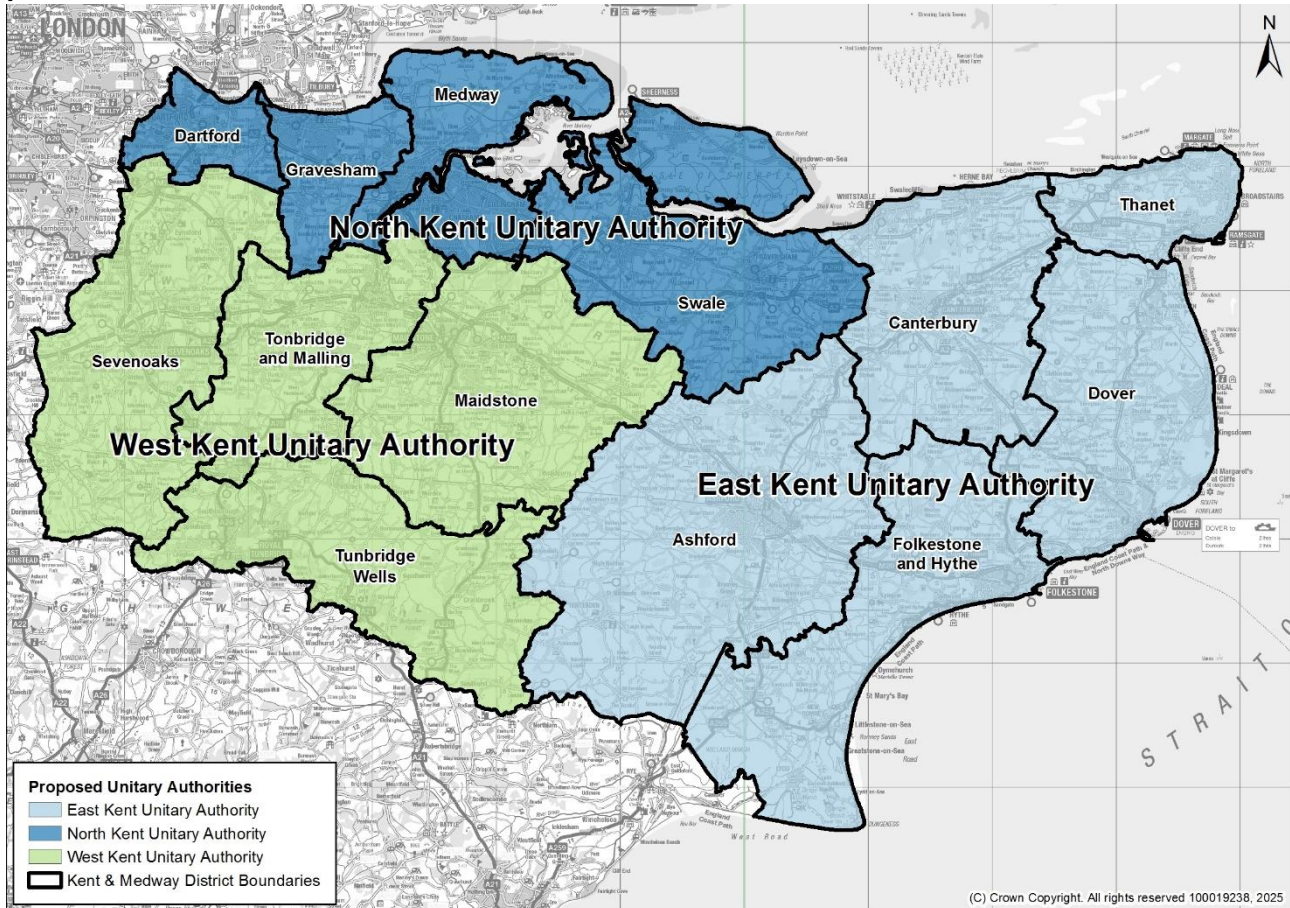# Profiles for Unitary Options

Model 1 (three unitaries, NEW)

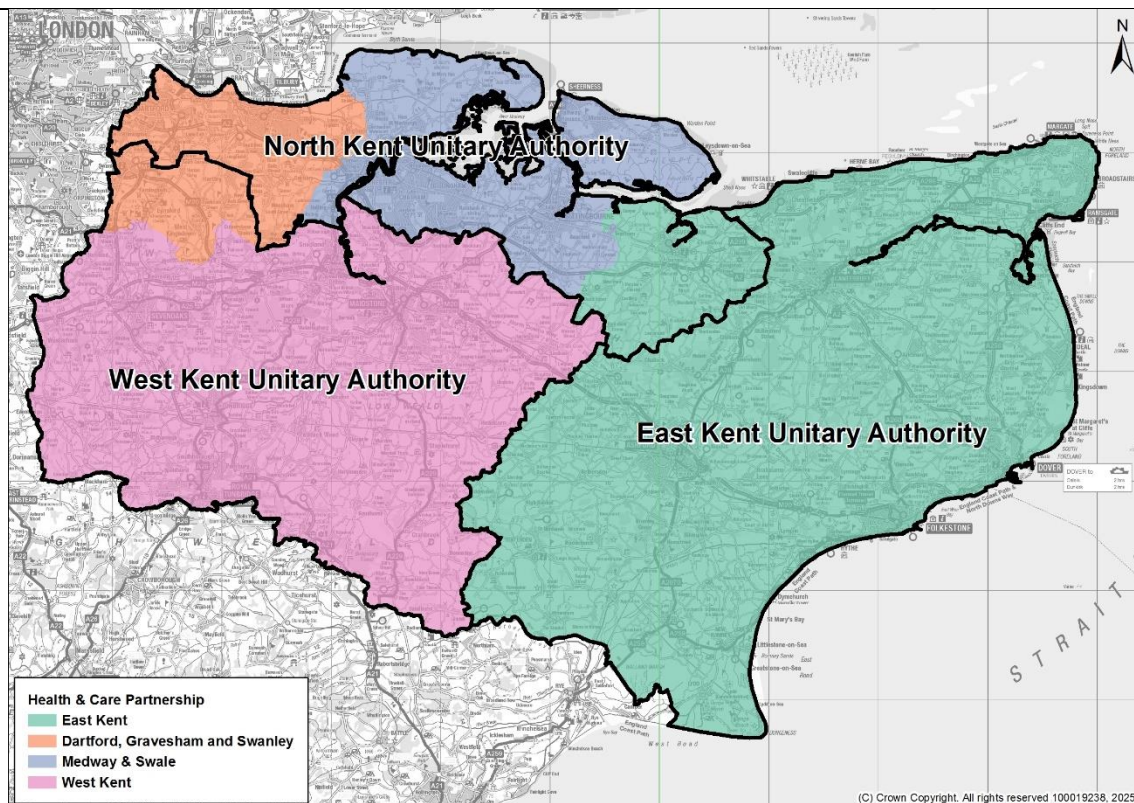| Model 1 (three unitaries):	**North** (Dartford, Gravesham, Medway, Swale) **East** (Ashford, Canterbury, Dover, Folkestone and Hythe, Thanet) **West** (Maidstone, Sevenoaks, Tonbridge and Malling, Tunbridge Wells)
Map	

Population:					

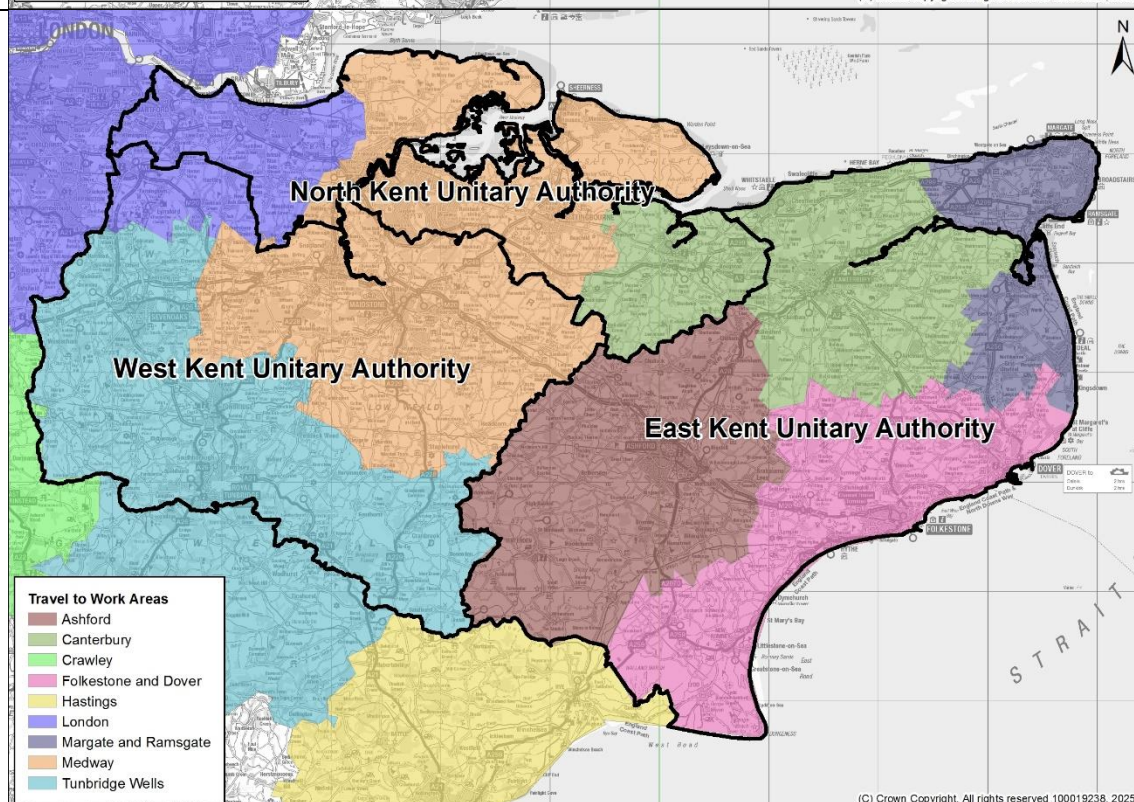| Potential Unitary	District	District population (mid-2022)	Unitary population (mid-2022)	Potential growth by 2035*
North Kent	Dartford	118,820	663,111	41k to 96k
	Gravesham	106,970		
	Medway	282,702		
	Swale	154,619		
East Kent	Ashford	135,610	661,559	53k to 103k
	Canterbury	157,550		
	Dover	117,473		
	Folkestone and Hythe	110,237		
	Thanet	140,689		
West Kent	Maidstone	180,428	551,223	39k to 72k
	Sevenoaks	121,106		
	Tonbridge and Malling	133,661		
	Tunbridge Wells	116,028		

*Two estimates based off the % growth between 2022 and 2035 for each district from: a) the ONS Sub-National Population Projections and b) the KCC Housing Led Forecast. Weighted by each district's contribution towards the UA's total population (2022 MYE).
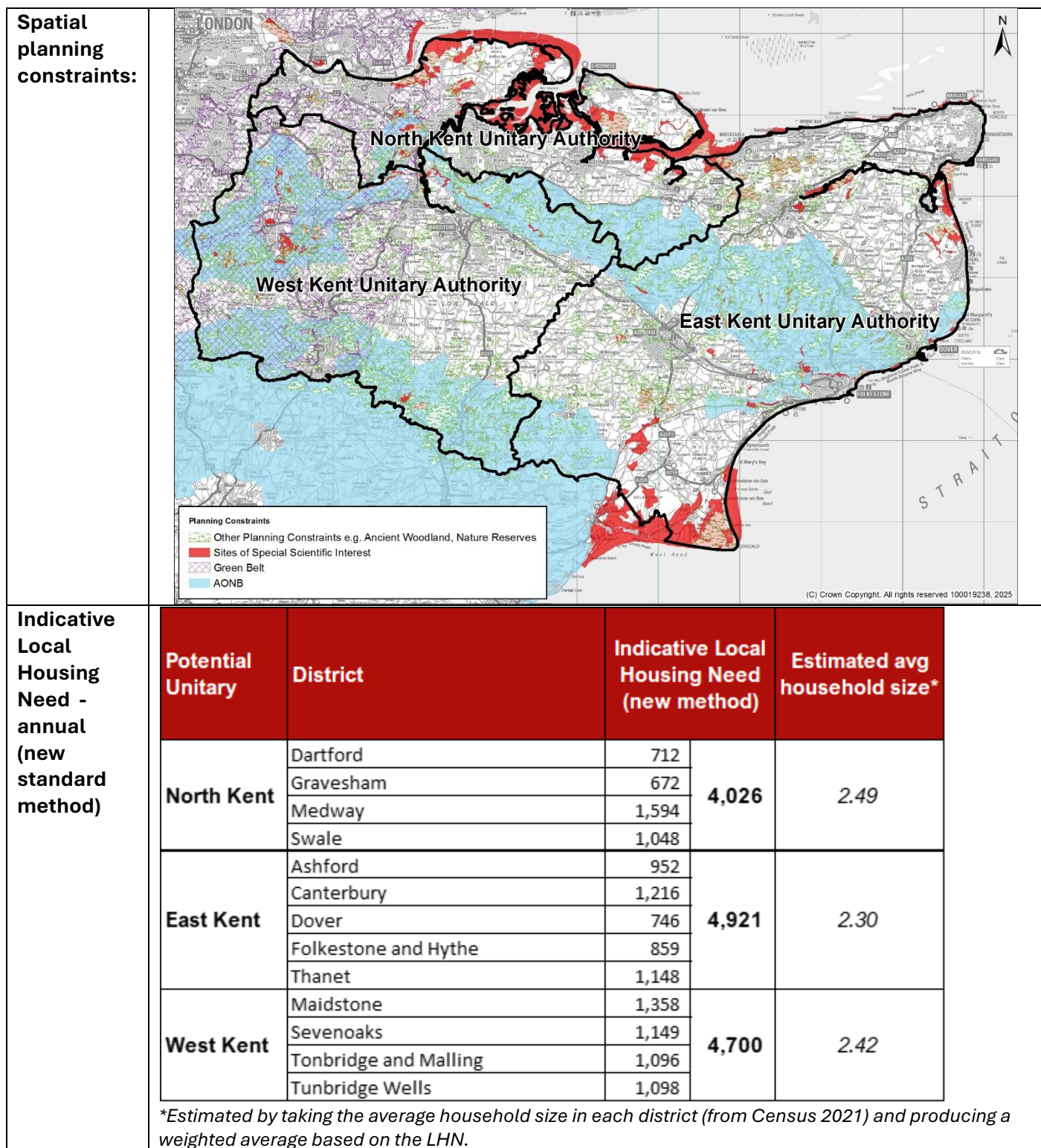
NHS Health & Care Partnership alignment:	
Travel to Work Areas:	

Spatial planning constraints:	

Indicative Local Housing Need - annual (new standard method)	Potential Unitary	District	Indicative Local Housing Need (new method)		Estimated avg household size*
	North Kent	Dartford	712	4,026	2.49
		Gravesham	672		
		Medway	1,594		
		Swale	1,048		
	East Kent	Ashford	952	4,921	2.30
		Canterbury	1,216		
		Dover	746		
		Folkestone and Hythe	859		
		Thanet	1,148		
	West Kent	Maidstone	1,358	4,700	2.42
		Sevenoaks	1,149		
		Tonbridge and Malling	1,096		
		Tunbridge Wells	1,098		

*Estimated by taking the average household size in each district (from Census 2021) and producing a weighted average based on the LHN.

Population composition

	North	East	West	Kent	England & Wales
Population aged 0-15	21.0%	17.5%	19.8%	19.4%	18.4%
Population aged 16-64	62.3%	59.5%	60.2%	60.7%	62.8%
Population aged 65+	16.7%	23.0%	20.0%	19.9%	18.8%

*based on mid-2023 population estimate

Deprivation

Index of Multiple Deprivation 2019 (combining indicators under seven different domains of deprivation: Income Deprivation; Employment Deprivation; Education Skills and Training Deprivation; Health Deprivation and Disability; Crime; Barriers to Housing and Services and Living Environment Deprivation).

	North	East	West	Kent
% LSOAs in top 10%	8.9%	7.8%	0.6%	6.1%

Disability benefit claimants

Proportion of working age people claiming disability benefits (AA+DLA+PIP) from the DWP in November 2024

	North	East	West	Kent	England & Wales
% of 16-64s claiming AA/DLA/PIP	17.8%	21.7%	14.6%	18.2%	17.2%

Unemployment

Proportion of people receiving benefits for unemployment (Jobseekers Allowance and out of work Universal Credit claimants) in May 2025

	North	East	West	Kent	England & Wales
Unemployment: % of 18-64s claiming	4.1%	4.0%	2.8%	3.7%	4.3%
Youth unemployment: % of 18-24s claiming	7.0%	6.2%	4.6%	6.1%	5.5%

Qualifications (from Census 2021)

Highest level of Qualification of people aged 16+ from the 2021 Census.

	North	East	West	Kent	England & Wales
% with Level 2 qualification or higher	65.5%	67.4%	71.6%	68.0%	69.4%
% with Level 4 qualification or higher	26.5%	29.0%	34.6%	29.8%	33.8%

Model 2 (four unitaries, NESW)

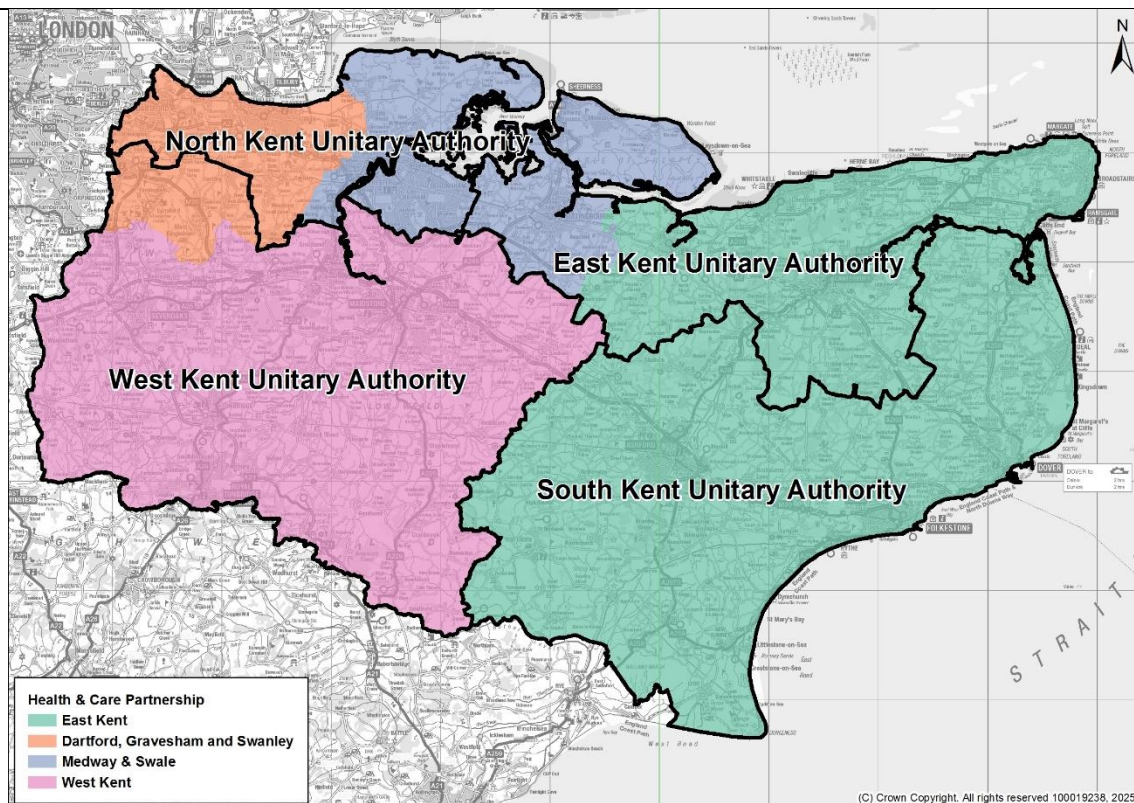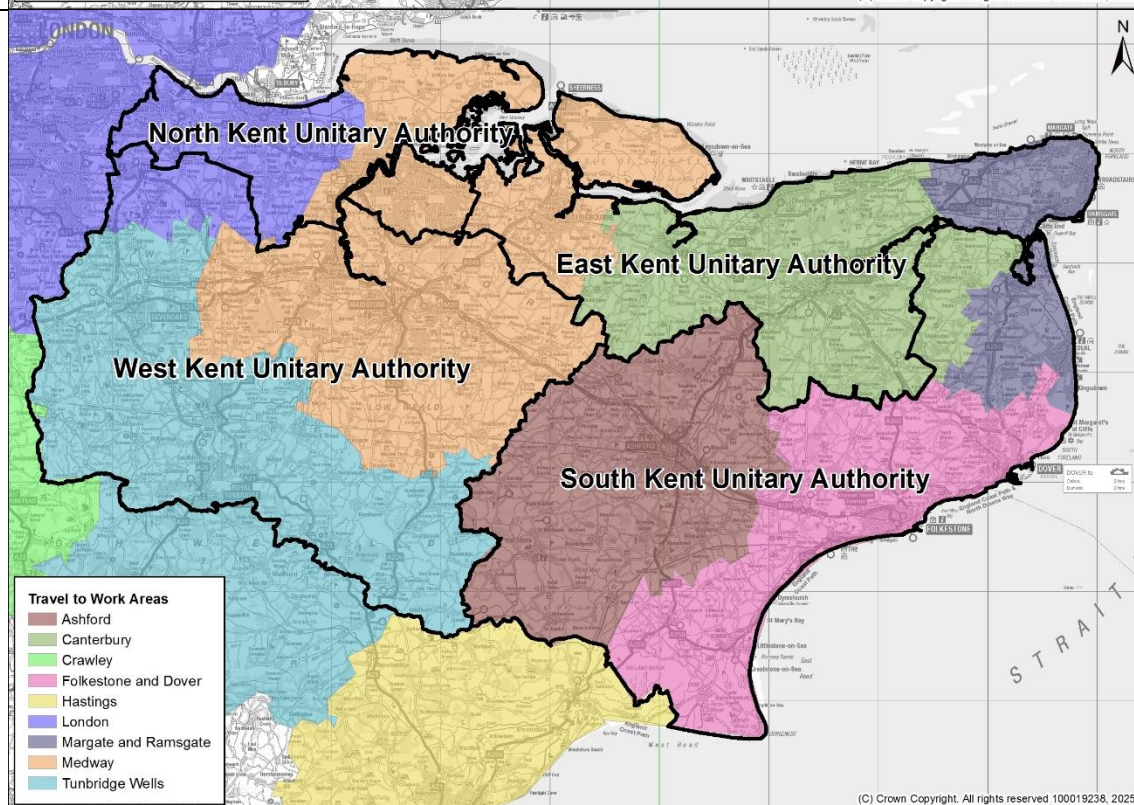| Model 2 (four unitaries, NESW):	**North** (Dartford, Gravesham, Medway) **East** (Canterbury, Swale, Thanet) **South** (Ashford, Dover, Folkestone and Hythe) **West** (Maidstone, Sevenoaks, Tonbridge and Malling, Tunbridge Wells)
Map	

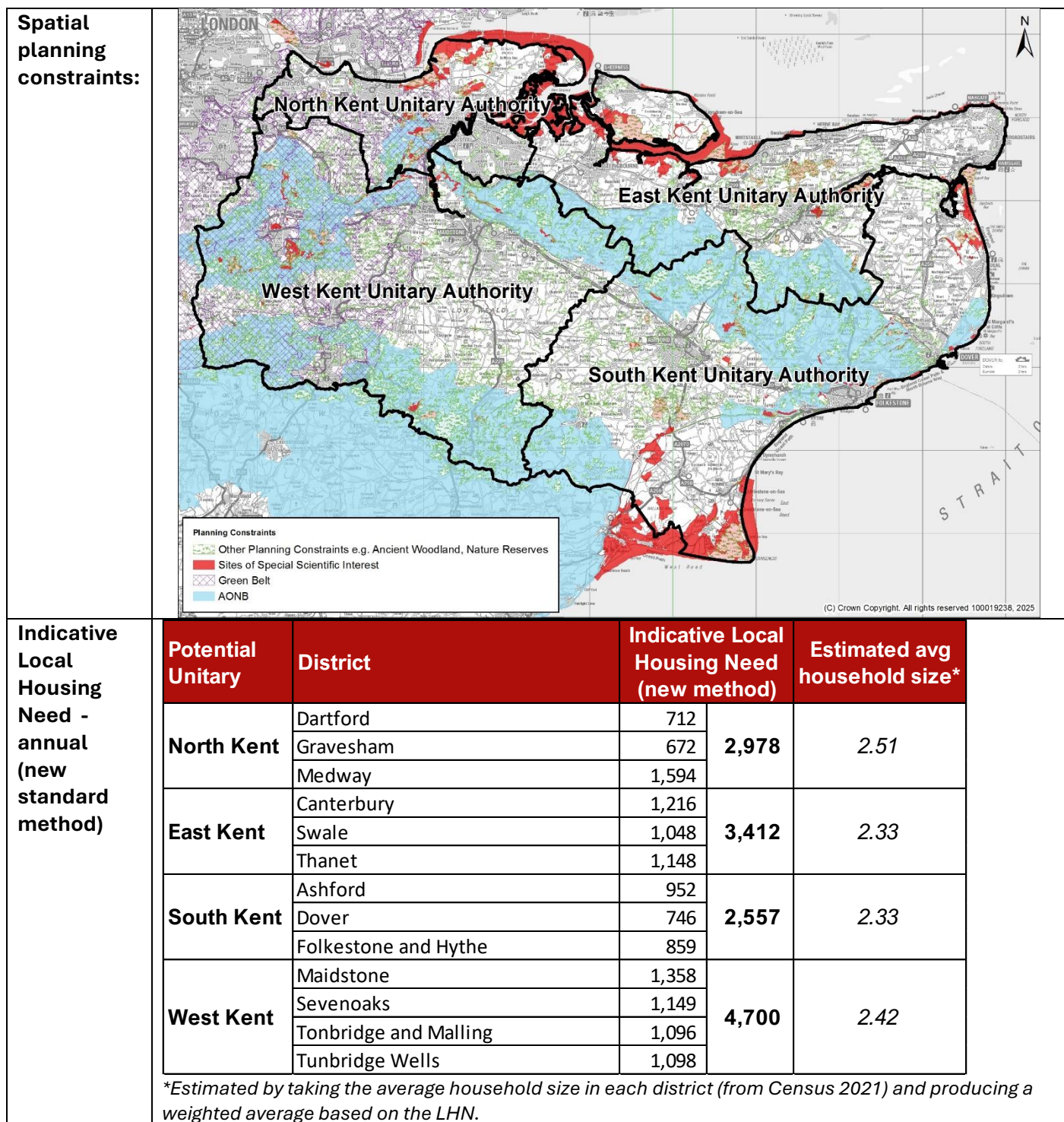| **Population:**					
	Potential Unitary	**District**	**District population (mid-2022)**	**Unitary population (mid-2022)**	**Potential growth by 2035***
	North Kent	Dartford	118,820	**508,492**	*26k to 77k*
		Gravesham	106,970		
		Medway	282,702		
	East Kent	Canterbury	157,550	**452,858**	*32k to 69k*
		Swale	154,619		
		Thanet	140,689		
	South Kent	Ashford	135,610	**363,320**	*35k to 53k*
		Dover	117,473		
		Folkestone and Hythe	110,237		
	West Kent	Maidstone	180,428	**551,223**	*39k to 72k*
		Sevenoaks	121,106		
		Tonbridge and Malling	133,661		
		Tunbridge Wells	116,028		
	*Two estimates based off the % growth between 2022 and 2035 for each district from: a) the ONS Sub-National Population Projections and b) the KCC Housing Led Forecast. Weighted by each district's contribution towards the UA's total population (2022 MYE).				

| **NHS Health & Care Partnership alignment:** | |
| **Travel to Work Areas:** | |

Spatial planning constraints:	

Indicative Local Housing Need - annual (new standard method)	Potential Unitary	District	Indicative Local Housing Need (new method)		Estimated avg household size*
	North Kent	Dartford	712	**2,978**	*2.51*
		Gravesham	672		
		Medway	1,594		
	East Kent	Canterbury	1,216	**3,412**	*2.33*
		Swale	1,048		
		Thanet	1,148		
	South Kent	Ashford	952	**2,557**	*2.33*
		Dover	746		
		Folkestone and Hythe	859		
	West Kent	Maidstone	1,358	**4,700**	*2.42*
		Sevenoaks	1,149		
		Tonbridge and Malling	1,096		
		Tunbridge Wells	1,098		

Estimated by taking the average household size in each district (from Census 2021) and producing a weighted average based on the LHN.

Population composition

	North	East	South	West	Kent	England & Wales
Population aged 0-15	21.4%	17.9%	18.0%	19.8%	19.4%	18.4%
Population aged 16-64	62.6%	60.4%	59.0%	60.2%	60.7%	62.8%
Population aged 65+	16.0%	21.7%	23.0%	20.0%	19.9%	18.8%

based on mid-2023 population estimate

Deprivation

Index of Multiple Deprivation 2019 (combining indicators under seven different domains of deprivation: Income Deprivation; Employment Deprivation; Education Skills and Training Deprivation; Health Deprivation and Disability; Crime; Barriers to Housing and Services and Living Environment Deprivation).

	North	East	South	West	Kent
% LSOAs in top 10%	6.0%	13.9%	4.7%	0.6%	6.1%

Disability benefit claimants

Proportion of working age people claiming disability benefits (AA+DLA+PIP) from the DWP.

	North	East	South	West	Kent	England & Wales
% of 16-64s claiming AA/DLA/PIP	16.7%	22.0%	21.3%	14.6%	18.2%	17.2%

Unemployment

Proportion of people receiving benefits for unemployment (Jobseekers Allowance and out of work Universal Credit claimants)

	North	East	South	West	Kent	England & Wales
Unemployment: % of 18-64s claiming	4.2%	4.2%	3.6%	2.8%	3.7%	4.3%
Youth unemployment: % of 18-24s claiming	7.1%	6.0%	6.8%	4.6%	6.1%	5.5%

Qualifications (from Census 2021)

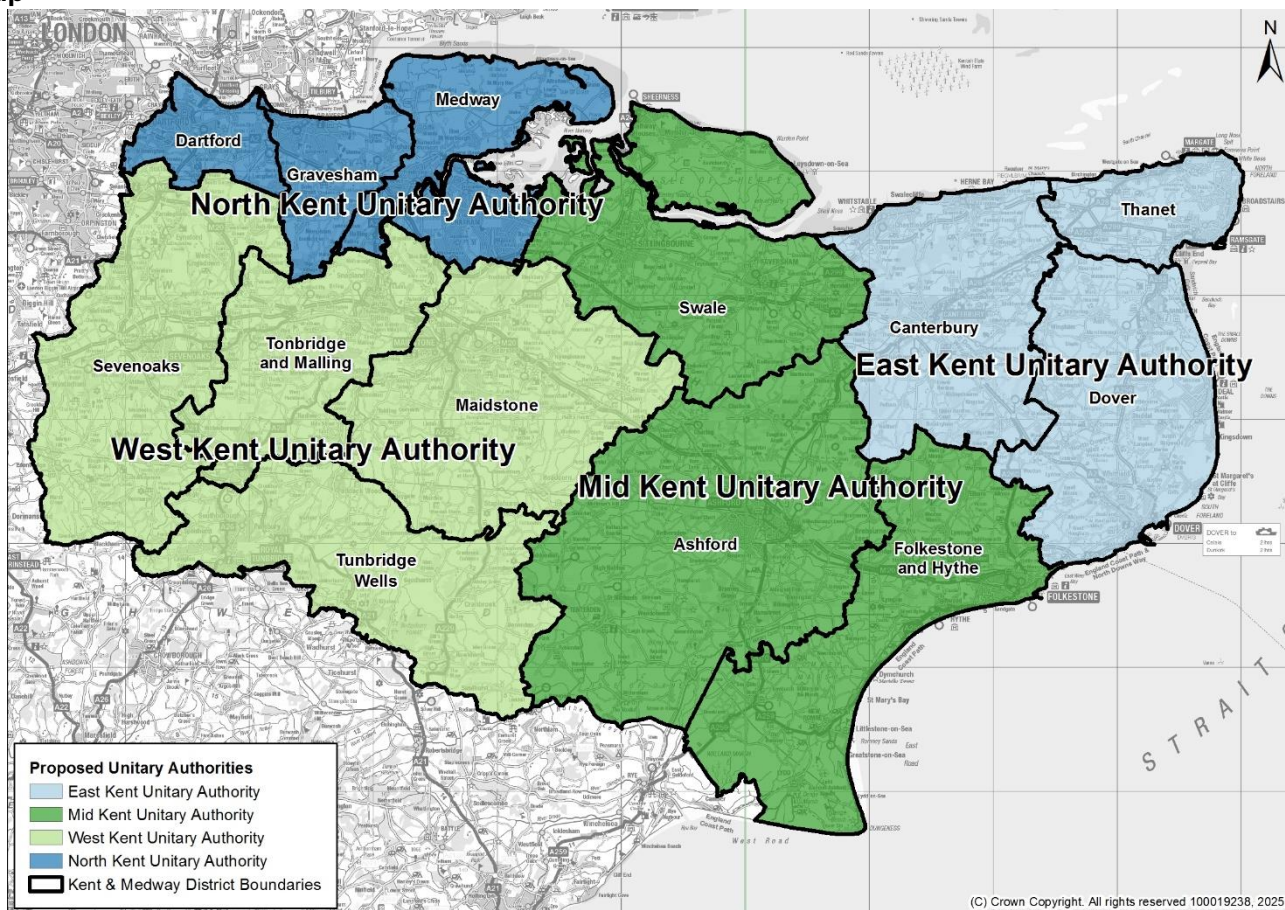Highest level of Qualification of people aged 16+ from the 2021 Census.

	North	East	South	West	Kent	England & Wales
% with Level 2 qualification or higher	66.3%	66.4%	66.8%	71.6%	68.0%	69.4%
% with Level 4 qualification or higher	27.4%	27.9%	28.2%	34.6%	29.8%	33.8%

Model 3 (four unitaries, NEMidW)

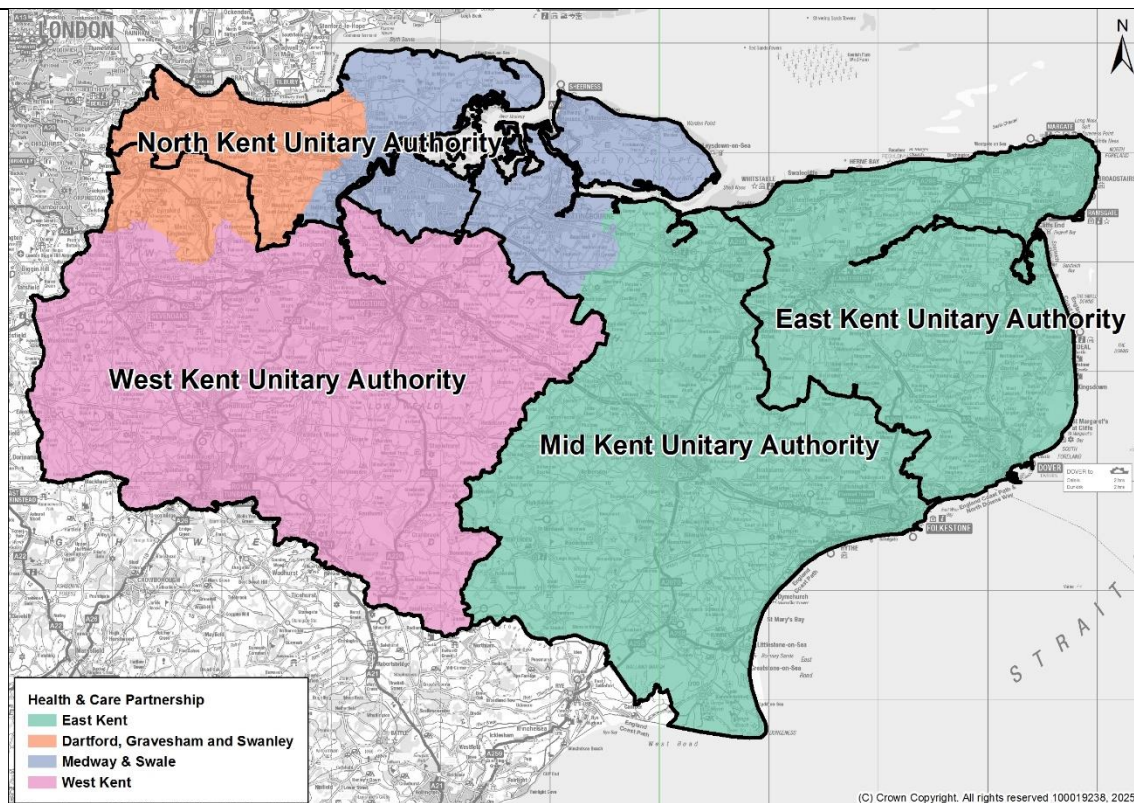| Model 3 (four unitaries, NEMidW):	**North** (Dartford, Gravesham, Medway) **East** (Canterbury, Dover, Thanet) **Mid** (Ashford, Folkestone and Hythe, Swale) **West** (Maidstone, Sevenoaks, Tonbridge and Malling, Tunbridge Wells)
Map	

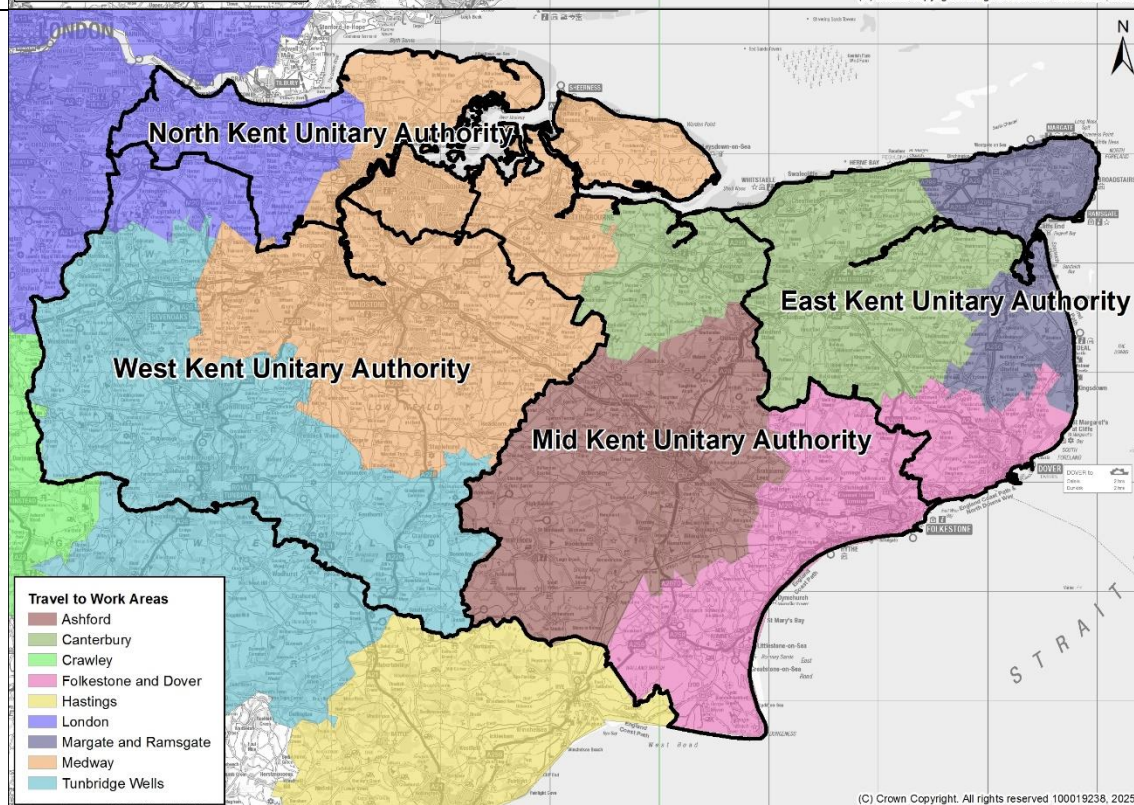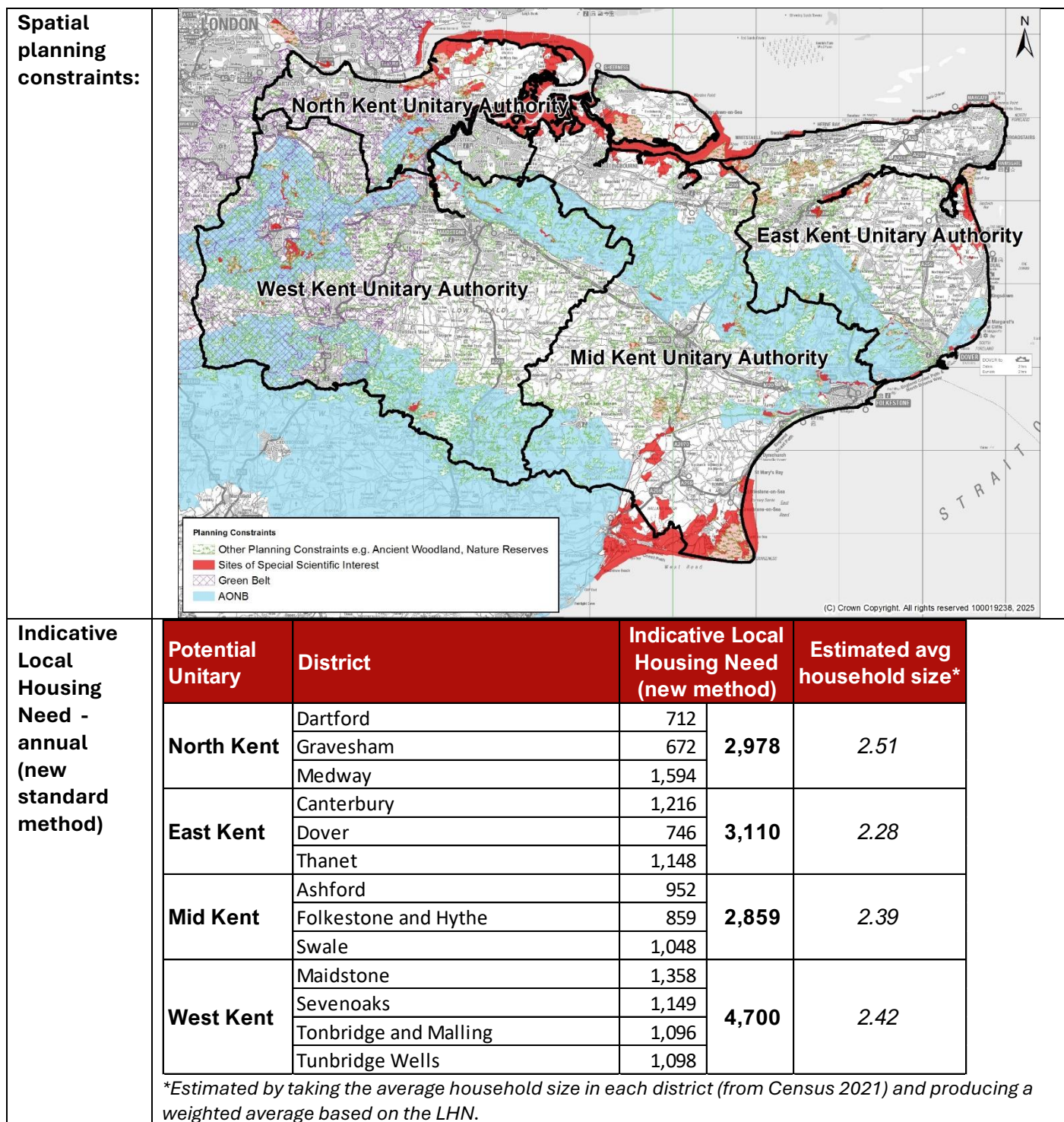| Population:	Potential Unitary	District	District population (mid-2022)	Unitary population (mid-2022)	Potential growth by 2035*
	North Kent	Dartford	118,820	**508,492**	*26k to 77k*
		Gravesham	106,970		
		Medway	282,702		
	East Kent	Canterbury	157,550	**415,712**	*30k to 61k*
		Dover	117,473		
		Thanet	140,689		
	Mid Kent	Ashford	135,610	**400,466**	*38k to 60k*
		Folkestone and Hythe	110,237		
		Swale	154,619		
	West Kent	Maidstone	180,428	**551,223**	*39k to 72k*
		Sevenoaks	121,106		
		Tonbridge and Malling	133,661		
		Tunbridge Wells	116,028		
	*Two estimates based off the % growth between 2022 and 2035 for each district from: a) the ONS Sub-National Population Projections and b) the KCC Housing Led Forecast. Weighted by each district's contribution towards the UA's total population (2022 MYE).				

NHS Health & Care Partnership alignment:	
Travel to Work Areas:	

Spatial planning constraints:	

Planning Constraints
- Other Planning Constraints e.g. Ancient Woodland, Nature Reserves
- Sites of Special Scientific Interest
- Green Belt
- AONB

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Indicative Local Housing Need - annual (new standard method)	Potential Unitary	District	Indicative Local Housing Need (new method)		Estimated avg household size*
	North Kent	Dartford	712	**2,978**	*2.51*
		Gravesham	672		
		Medway	1,594		
	East Kent	Canterbury	1,216	**3,110**	*2.28*
		Dover	746		
		Thanet	1,148		
	Mid Kent	Ashford	952	**2,859**	*2.39*
		Folkestone and Hythe	859		
		Swale	1,048		
	West Kent	Maidstone	1,358	**4,700**	*2.42*
		Sevenoaks	1,149		
		Tonbridge and Malling	1,096		
		Tunbridge Wells	1,098		

Estimated by taking the average household size in each district (from Census 2021) and producing a weighted average based on the LHN.

Population composition

	North	East	Mid	West	Kent	England & Wales
Population aged 0-15	21.4%	17.1%	18.8%	19.8%	19.4%	18.4%
Population aged 16-64	62.6%	59.5%	60.1%	60.2%	60.7%	62.8%
Population aged 65+	16.0%	23.5%	21.1%	20.0%	19.9%	18.8%

based on mid-2023 population estimate

Deprivation

Index of Multiple Deprivation 2019 (combining indicators under seven different domains of deprivation: Income Deprivation; Employment Deprivation; Education Skills and Training Deprivation; Health Deprivation and Disability; Crime; Barriers to Housing and Services and Living Environment Deprivation).

	North	East	Mid	West	Kent
% LSOAs in top 10%	6.0%	10.4%	9.1%	0.6%	6.1%

Disability benefit claimants

Proportion of working age people claiming disability benefits (AA+DLA+PIP) from the DWP.

	North	East	Mid	West	Kent	England & Wales
% of 16-64s claiming AA/DLA/PIP	16.7%	22.6%	20.8%	14.6%	18.2%	17.2%

Unemployment

Proportion of people receiving benefits for unemployment (Jobseekers Allowance and out of work Universal Credit claimants)

	North	East	Mid	West	Kent	England & Wales
Unemployment: % of 18-64s claiming	4.2%	4.3%	3.7%	2.8%	3.7%	4.3%
Youth unemployment: % of 18-24s claiming	7.1%	6.1%	6.6%	4.6%	6.1%	5.5%

Qualifications (from Census 2021)

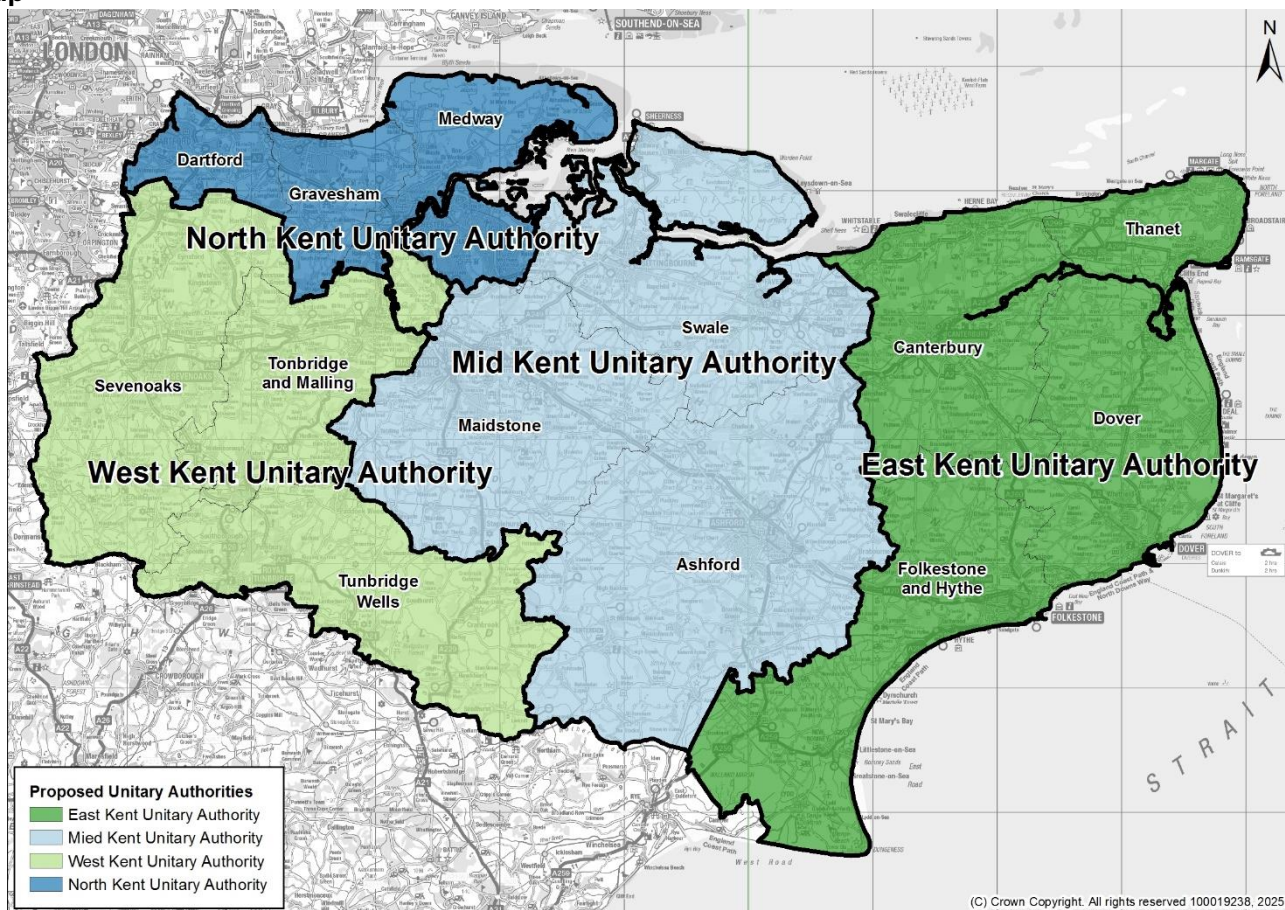Highest level of Qualification of people aged 16+ from the 2021 Census.

	North	East	Mid	West	Kent	England & Wales
% with Level 2 qualification or higher	66.3%	67.7%	65.4%	71.6%	68.0%	69.4%
% with Level 4 qualification or higher	27.4%	29.1%	26.9%	34.6%	29.8%	33.8%

Model 4 (four unitaries, NEMidW)

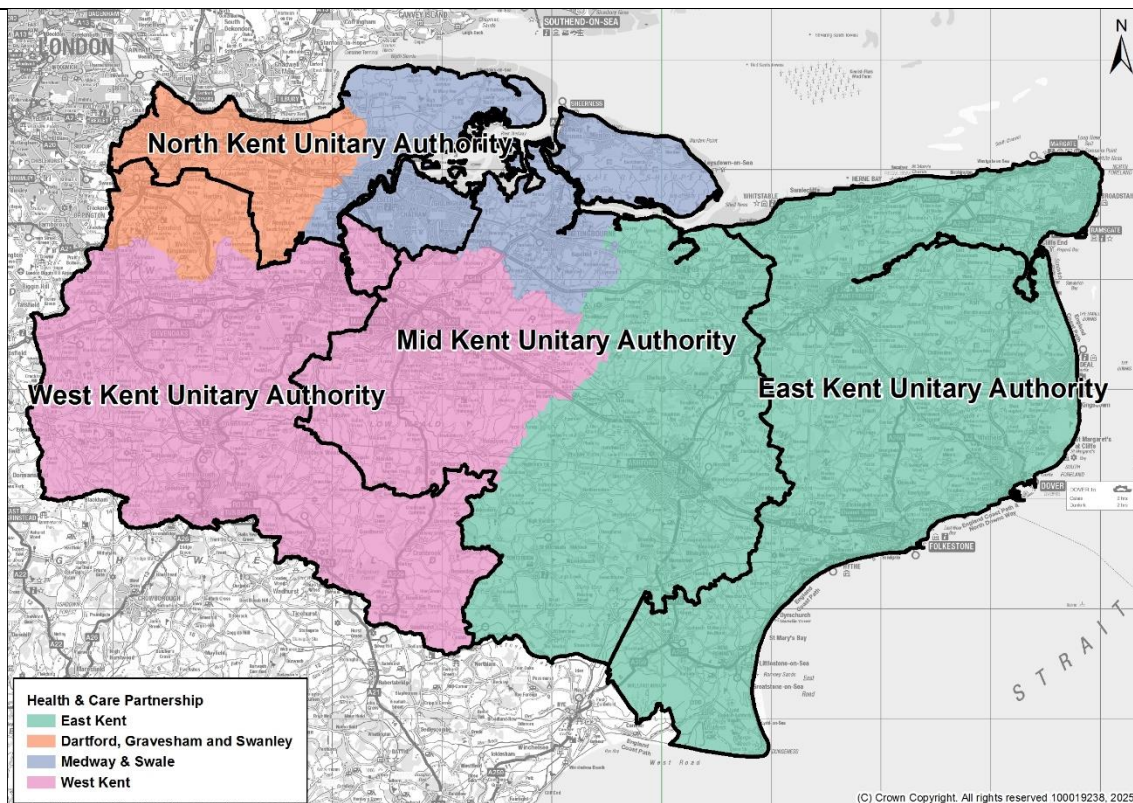| Model 4 (four unitaries, NEMidW):	**North** (Dartford, Gravesham, Medway) **East** (Canterbury, Dover, Folkestone and Hythe, Thanet) **Mid** (Ashford, Maidstone, Swale) **West** (Sevenoaks, Tonbridge and Malling, Tunbridge Wells)
Map	

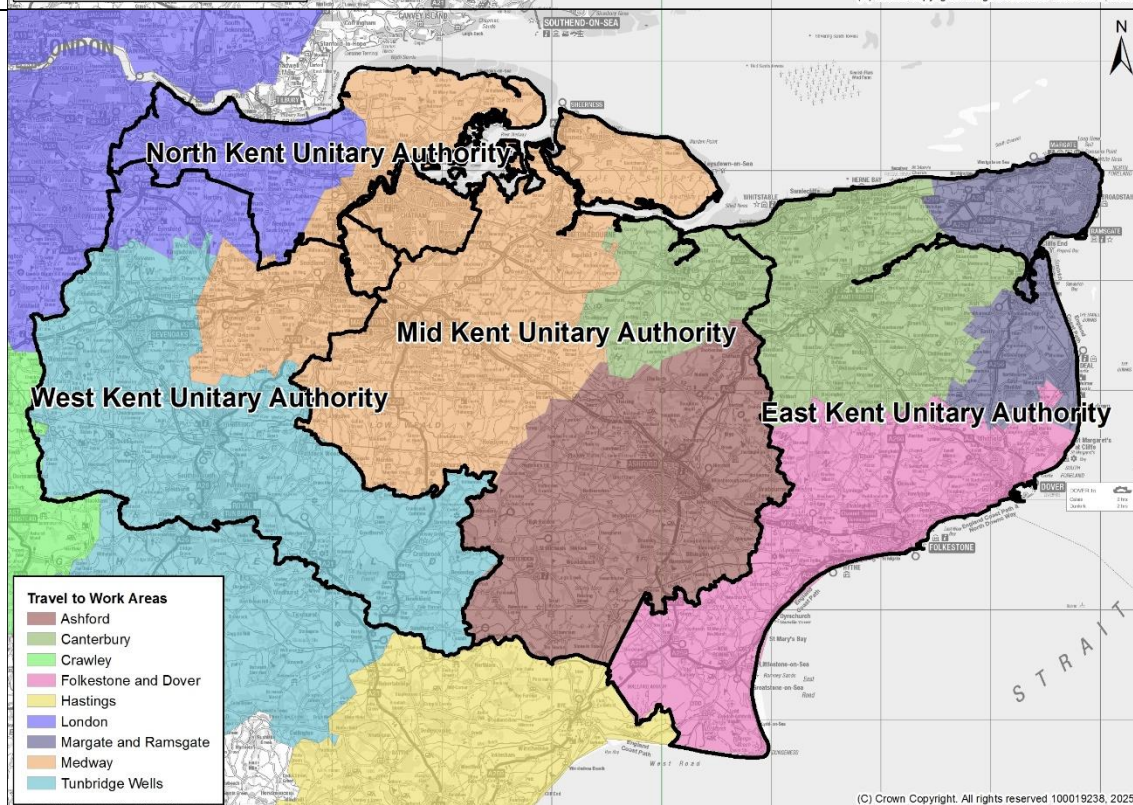| Population:	Potential Unitary	District	District population (mid-2022)	Unitary population (mid-2022)	Potential growth by 2035*
	North Kent	Dartford	118,820	**508,492**	*26k to 77k*
		Gravesham	106,970		
		Medway	282,702		
	East Kent	Canterbury	157,550	**525,949**	*39k to 75k*
		Dover	117,473		
		Folkestone and Hythe	110,237		
		Thanet	140,689		
	Mid Kent	Ashford	135,610	**470,657**	*46k to 66k*
		Maidstone	180,428		
		Swale	154,619		
	West Kent	Sevenoaks	121,106	**370,795**	*21k to 52k*
		Tonbridge and Malling	133,661		
		Tunbridge Wells	116,028		

Two estimates based off the % growth between 2022 and 2035 for each district from: a) the ONS Sub-National Population Projections and b) the KCC Housing Led Forecast. Weighted by each district's contribution towards the UA's total population (2022 MYE).
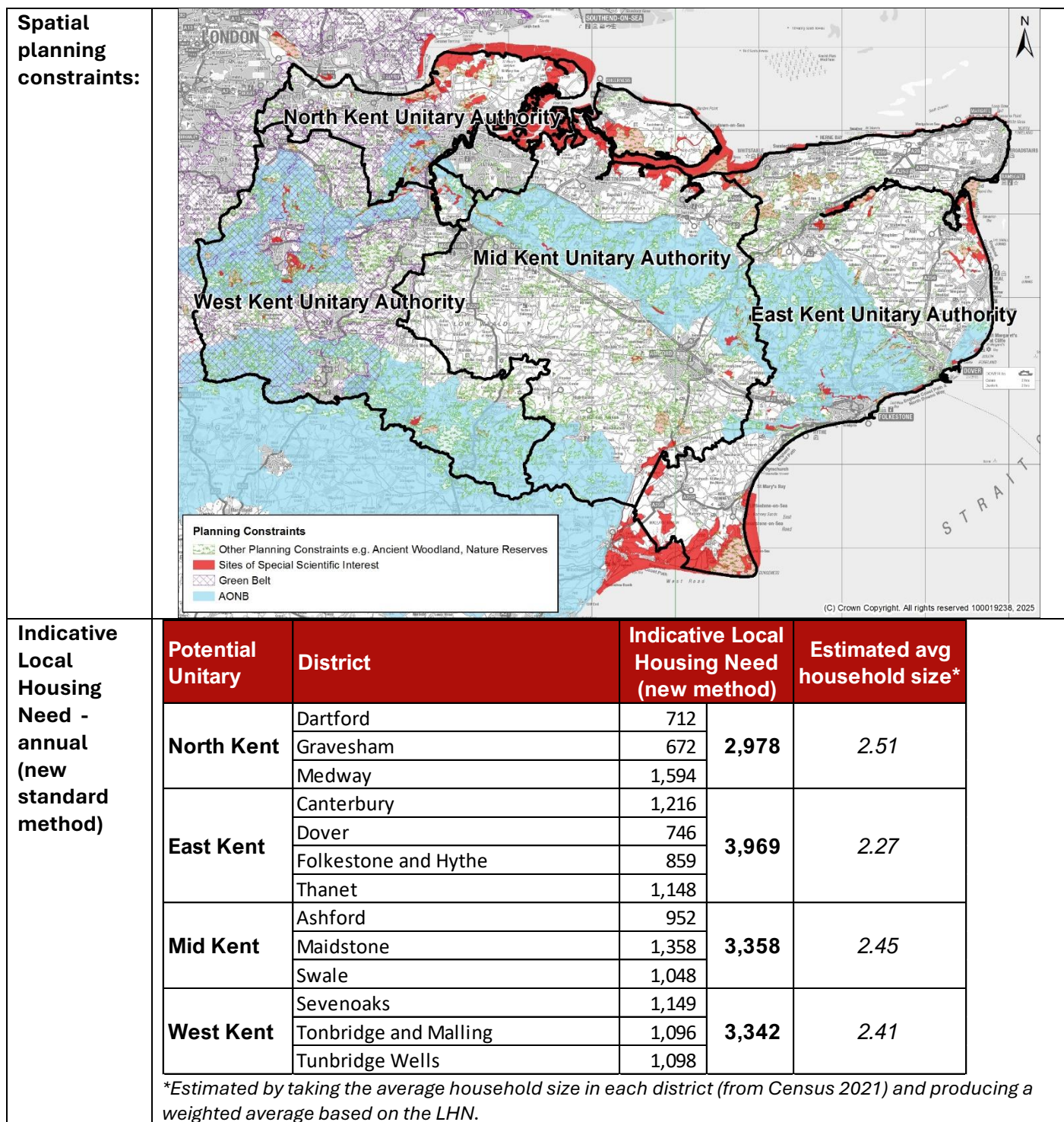
NHS Health & Care Partnership alignment:	
Travel to Work Areas:	

Spatial planning constraints:	

Indicative Local Housing Need - annual (new standard method)	Potential Unitary	District	Indicative Local Housing Need (new method)		Estimated avg household size*
	North Kent	Dartford	712	**2,978**	*2.51*
		Gravesham	672		
		Medway	1,594		
	East Kent	Canterbury	1,216	**3,969**	*2.27*
		Dover	746		
		Folkestone and Hythe	859		
		Thanet	1,148		
	Mid Kent	Ashford	952	**3,358**	*2.45*
		Maidstone	1,358		
		Swale	1,048		
	West Kent	Sevenoaks	1,149	**3,342**	*2.41*
		Tonbridge and Malling	1,096		
		Tunbridge Wells	1,098		

Estimated by taking the average household size in each district (from Census 2021) and producing a weighted average based on the LHN.

Population composition

	North	East	Mid	West	Kent	England & Wales
Population aged 0-15	21.4%	16.9%	19.7%	19.9%	19.4%	18.4%
Population aged 16-64	62.6%	59.2%	61.1%	59.6%	60.7%	62.8%
Population aged 65+	16.0%	23.9%	19.2%	20.5%	19.9%	18.8%

based on mid-2023 population estimate

Deprivation

Index of Multiple Deprivation 2019 (combining indicators under seven different domains of deprivation: Income Deprivation; Employment Deprivation; Education Skills and Training Deprivation; Health Deprivation and Disability; Crime; Barriers to Housing and Services and Living Environment Deprivation).

	North	East	Mid	West	Kent
% LSOAs in top 10%	6.0%	9.4%	7.4%	0.0%	6.1%

Disability benefit claimants

Proportion of working age people claiming disability benefits (AA+DLA+PIP) from the DWP.

	North	East	Mid	West	Kent	England & Wales
% of 16-64s claiming AA/DLA/PIP	16.7%	23.0%	17.7%	14.4%	18.2%	17.2%

Unemployment

Proportion of people receiving benefits for unemployment (Jobseekers Allowance and out of work Universal Credit claimants)

	North	East	Mid	West	Kent	England & Wales
Unemployment: % of 18-64s claiming	4.2%	4.3%	3.4%	2.5%	3.7%	4.3%
Youth unemployment: % of 18-24s claiming	7.1%	6.4%	6.2%	3.8%	6.1%	5.5%

Qualifications (from Census 2021)

Highest level of Qualification of people aged 16+ from the 2021 Census.

	North	East	Mid	West	Kent	England & Wales
% with Level 2 qualification or higher	66.3%	67.3%	66.6%	73.0%	68.0%	69.4%
% with Level 4 qualification or higher	27.4%	28.7%	27.9%	36.8%	29.8%	33.8%

Model 5 (two unitaries, EW)

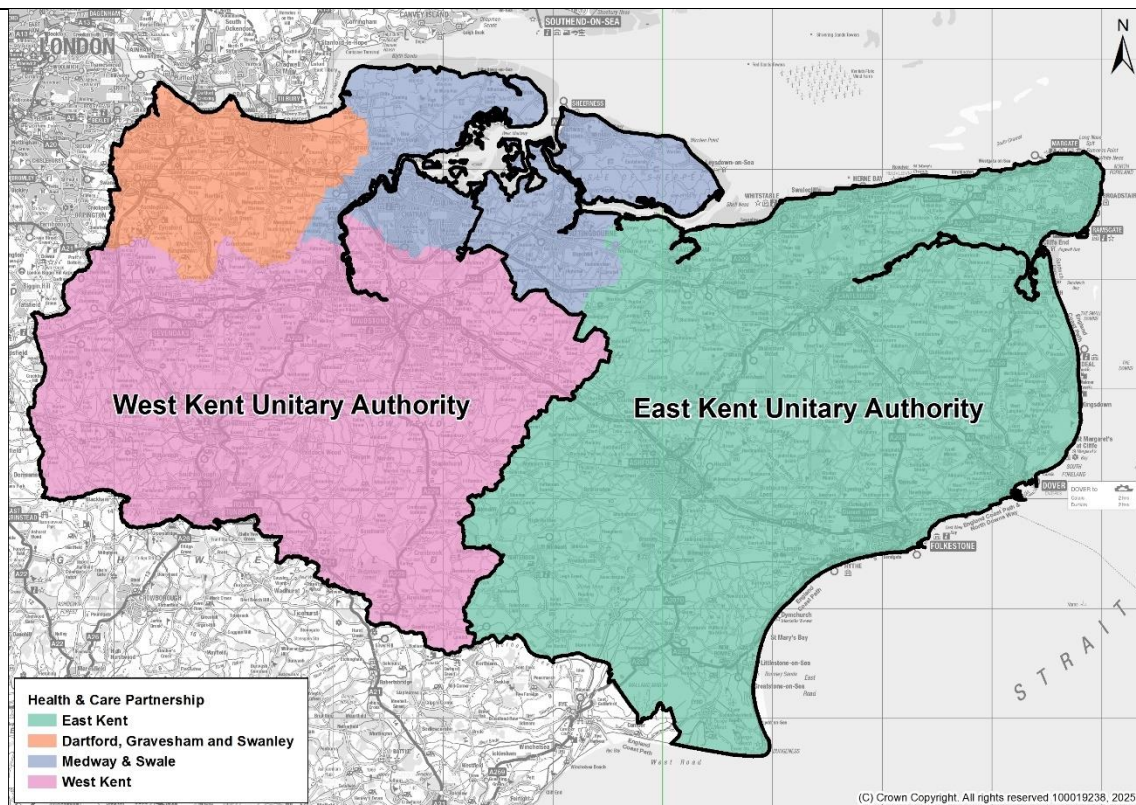| Model 5 (two unitaries, EW):	East (Ashford, Canterbury, Dover, Folkestone and Hythe, Swale, Thanet) West (Dartford, Gravesham, Maidstone, Medway, Sevenoaks, Tonbridge and Malling, Tunbridge Wells)
Map	
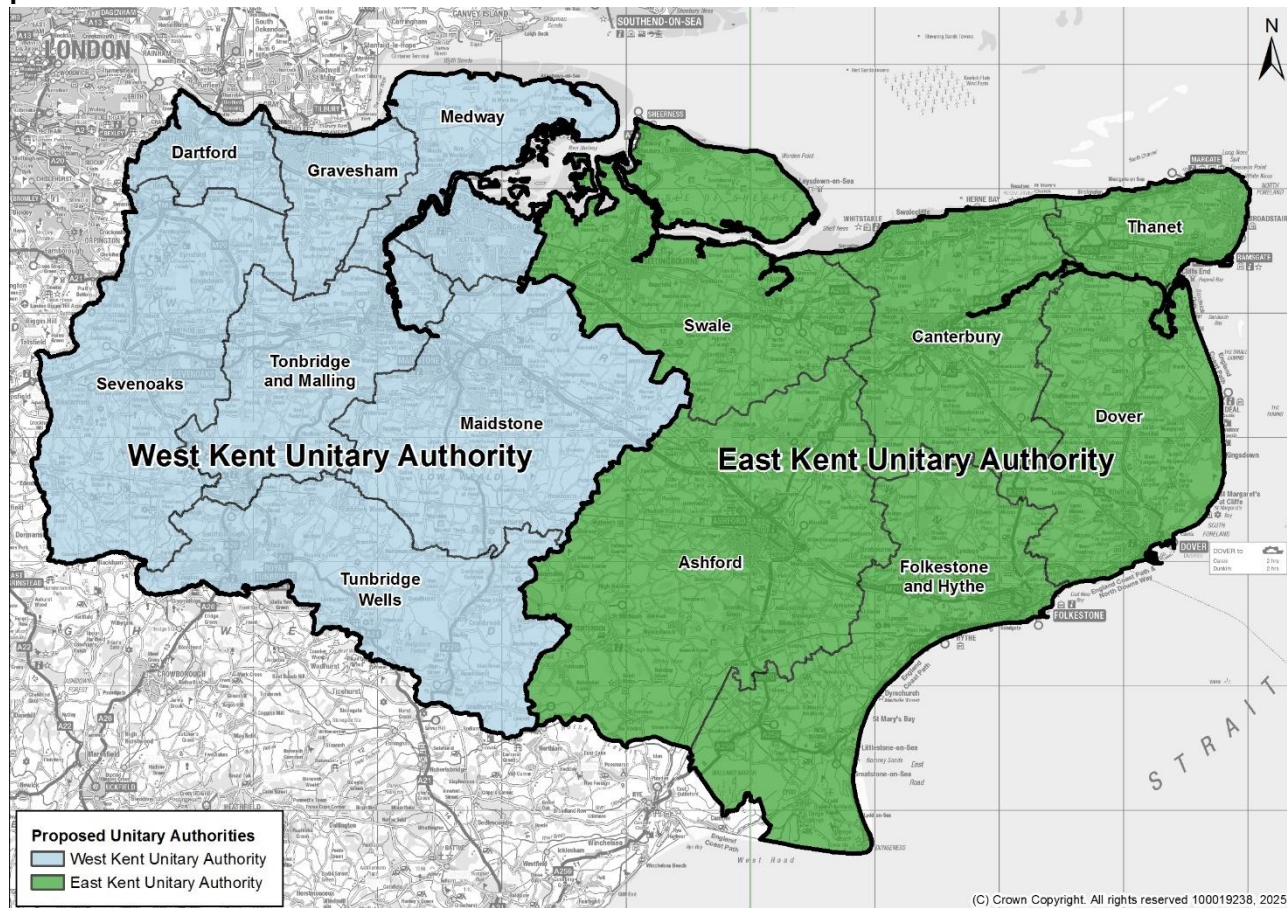
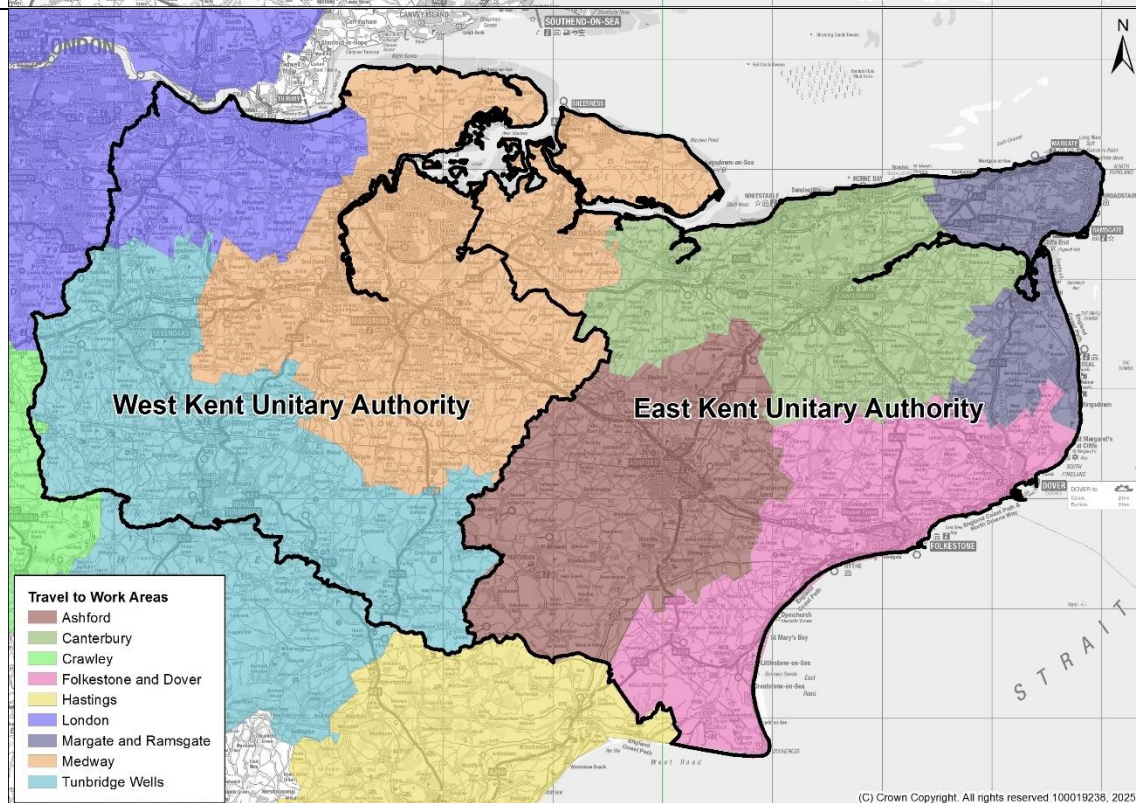| Population:					
	Potential Unitary	**District**	**District population (mid-2022)**	**Unitary population (mid-2022)**	**Potential growth by 2035***
	East Kent	Ashford	135,610	816,178	*67k to 121k*
		Canterbury	157,550		
		Dover	117,473		
		Folkestone and Hythe	110,237		
		Swale	154,619		
		Thanet	140,689		
	West Kent	Dartford	118,820	1,059,715	*65k to 149k*
		Gravesham	106,970		
		Maidstone	180,428		
		Medway	282,702		
		Sevenoaks	121,106		
		Tonbridge and Malling	133,661		
		Tunbridge Wells	116,028		

*Two estimates based off the % growth between 2022 and 2035 for each district from: a) the ONS Sub-National Population Projections and b) the KCC Housing Led Forecast. Weighted by each district's contribution towards the UA's total population (2022 MYE).
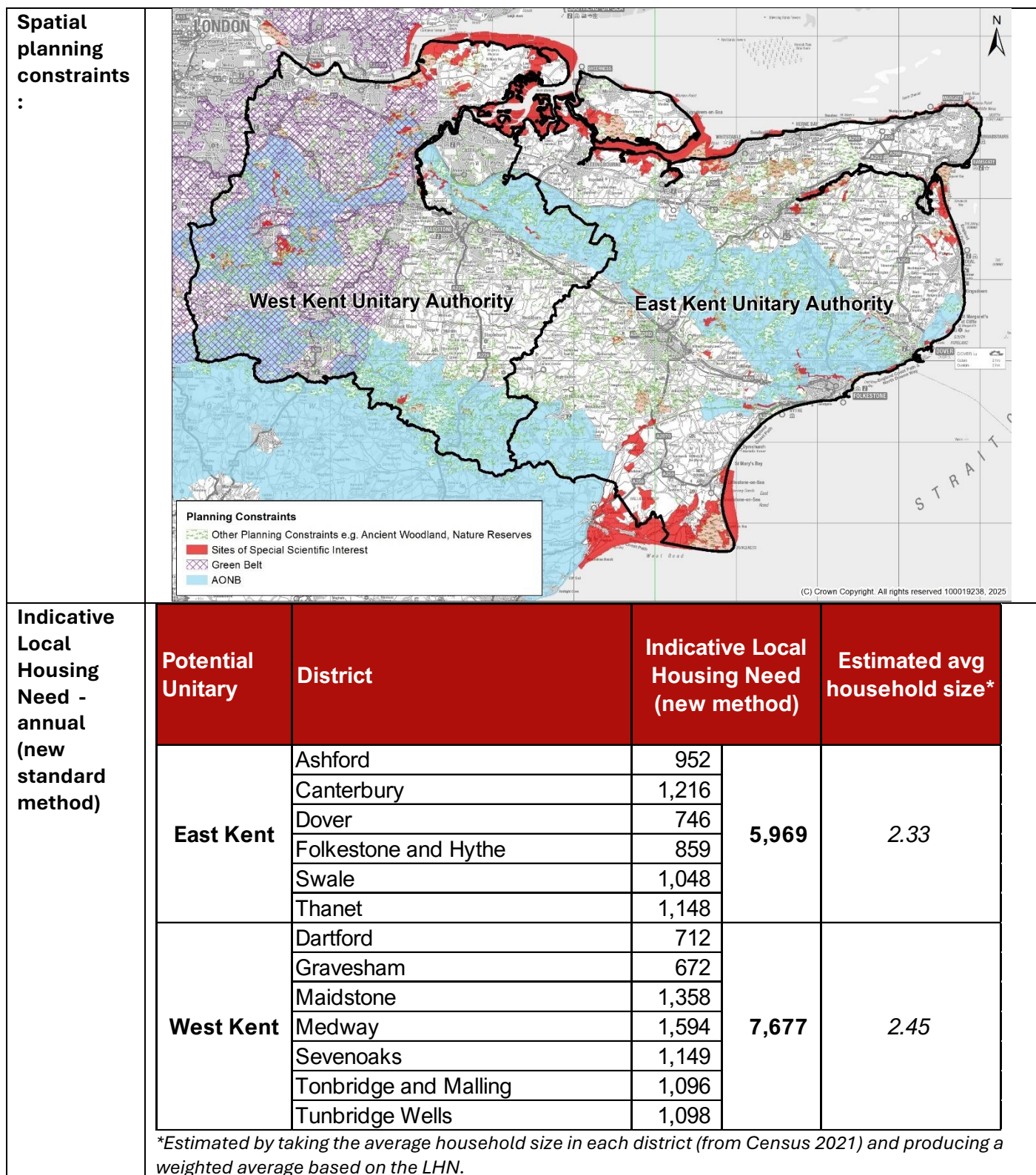
NHS Health & Care Partnership alignment:	 West Kent Unitary Authority East Kent Unitary Authority Health & Care Partnership ■ East Kent ■ Dartford, Gravesham and Swanley ■ Medway & Swale ■ West Kent (C) Crown Copyright. All rights reserved 100019238, 2025
Travel to Work Areas:	 West Kent Unitary Authority East Kent Unitary Authority **Travel to Work Areas** ■ Ashford ■ Canterbury ■ Crawley ■ Folkestone and Dover ■ Hastings ■ London ■ Margate and Ramsgate ■ Medway ■ Tunbridge Wells (C) Crown Copyright. All rights reserved 100019238, 2025

| Spatial planning constraints : | |

Map legend:
Planning Constraints
- Other Planning Constraints e.g. Ancient Woodland, Nature Reserves
- Sites of Special Scientific Interest
- Green Belt
- AONB

Labels: West Kent Unitary Authority, East Kent Unitary Authority

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Indicative Local Housing Need - annual (new standard method)	Potential Unitary	District	Indicative Local Housing Need (new method)		Estimated avg household size*
	East Kent	Ashford	952	**5,969**	*2.33*
		Canterbury	1,216		
		Dover	746		
		Folkestone and Hythe	859		
		Swale	1,048		
		Thanet	1,148		
	West Kent	Dartford	712	**7,677**	*2.45*
		Gravesham	672		
		Maidstone	1,358		
		Medway	1,594		
		Sevenoaks	1,149		
		Tonbridge and Malling	1,096		
		Tunbridge Wells	1,098		

Estimated by taking the average household size in each district (from Census 2021) and producing a weighted average based on the LHN.

Population composition

	East	West	Kent	England & Wales
Population aged 0-15	17.9%	20.6%	19.4%	18.4%
Population aged 16-64	59.8%	61.4%	60.7%	62.8%
Population aged 65+	22.3%	18.1%	19.9%	18.8%

based on mid-2023 population estimate

Deprivation

Index of Multiple Deprivation 2019 (combining indicators under seven different domains of deprivation: Income Deprivation; Employment Deprivation; Education Skills and Training Deprivation; Health Deprivation and Disability; Crime; Barriers to Housing and Services and Living Environment Deprivation).

	East	West	Kent
% LSOAs in top 10%	9.8%	3.2%	6.1%

Disability benefit claimants

Proportion of working age people claiming disability benefits (AA+DLA+PIP) from the DWP.

	East	West	Kent	England & Wales
% of 16-64s claiming AA/DLA/PIP	21.7%	15.7%	18.2%	17.2%

Unemployment

Proportion of people receiving benefits for unemployment (Jobseekers Allowance and out of work Universal Credit claimants)

	East	West	Kent	England & Wales
Unemployment: **% of 18-64s claiming**	4.0%	3.5%	3.7%	4.3%
Youth unemployment: **% of 18-24s claiming**	6.3%	5.9%	6.1%	5.5%
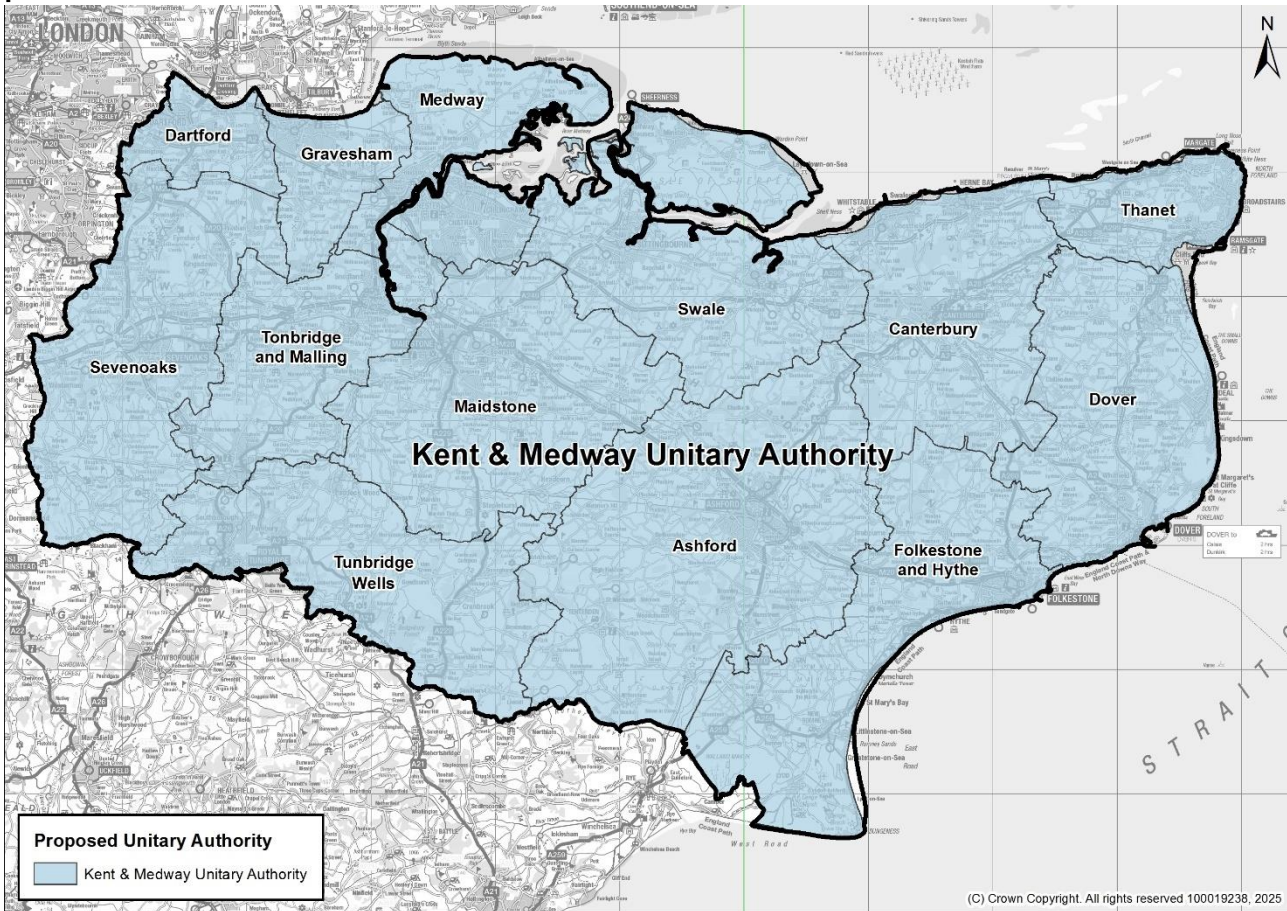
Qualifications (from Census 2021)

Highest level of Qualification of people aged 16+ from the 2021 Census.

	East	West	Kent	England & Wales
% with Level 2 qualification or higher	66.6%	69.1%	68.0%	69.4%
% with Level 4 qualification or higher	28.0%	31.1%	29.8%	33.8%

Model 6 (one unitary - benchmark, Kent)

Model 6 (one unitary, Kent):	Whole of Kent (including Medway)
Map	

Population:					
	Potential Unitary	**District**	**District population (mid-2022)**	**Unitary population (mid-2022)**	**Potential growth by 2035***
	Kent	Ashford	135,610	**1,875,893**	*132k to 270k*
		Canterbury	157,550		
		Dartford	118,820		
		Dover	117,473		
		Folkestone and Hythe	110,237		
		Gravesham	106,970		
		Maidstone	180,428		
		Medway	282,702		
		Sevenoaks	121,106		
		Swale	154,619		
		Thanet	140,689		
		Tonbridge and Malling	133,661		
		Tunbridge Wells	116,028		

*Two estimates based off the % growth between 2022 and 2035 for each district from: a) the ONS Sub-National Population Projections and b) the KCC Housing Led Forecast. Weighted by each district's contribution towards the UA's total population (2022 MYE).

| **NHS Health & Care Partnership alignment:** |
Kent & Medway Unitary Authority

Health & Care Partnership
■ East Kent
■ Dartford, Gravesham and Swanley
■ Medway & Swale
■ West Kent

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| --- | --- |
| **Travel to Work Areas:** |
Kent & Medway Unitary Authority

Travel to Work Areas
■ Ashford
■ Canterbury
■ Crawley
■ Folkestone and Dover
■ Hastings
■ London
■ Margate and Ramsgate
■ Medway
■ Tunbridge Wells

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Spatial planning constraints :	

Indicative Local Housing Need - annual (new standard method)	Potential Unitary	District	Indicative Local Housing Need (new method)		Estimated avg household size*
	Kent	Ashford	952	**13,647**	*2.40*
		Canterbury	1,216		
		Dartford	712		
		Dover	746		
		Folkestone and Hythe	859		
		Gravesham	672		
		Maidstone	1,358		
		Medway	1,594		
		Sevenoaks	1,149		
		Swale	1,048		
		Thanet	1,148		
		Tonbridge and Malling	1,096		
		Tunbridge Wells	1,098		

Estimated by taking the average household size in each district (from Census 2021) and producing a weighted average based on the LHN.

Population composition

	Kent	England & Wales
Population aged 0-15	19.4%	18.4%
Population aged 16-64	60.7%	62.8%
Population aged 65+	19.9%	18.8%

based on mid-2023 population estimate

Deprivation

Index of Multiple Deprivation 2019 (combining indicators under seven different domains of deprivation: Income Deprivation; Employment Deprivation; Education Skills and Training Deprivation; Health Deprivation and Disability; Crime; Barriers to Housing and Services and Living Environment Deprivation).

	Kent
% LSOAs in top 10%	6.1%

Disability benefit claimants

Proportion of working age people claiming disability benefits (AA+DLA+PIP) from the DWP.

	Kent	England & Wales
% of 16-64s claiming AA/DLA/PIP	18.2%	17.2%

Unemployment

Proportion of people receiving benefits for unemployment (Jobseekers Allowance and out of work Universal Credit claimants)

	Kent	England & Wales
Unemployment: % of 18-64s claiming	3.7%	4.3%
Youth unemployment: % of 18-24s claiming	6.1%	5.5%

Qualifications (from Census 2021)

Highest level of Qualification of people aged 16+ from the 2021 Census.

	Kent	England & Wales
% with Level 2 qualification or higher	68.0%	69.4%
% with Level 4 qualification or higher	29.8%	33.8%