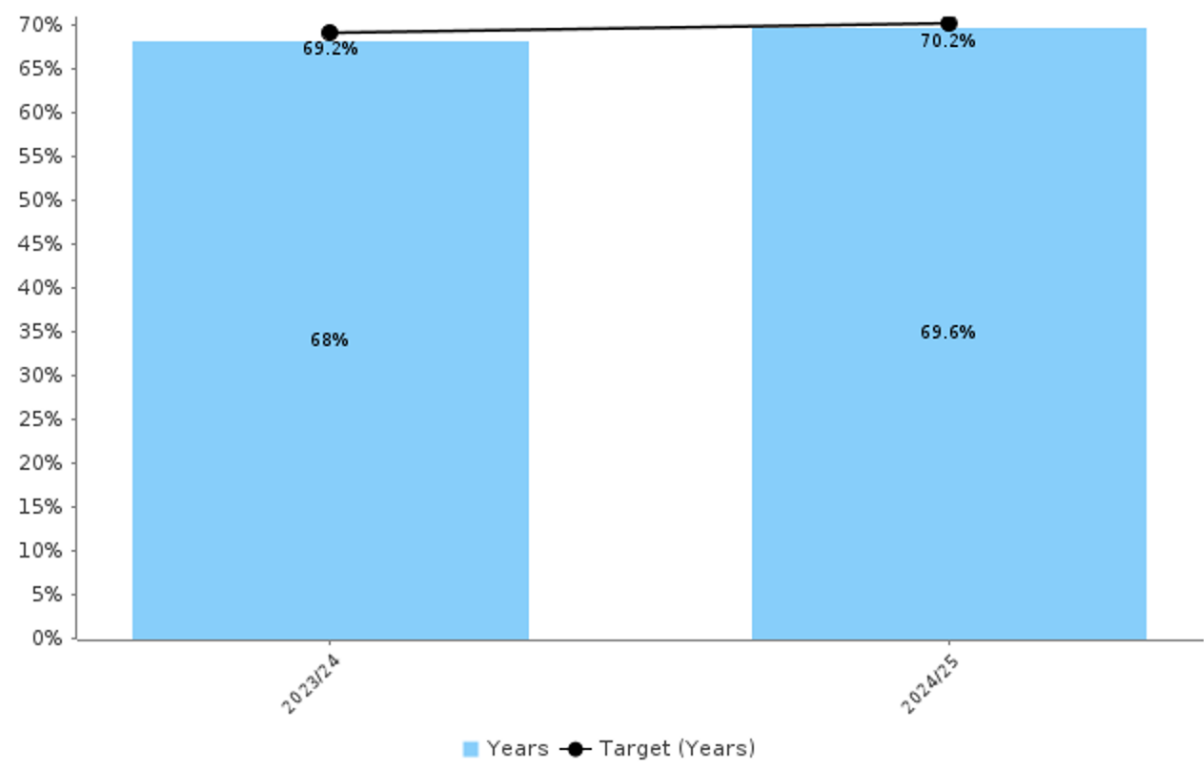
**Achievements** The service is currently exceeding the target, with 85% of children receiving a 2-2½ year health review in Q3 2025/26. This exceeds all other quarters of the financial year so far.

**Actions** Commissioners continue to work closely with Medway Community Healthcare (MCH) to monitor improvements since the cyber security attack in Q4 2024/25 and are making steps towards the Community Services Data Set (CSDS) system changes. The new Early Years Programme Manager is developing regular oversight of the health visitor workforce to understand how this affects service delivery and to support actions to reduce the number of families not attending their review.

They are also working closely with colleagues in Education and MCH to make sure uptake of the 2-year check remains high and consistent, helping to maintain good levels of development and prevent any drop-off.

# 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.**

Final 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 five. 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** in the time period (Past/Present): 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** going forward (Future): Both an Early Years Transformation lead (Education team) and the BSiL programme lead (Public Health team) have begun in post and are working towards establishing an Early Years Partnership board.

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

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

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 aims to support children's weight management by promoting healthy eating and physical activity through engaging programmes.

**Family cookery** sessions reached 259 children and families across 51 sessions in 2025/26. This was supported by a successful Food Adventurers pilot, refreshed adult cookery courses and the development of new community partnerships.

The **Tri Club and Fit Fix** programmes continue to support children and young people above a healthy weight, with Fit Fix now expanding across secondary schools.

The **Holiday Activities and Food** programme is funded until 2028. During the Easter period, 38 providers delivered around 7,000 places. The MedwayGo website was relaunched, and increased funding helped expand family activities and overall capacity.

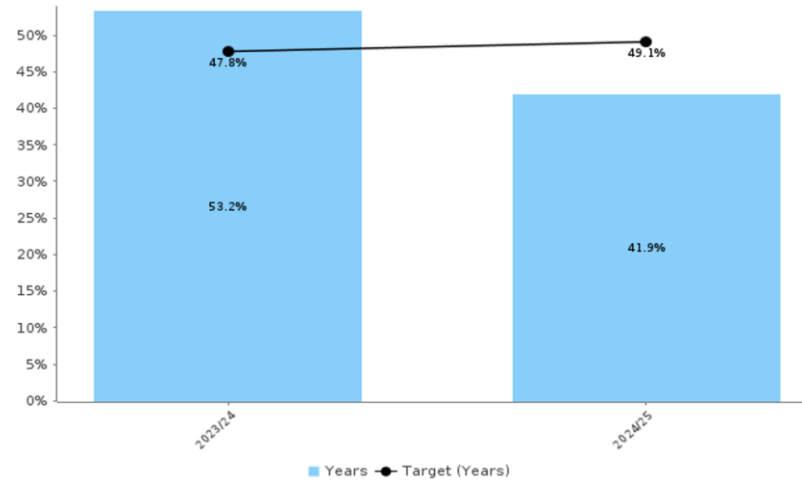
Medway's **Supervised Toothbrushing** programme has expanded to 28 settings, involving 127 practitioners and 946 children. Over 1,300 resources have been distributed, alongside extensive engagement activity and participation in a national research evaluation.

The **Healthy Early Years** award programme now involves 91 childcare providers. Recent achievements include five Bronze, four Silver, two Gold and six Platinum awards.

A clear school food vision has been developed with partners including the University of Kent, the Health Determinants Research Collaboration (HDRC) and Solutions Research. Research findings informed pilot programmes in 2025, with a range of support options planned to roll out from September 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

## - 4.12 Physically active children and young people



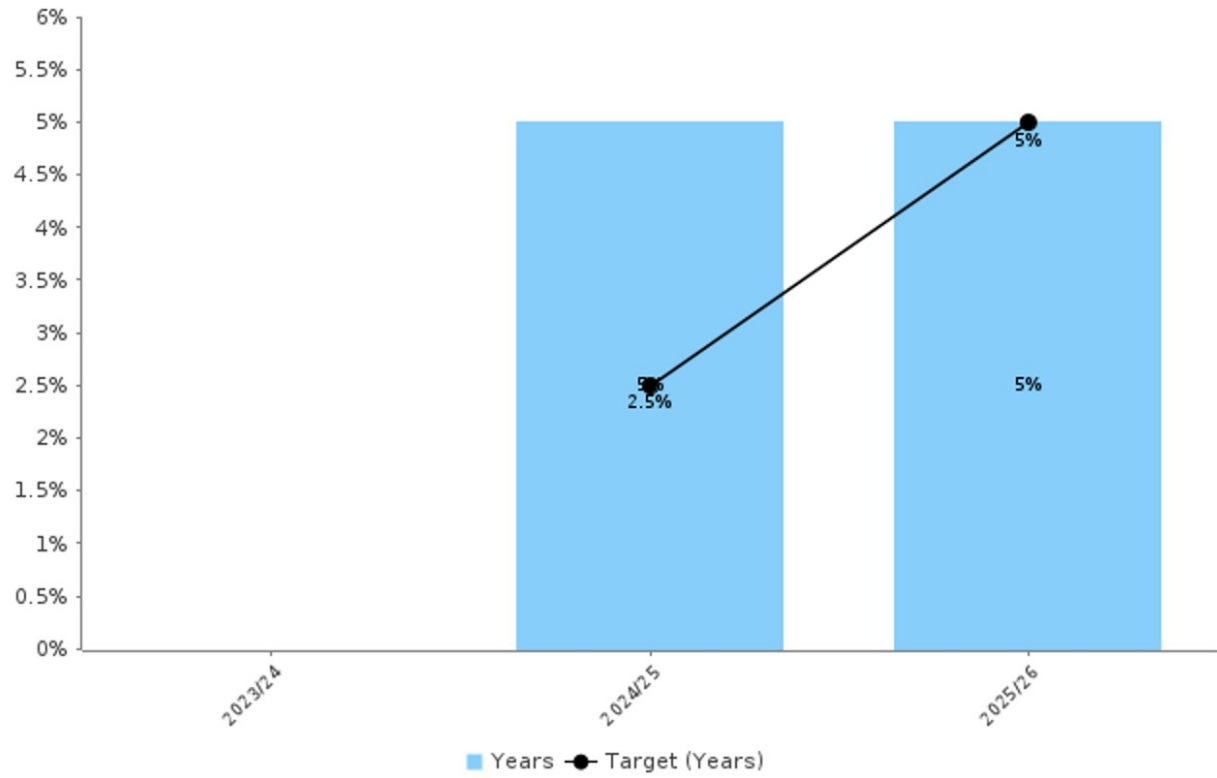
**Aim to Maximise  
Red (downward long trend)  
Annual PI.**

By 2027/28, the percentage of physically active children and young people will be similar or higher compared to the England average. This data comes from the Office for Health Improvement and Disparities and is based on data from Sport England. New data was published in March 2026 and the value for 2024/25 is 41.9%, which is statistically worse than the England value of 49.1%. This indicator is based on self-reported survey data, which means responses can be affected by how accurately people remember and report their physical activity. In addition, not all schools take part in the survey each year. As a result, the figures can fluctuate and should be interpreted with caution.

**Achievements** We are working closely with Active Kent and Medway and wider partners to embed Place Based Partnership funding. Test and Learn phases are underway, with data being collected on an ongoing basis. Commissioned free swimming sessions for parents and young children, delivered through family hubs, have improved access and supported increased physical activity levels. Medway Council provide a wide range of opportunities for children and young people to get and stay active. This ranges from key universal offer services, such as leisure centres, parks and greenspaces, to targeted programmes to support our least active communities. Medway Council has a wide range of active travel initiatives and campaigns that work with schools on walking and cycling schemes. Medway had some excellent performing schools in the recent Big Walk and Wheel 2026 competition, including St Peter's Infant School, Twydall Primary School and Nursery, Miers Court Primary School and The Victory Academy. Medway Sport team support children to be active across a range of events and competitions including mini-youth games and disability youth games. They also delivered targeted Active Communities programmes that focus on girls, disabled residents, and ethnic minority residents. Through the Medway Physical Activity Alliance, the Public Health team work with a wide range of community and voluntary sector partners. Digital platforms, such as Every Day Active, provide up to date activities of where children and young people can find local activity opportunities, at a range of venues, times and budgets. Medway Public Health's service plans for increasing physical activity in children and young people have been agreed for 2026/27.

**Actions** Continue working on Test and Learn phases to secure funding from Place Based Partnerships.

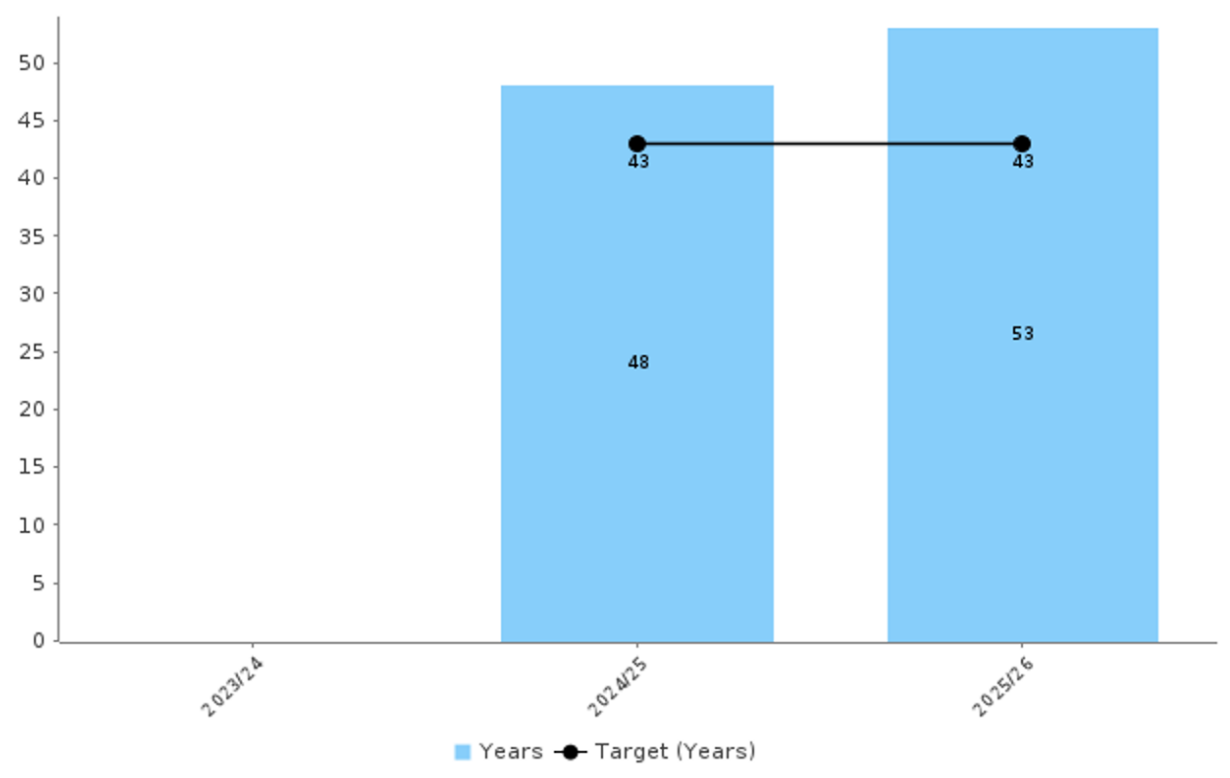
**Work collaboratively to grow participation year on year in recreational play, sport and physical activity as a means of promoting improved physical and mental health and wellbeing**  
**- 4.14 By 2027/28, increase by a minimum of 15% the number of children and young people swimming lessons held at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



**Aim to Maximise Green (static long trend) Annual PI.**

We have achieved the targeted 5% increase to swimming lesson participants.  
Cozenton Park currently offer 1306 weekly places  
Hoo Sports Centre currently offer 900 weekly places  
Medway Park currently offer 1709 weekly places  
Strood Sports centre currently offer 1133 weekly places  
This is a 12% increase on previous years totals

**Work collaboratively to grow participation year on year in recreational play, sport and physical activity as a means of promoting improved physical and mental health and wellbeing**  
**- 4.15 By 2027/28 a minimum of 43 primary schools per year enter a minimum of two Mini Youth Games events**



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

The Mini Youth Games (MYG), supported by Child-friendly Medway, is a competition and sports participation series available to all Medway primary schools. Each competition is available to children in year 5 and year 6. Prizes are awarded at each event, and points are gained towards the overall MYG title. The events revolve around a fair play ethos, and a fair play trophy is awarded at each event and there is an annual participation prize for the school that selects the largest number of children to take part in MYG events. The games also provide opportunities for young volunteers, including officiating training, as well as showcasing some of the amazing clubs and club venues in Medway.

The series runs alongside school year September to July, but for reporting purposes we provide a report on each quarter within that series.

At the end of the financial year, 53 schools out of 62 Medway primary schools have entered a minimum of two events, we also have 10 Kent schools (paid entry) to the games to support the Medway offer.