

Kent Analytics Report – Wellbeing Services

January 2026

Introduction



This report has been produced by Kent Analytics to support the re-commissioning of the Wellbeing Service Provision, which helps people in Kent live the life they want while delaying the need for additional support, including Adult Social Care.

The report provides:

- A summary of service delivered over the past three years, along with projected future demand by need type.
- Socio-economic profiling, including demographic and geographic information on households in Kent likely to benefit from Wellbeing Services.
- Transport-related Social Exclusion maps identifying areas at risk of vulnerability and limited access to key resources.

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Over 55 Population - Demand

Over 55 population

People accessing Wellbeing Services in the community (55+)



Around 25% of population

2022/2023 2023/2024 2024/2025

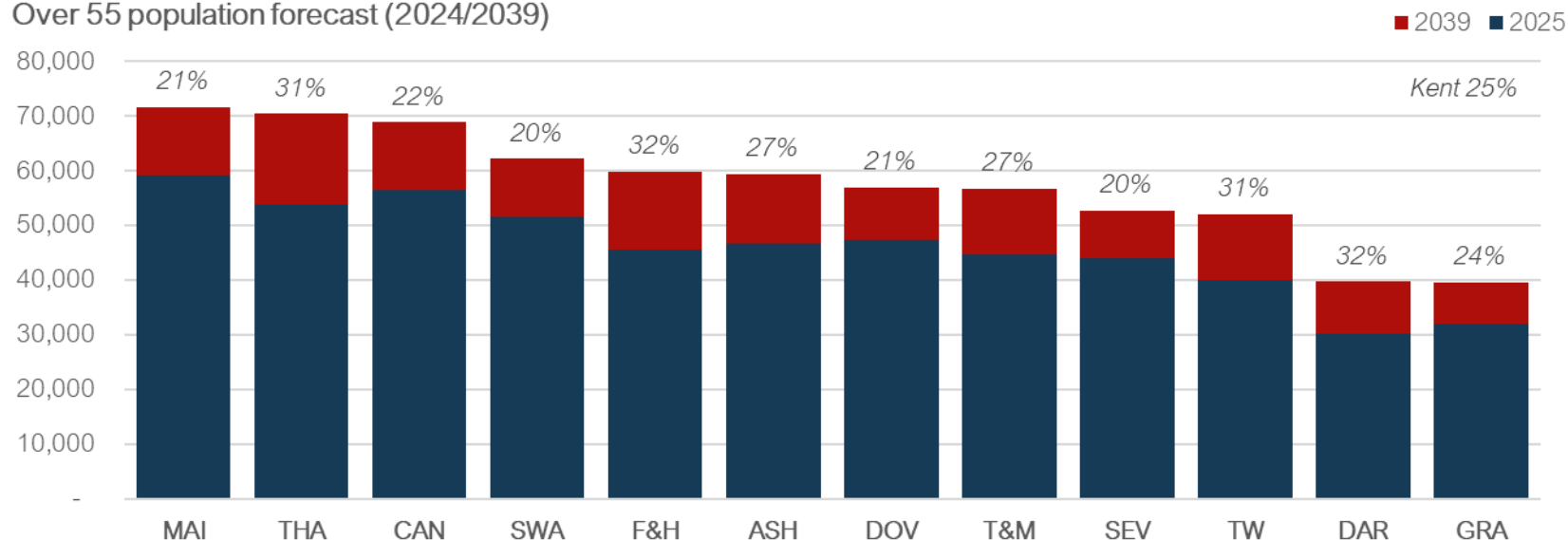
People accessing Community Navigation*



Around 24% of population

2022/2023 2023/2024 2024/2025

Over 55 population forecast (2024/2039)

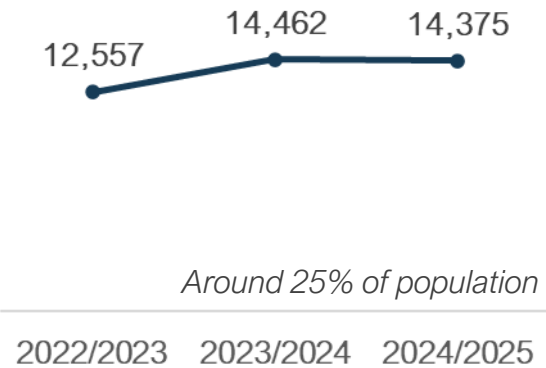


The population aged 55 and over in Kent is forecast to increase by around 25% by 2039. The largest percentage growth is expected in Dartford, Folkestone & Hythe, Thanet and Tunbridge Wells.

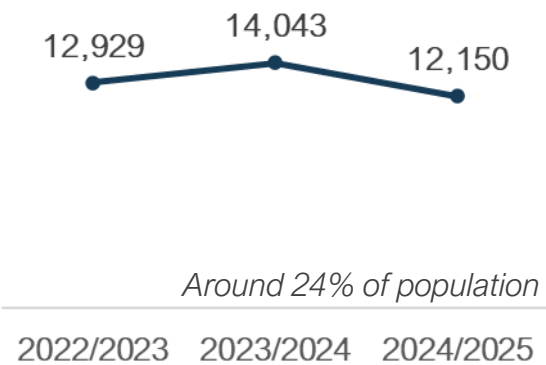
Maidstone currently has the highest population and is expected to remain the largest district over the next 15 years. Thanet is forecast to overtake Canterbury, and Folkestone & Hythe will move from the seventh-largest district to the fifth.

65+ day-to-day activities limited a little

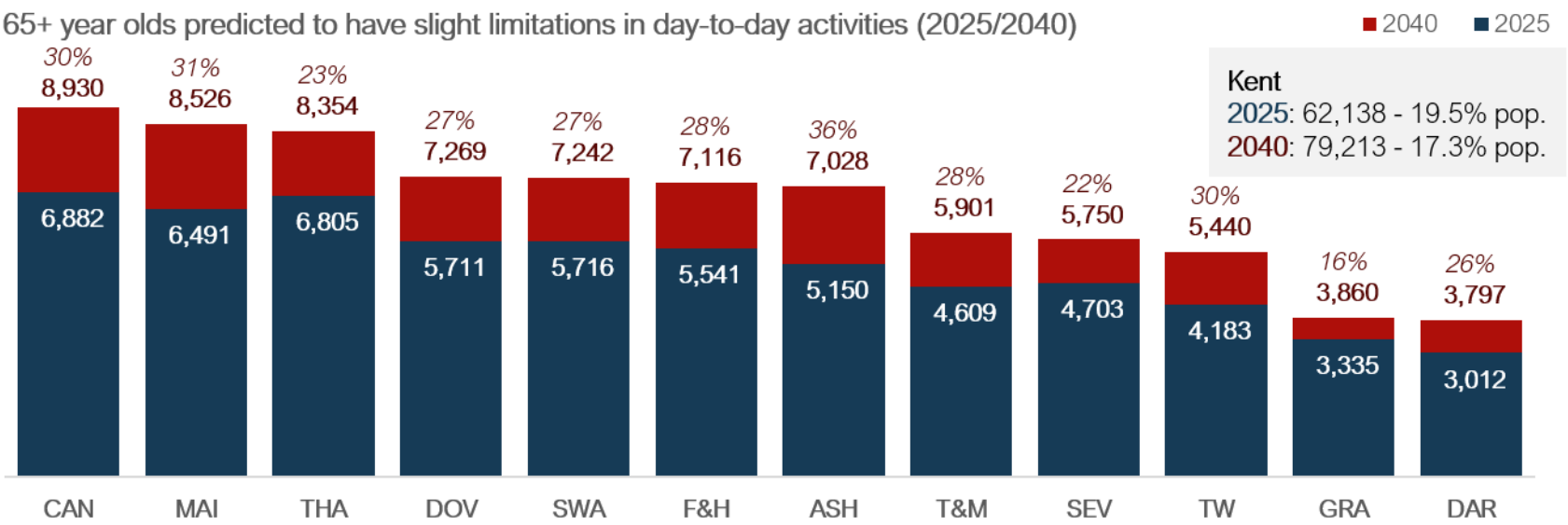
People accessing Wellbeing Services in the community (55+)



People accessing Community Navigation*



65+ year olds predicted to have slight limitations in day-to-day activities (2025/2040)



The number of people aged over 65 years old in Kent with slight limitations in day-to-day activities is projected to increase by 27% by 2040, with projected increased ranging from 16% in Gravesham to 37% in Ashford. Although the overall numbers are rising, the rate as a proportion of the 65+ population is projected to decrease.

*Older people (55+) and those with complex issues related to illness, disability or mental health

Physical Disability - Demand

Physical Disability

People accessing Wellbeing Services in the community for those with a physical disability

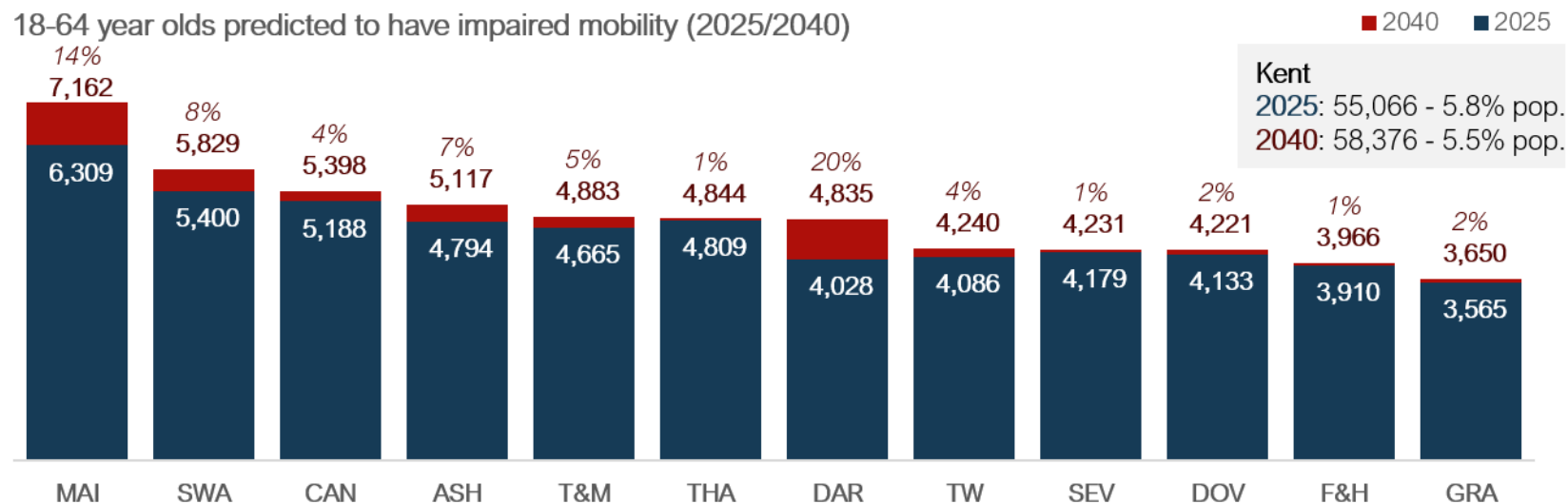


2022/2023 2023/2024 2024/2025

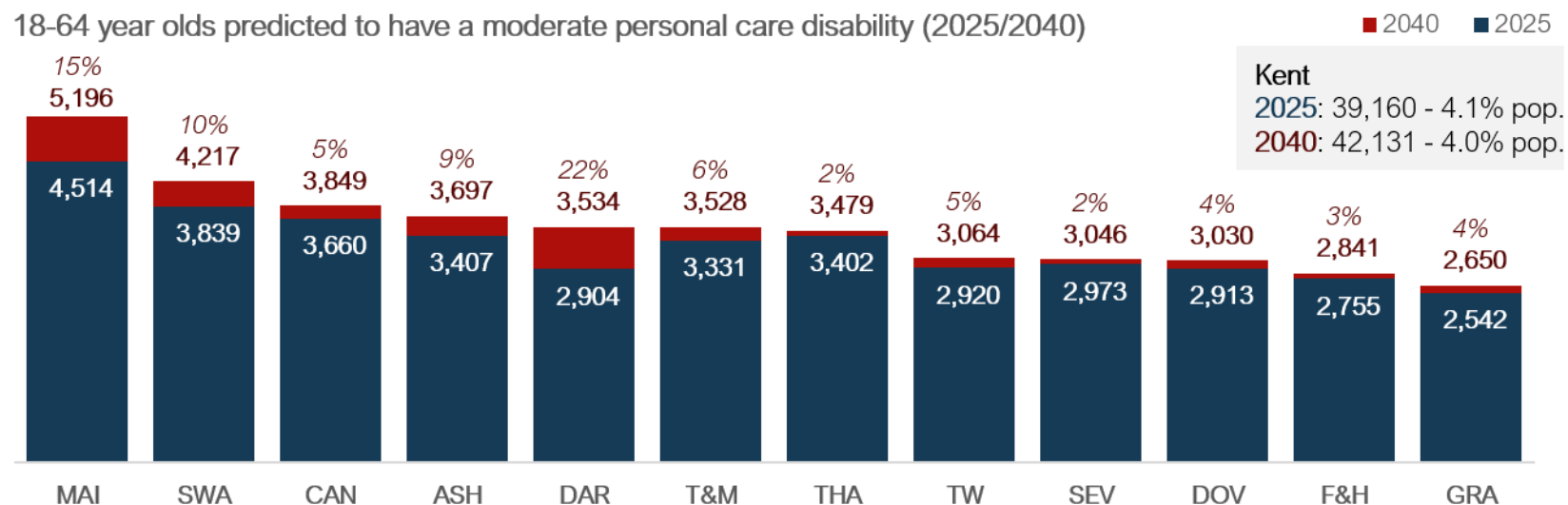
The number of 18-64 year olds in Kent with impaired mobility is projected to increase by 6% by 2040, and those with moderate personal care disability are expected to increase by 8%. Although the overall numbers are rising, the rate as a proportion of the 16-64 population is projected to decrease.

The largest increases are projected in Maidstone and Dartford.

18-64 year olds predicted to have impaired mobility (2025/2040)



18-64 year olds predicted to have a moderate personal care disability (2025/2040)

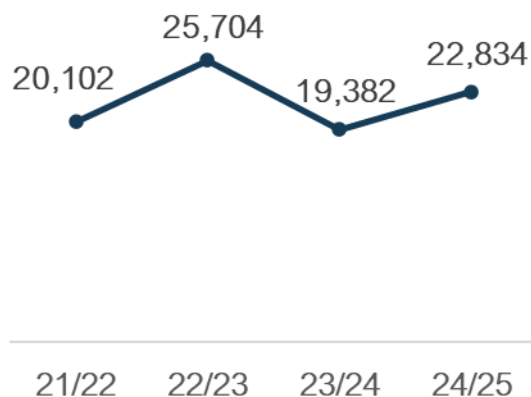


Source: IPC-PANSI (Projecting Adult Needs and Service Information)

Sensory Impairment - Demand

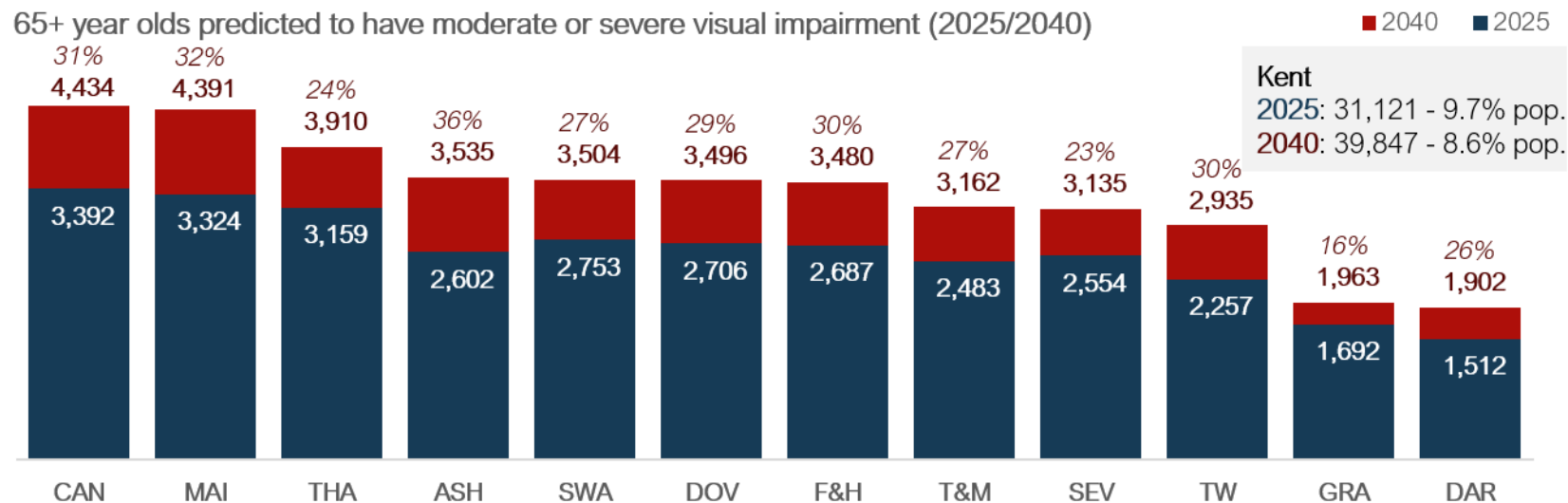
Sensory Impairment – Visual Impairment

People accessing Wellbeing Services in the Community for adults with sensory impairments

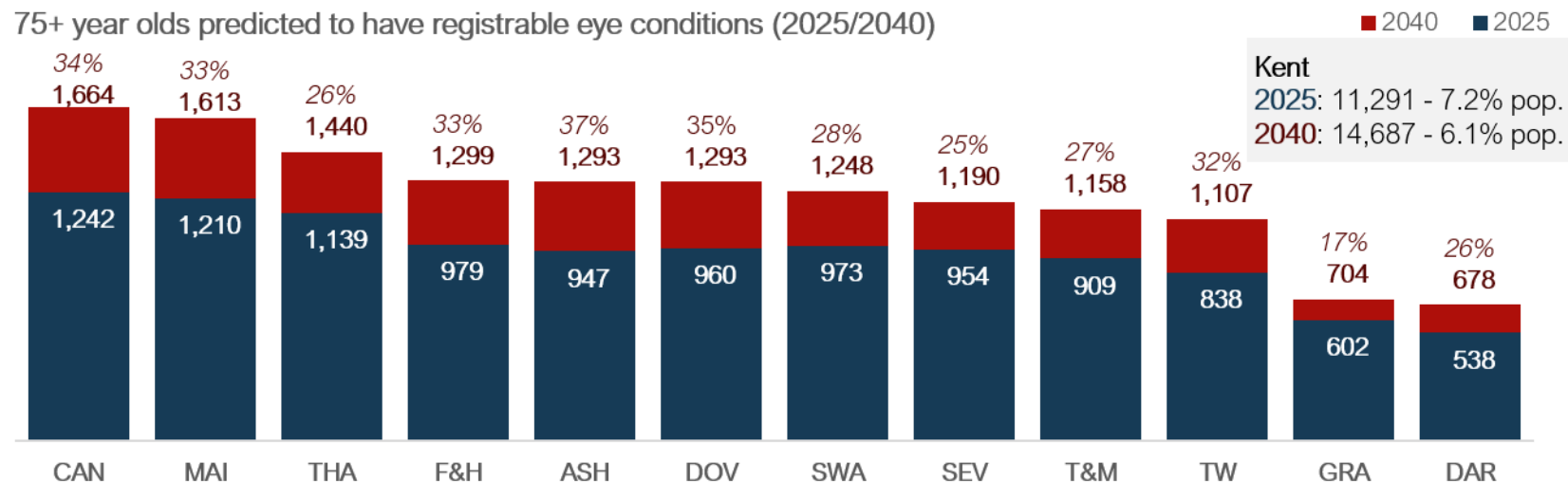


The number of people aged over 65 years old, in Kent, with moderate or severe visual impairment is projected to increase by 28% by 2040, and those over 65 with registrable eye conditions are expected to increase by 30%.

65+ year olds predicted to have moderate or severe visual impairment (2025/2040)

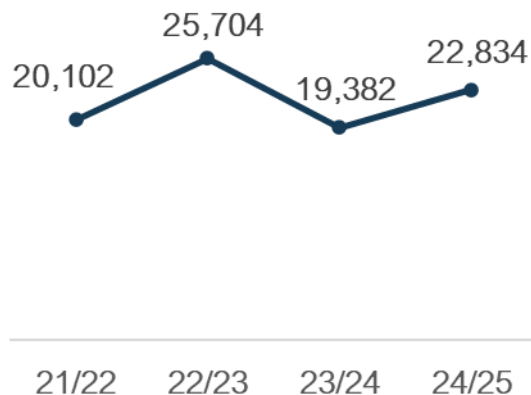


75+ year olds predicted to have registrable eye conditions (2025/2040)



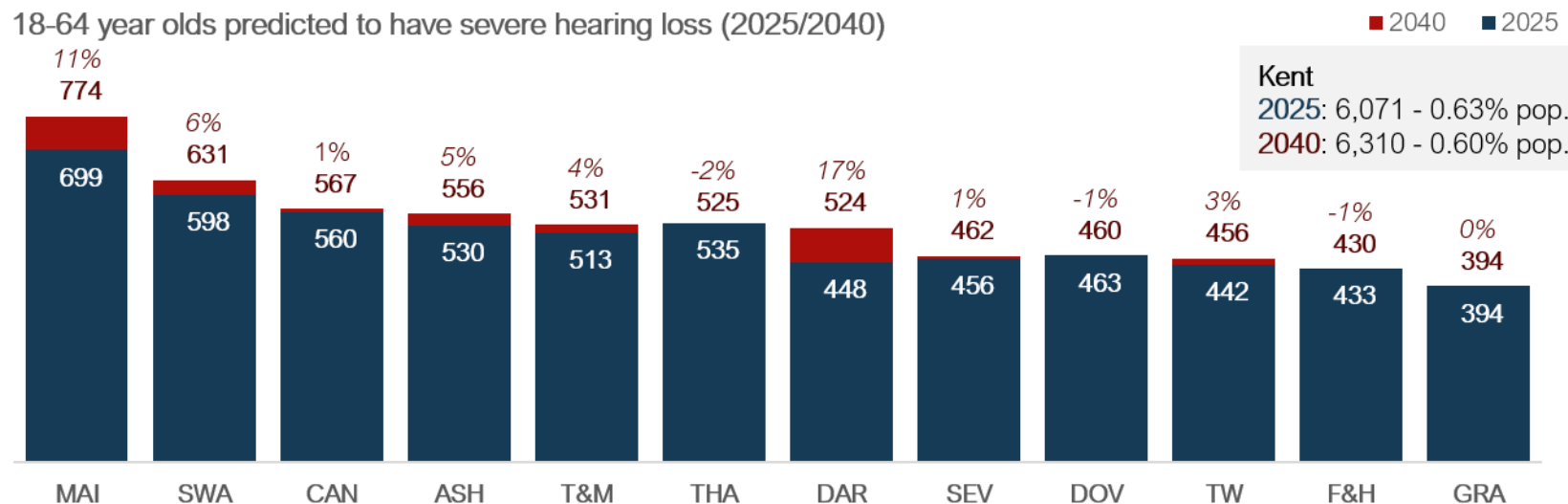
Sensory Impairment – Hearing Impairment

People accessing Wellbeing Services in the Community for adults with sensory impairments

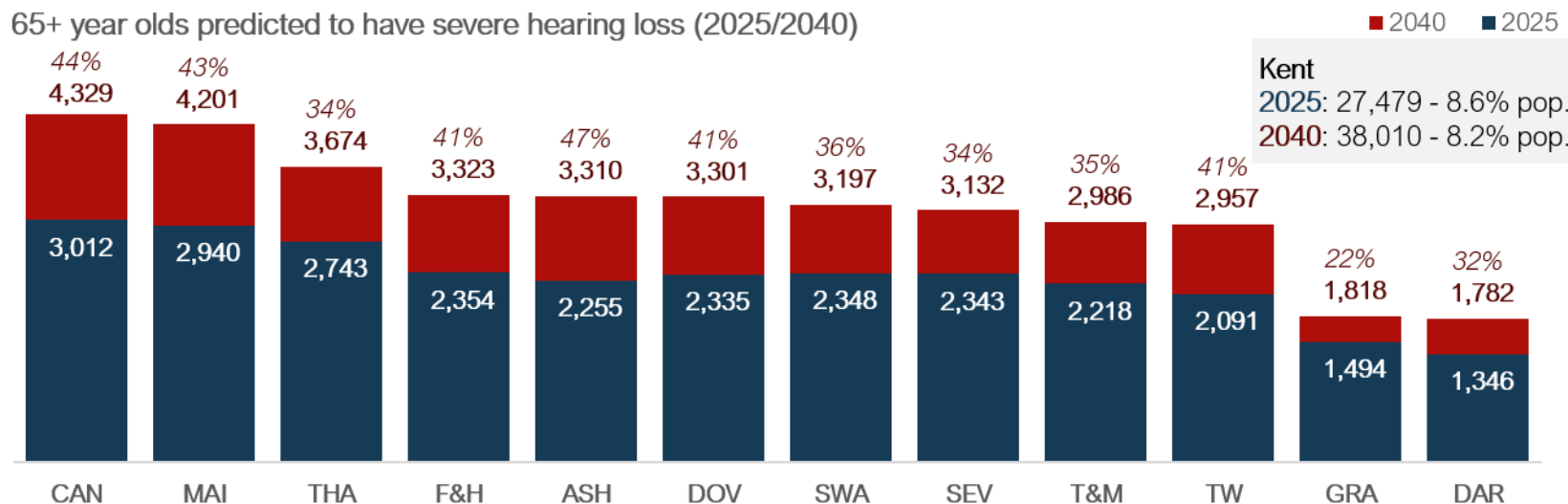


The number of 18-64 year olds in Kent with severe hearing loss is projected to increase by 4% by 2040. While the number of people aged 65 and over is projected to increase by 38%, ranging from 22% in Gravesham to 47% in Ashford.

18-64 year olds predicted to have severe hearing loss (2025/2040)



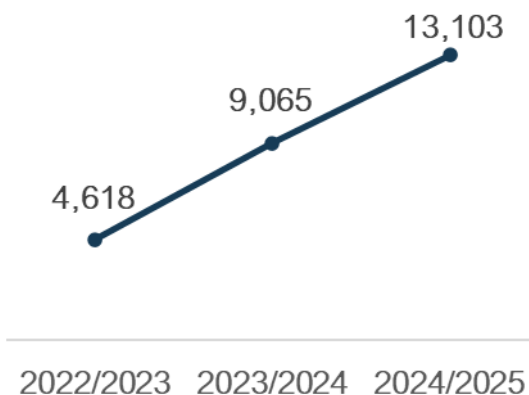
65+ year olds predicted to have severe hearing loss (2025/2040)



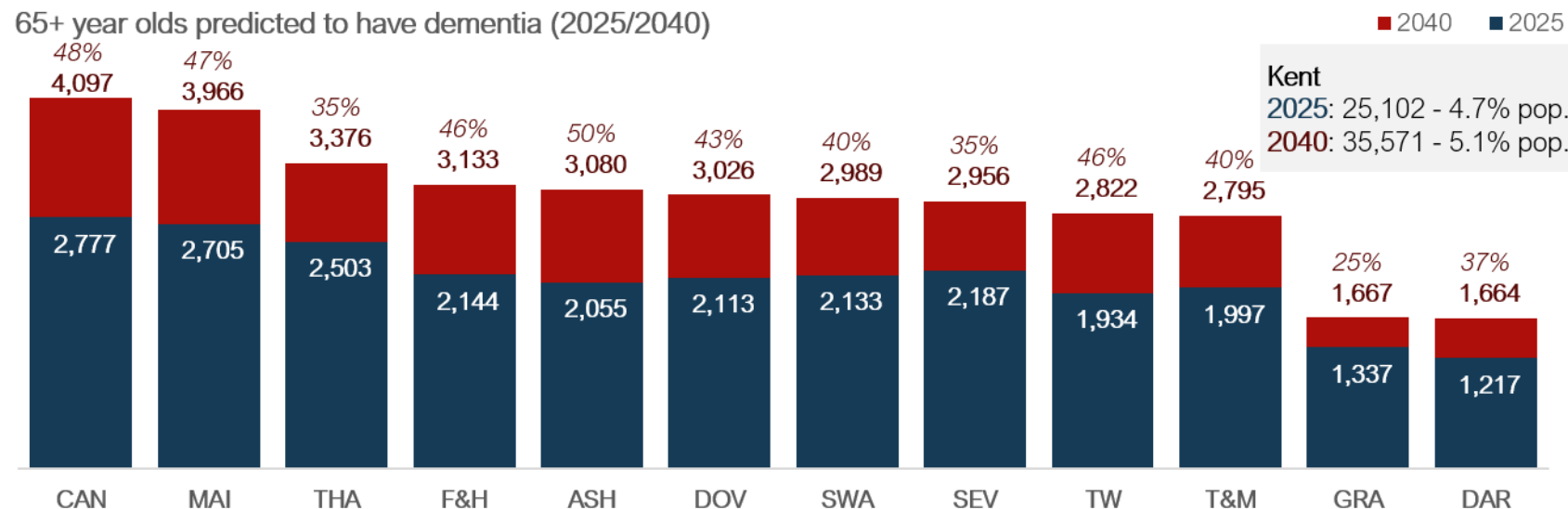
Dementia - Demand

Dementia

People accessing Wellbeing Services in the Community for people with dementia & their families



65+ year olds predicted to have dementia (2025/2040)



The number of people in Kent aged 65 years old and over with dementia is projected to increase by 42% by 2040, with projected increases ranging from 25% in Gravesham to 50% in Ashford. The proportion of the 65+ population living with dementia is also projected to increase.

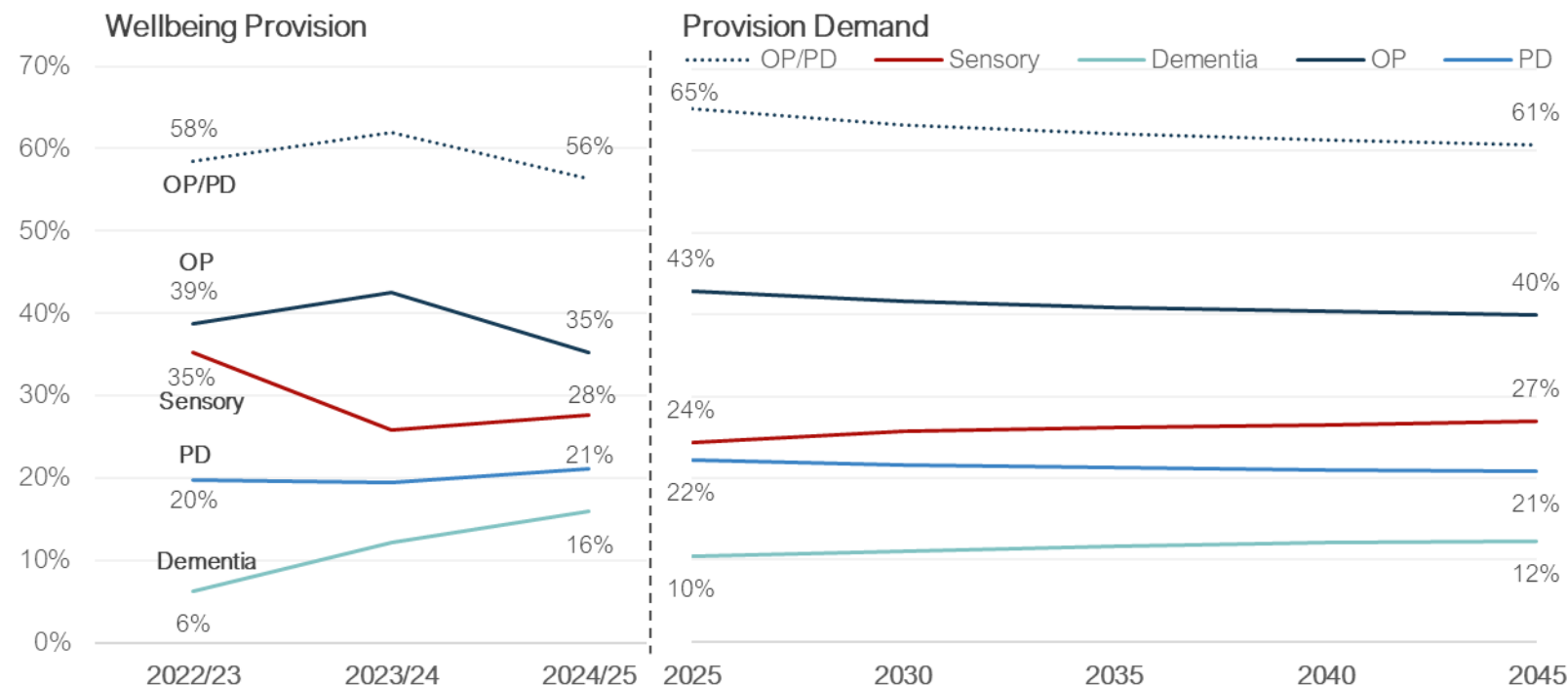
Service Distribution - Demand

Service Distribution

The chart shows the distribution of Wellbeing service users by provision type from 2022-25, alongside projected population demand by key need types for 2025-45.

The current distribution of Wellbeing services broadly aligns with projected future demand. While dementia services have seen a significant increase over the past three years, this trend is not expected to continue based on future demand projections.

OP and PD had been combined due to comparable levels of need and potential overlaps in service provision, making separate projections challenging with the available data. However, for further modelling, the combined OP/PD category has been split using the historical ratio observed within Wellbeing Provision. Over the past three years, this ratio has averaged 66:34 between OP and PD.



Wellbeing Provision includes:
 OP/PD – Community and Community Navigation for older people & Physical Disability

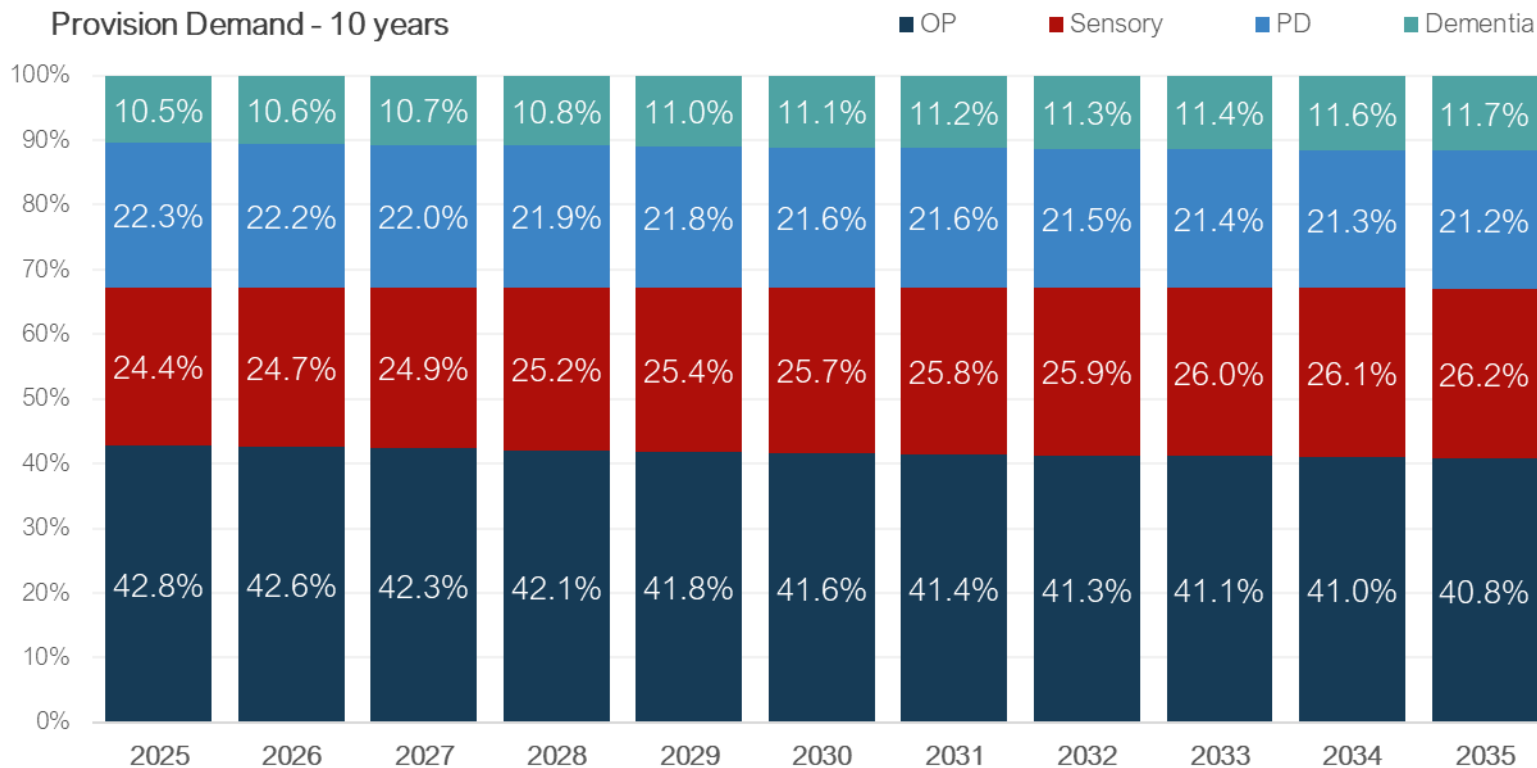
Provision demand needs includes:
 OP/PD – 65+ predicted to have slight limitations with day-to-day activities & 18-64 predicted to have impaired mobility in Kent. Split using the Wellbeing provision ratio.
 Sensory – 65+ predicted with severe visual impairment & 65+ predicted with severe hearing loss in Kent
 Dementia – 65+ predicted to have dementia in Kent.

Service Distribution – 10 years

Taking the provision demand from the previous page, this chart shows the annual distribution of demand over the next ten years.

Demand data was only available in five-year periods. To produce annual figures, each five-year total has been evenly spread across the five years, assuming a straight-line trend.

OP and PD have been estimated by applying the 66:34 ratio to the combined OP/OD provision data.



Provision demand needs includes:

OP/PD – 65+ predicted to have slight limitations with day-to-day activities & 18-64 predicted to have impaired mobility in Kent. Split using the Wellbeing provision ratio.

Sensory – 65+ predicted with severe visual impairment & 65+ predicted with severe hearing loss in Kent

Dementia – 65+ predicted to have dementia in Kent.

Socio-economic Profiling - Acorn

Acorn Key Household Types

Acorn is a targeting tool that combines geographic, demographic and lifestyle information to classify neighbourhoods and the people who live in them. It brings together data from public and private sources – such as Census, consumer, property and administrative datasets – to create detailed population segments. Household Acorn classifies all UK households into one of five categories and 57 types (plus a non-residential category) based on these characteristics.

Using the index of key characteristics, three household types were identified as potentially benefitting from the 55 plus Wellbeing Services.

The following pages provide a summary of these three household types, along with a heat map showing their distribution across the county.

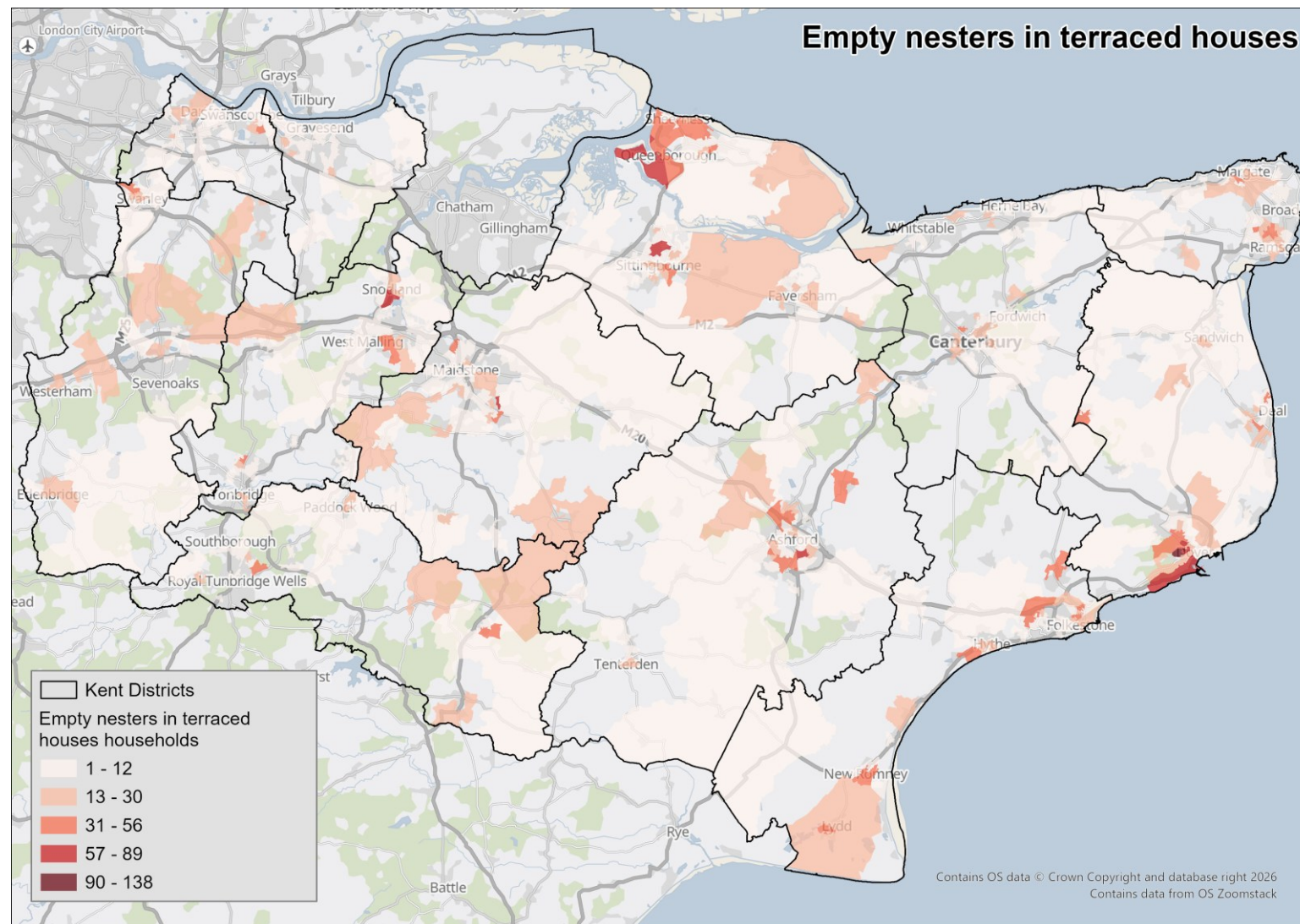
Characteristic	Kent Households	Empty Nesters in terraced houses	Socially renting empty nesters in semi-detached properties	Empty Nester social renters in flats
Residents over the age of 55	39%	98%	93%	68%
Don't have access to gardens	12%	6%	5%	35%
Are single households	18%	30%	33%	46%
Annual income below £20,000	18%	35%	32%	47%
Finding life difficult	7%	9%	11%	17%
Dissatisfied with their life	6%	11%	11%	14%
Dissatisfied with their health	11%	21%	22%	20%
Members of a social group	10%	17%	16%	14%
Households in Kent		6,735	4,070	14,601

Empty Nesters – Terraced houses

Empty Nesters in Terraced Houses



- 98% are over the age of 55
- 30% live **alone**
- 35% have an annual **income below** £20,000
- 9% are **finding life difficult**
- 11% are **dissatisfied** with their **life**
- 21% are **dissatisfied** with their **health**
- 17% are members of a **social group**

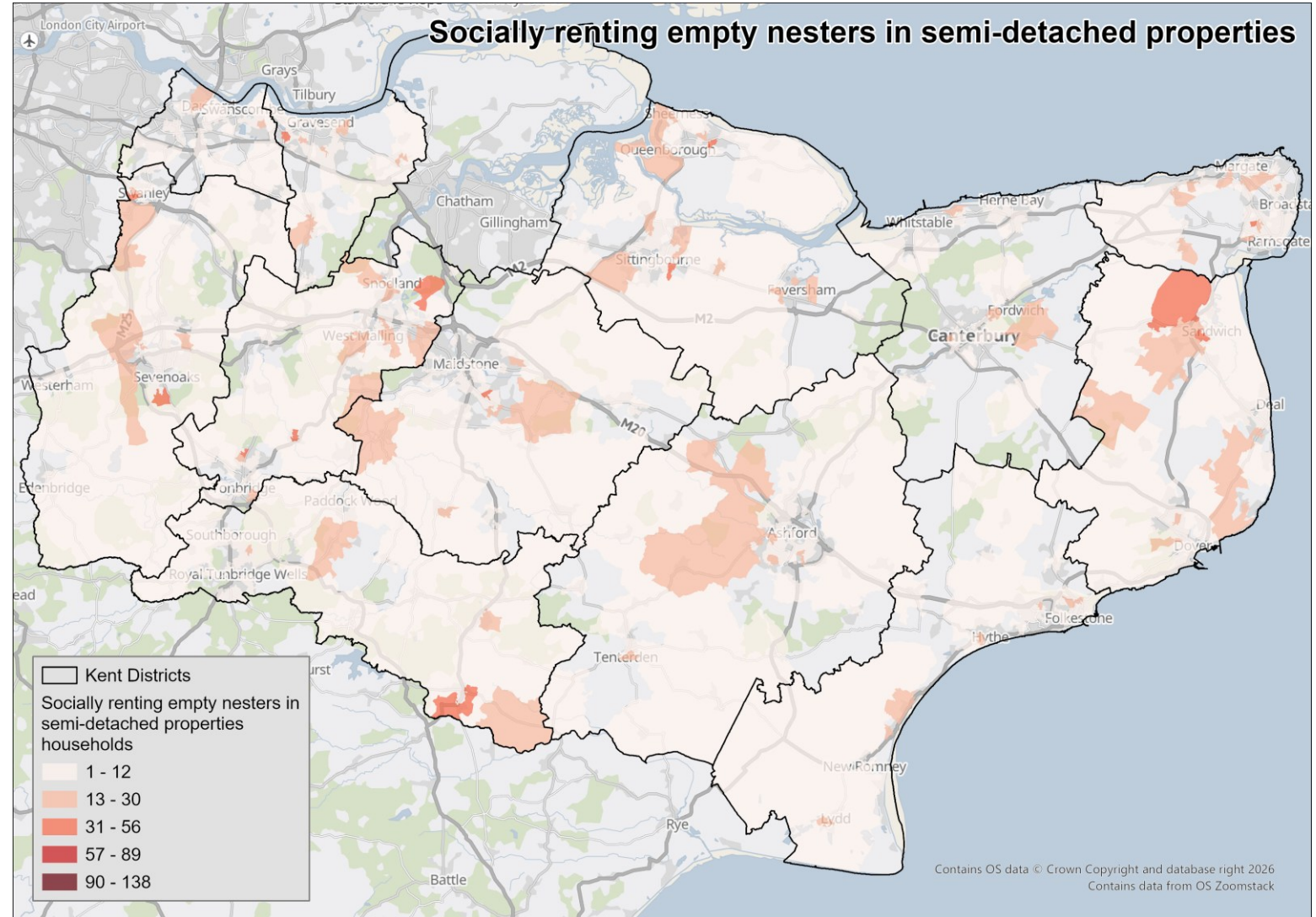


Empty Nesters – Social rented semi-detached properties

Socially renting empty nesters in semi-detached properties

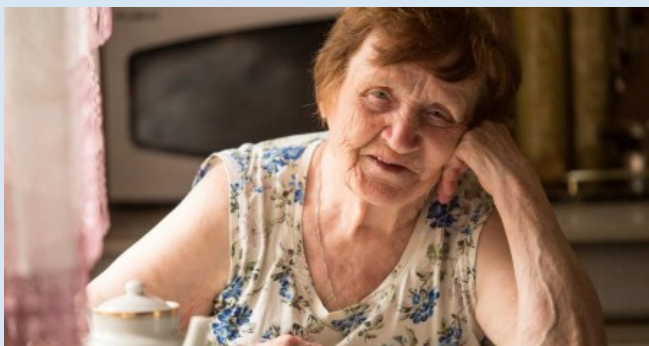


- 93% are over the age of 55
- 33% live **alone**
- 32% have an annual **income below** £20,000
- 11% are **finding life difficult**
- 11% are **dissatisfied** with their **life**
- 22% are **dissatisfied** with their **health**
- 16% are members of a **social group**

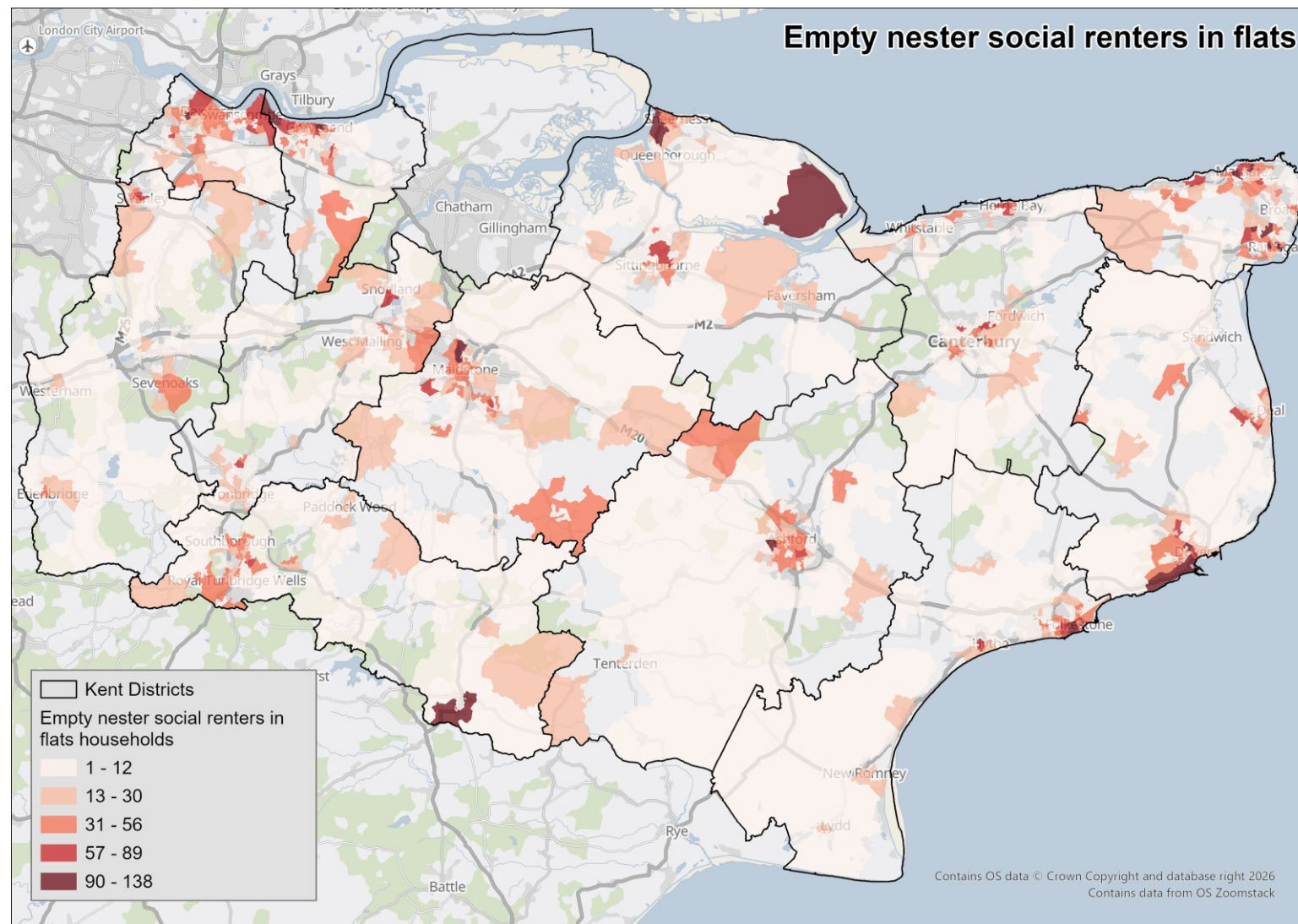


Empty Nesters – Social rented flats

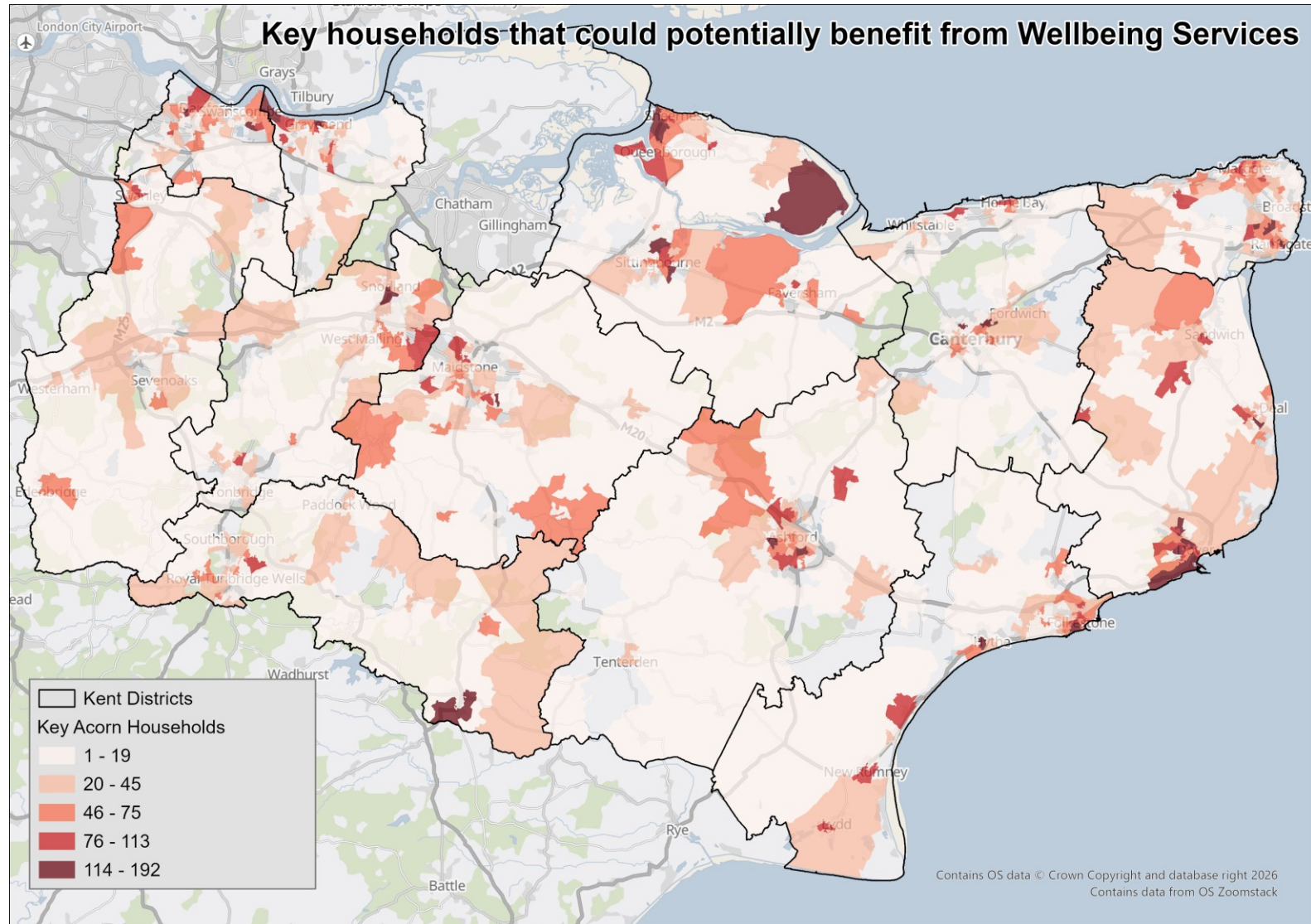
Empty Nester social renters in flats



- 68% are over the age of 55
- 35% **don't** have **access to gardens**
- 46% live **alone**
- 47% have an annual **income below** £20,000
- 17% are **finding life difficult**
- 14% are **dissatisfied** with their **life**
- 20% are **dissatisfied** with their **health**



Key Households Based On Socio-Economic Profiling (Acorn)



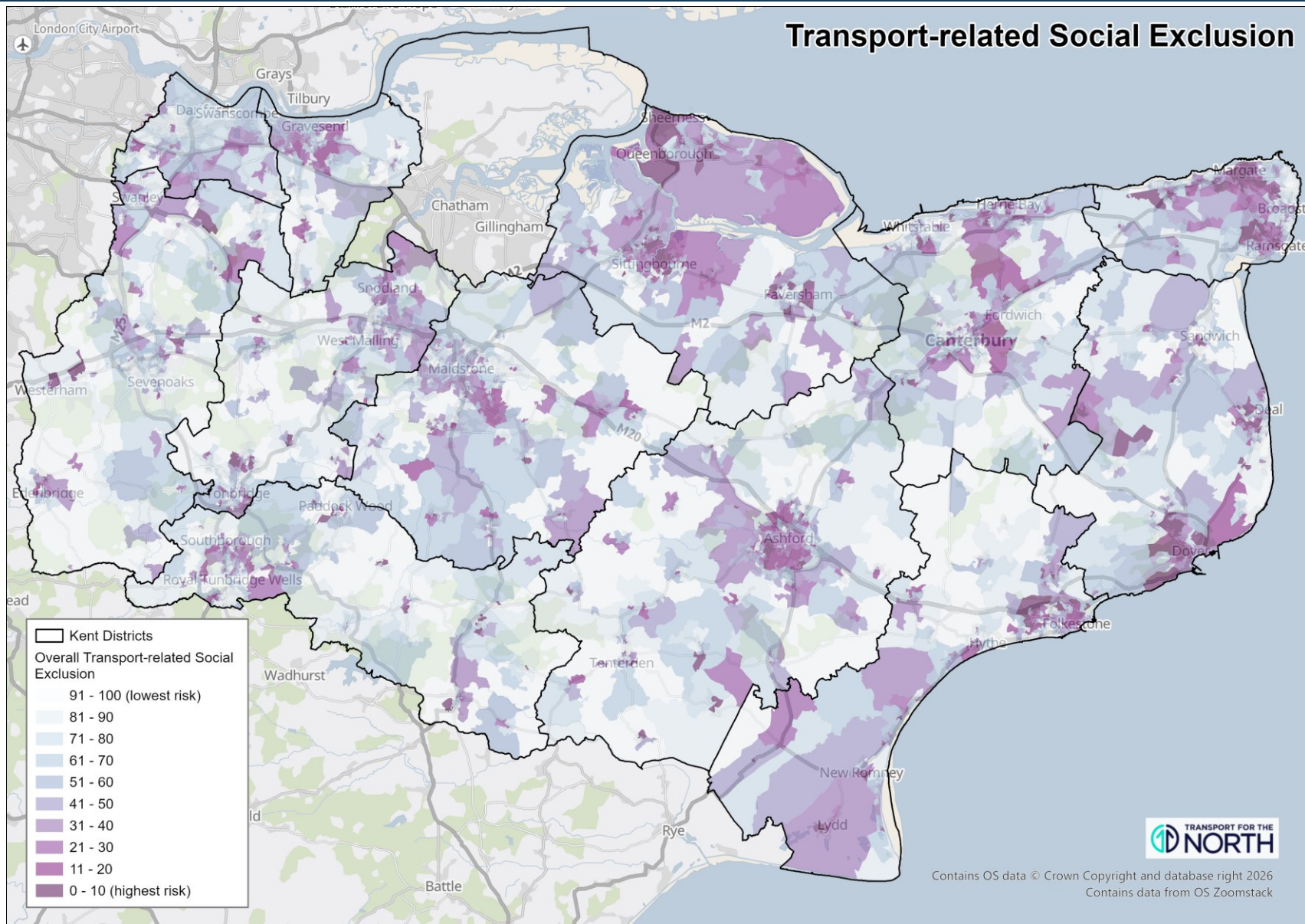
Transport-Related Social Exclusion

Transport-Related Social Exclusion

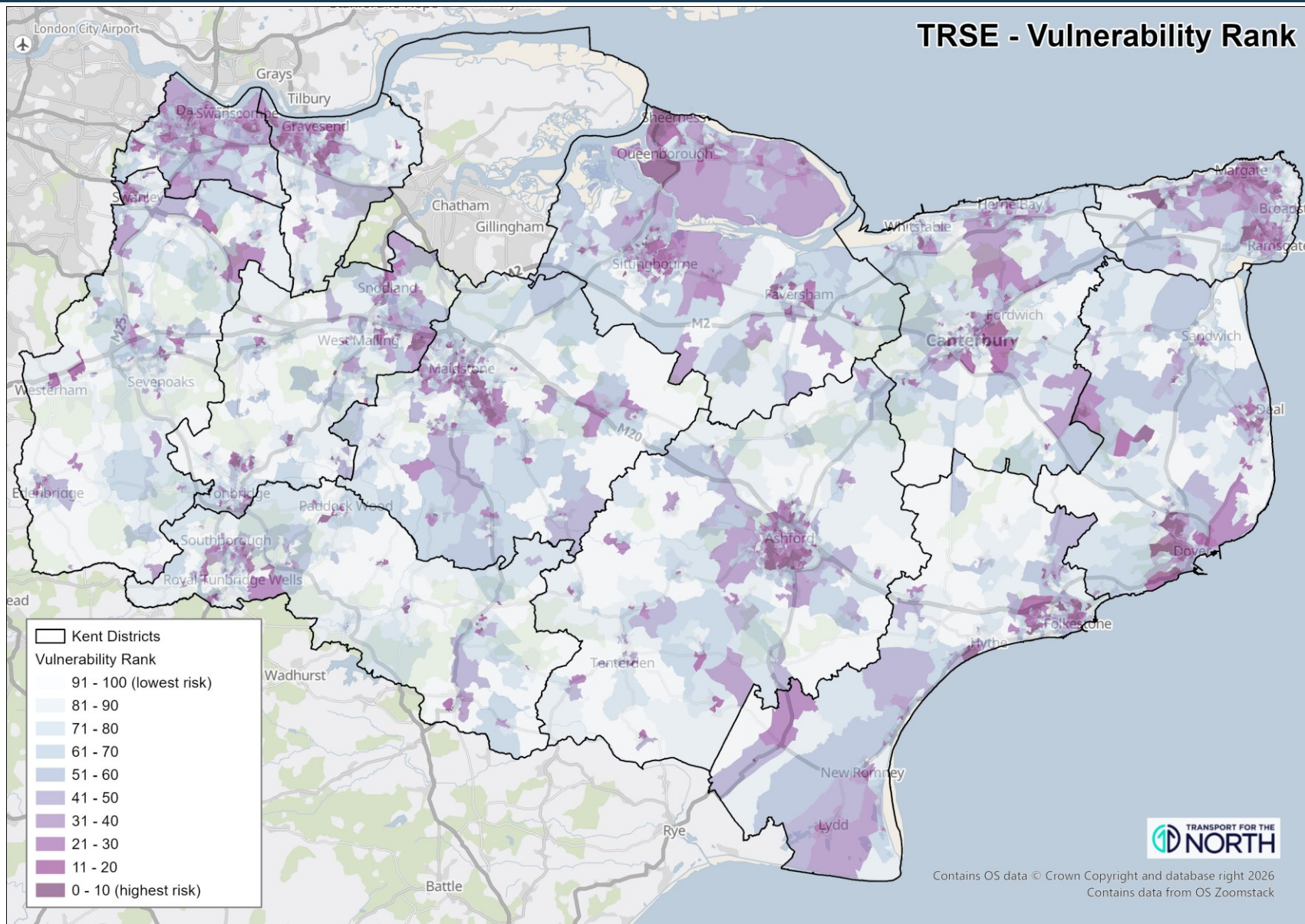
Transport for the North developed the [Transport-Related Social Exclusion](#) (TRSE) tool to provide an evidence-based understanding of how transport access and population vulnerability shape social exclusion across England. The tool brings together detailed accessibility modelling — measuring journey times to key destinations such as work, education, health services and town centres — with socio-economic indicators including poverty, disability, health and caring responsibilities. This combined approach highlights the extent to which transport limitations affect people's ability to participate fully in daily life.

For this analysis, the elements of the TRSE dataset most relevant to Kent have been extracted and presented as maps. The TRSE tool ranks every Output Area (OA) in Kent from 1 to 100, based on how each area compares with others in the county. A low score (close to 1) indicates a high risk of transport-related social exclusion, while a high score (close to 100) indicates a lower risk. The maps visualise these relative risks across Kent.

Transport-related Social Exclusion Risk



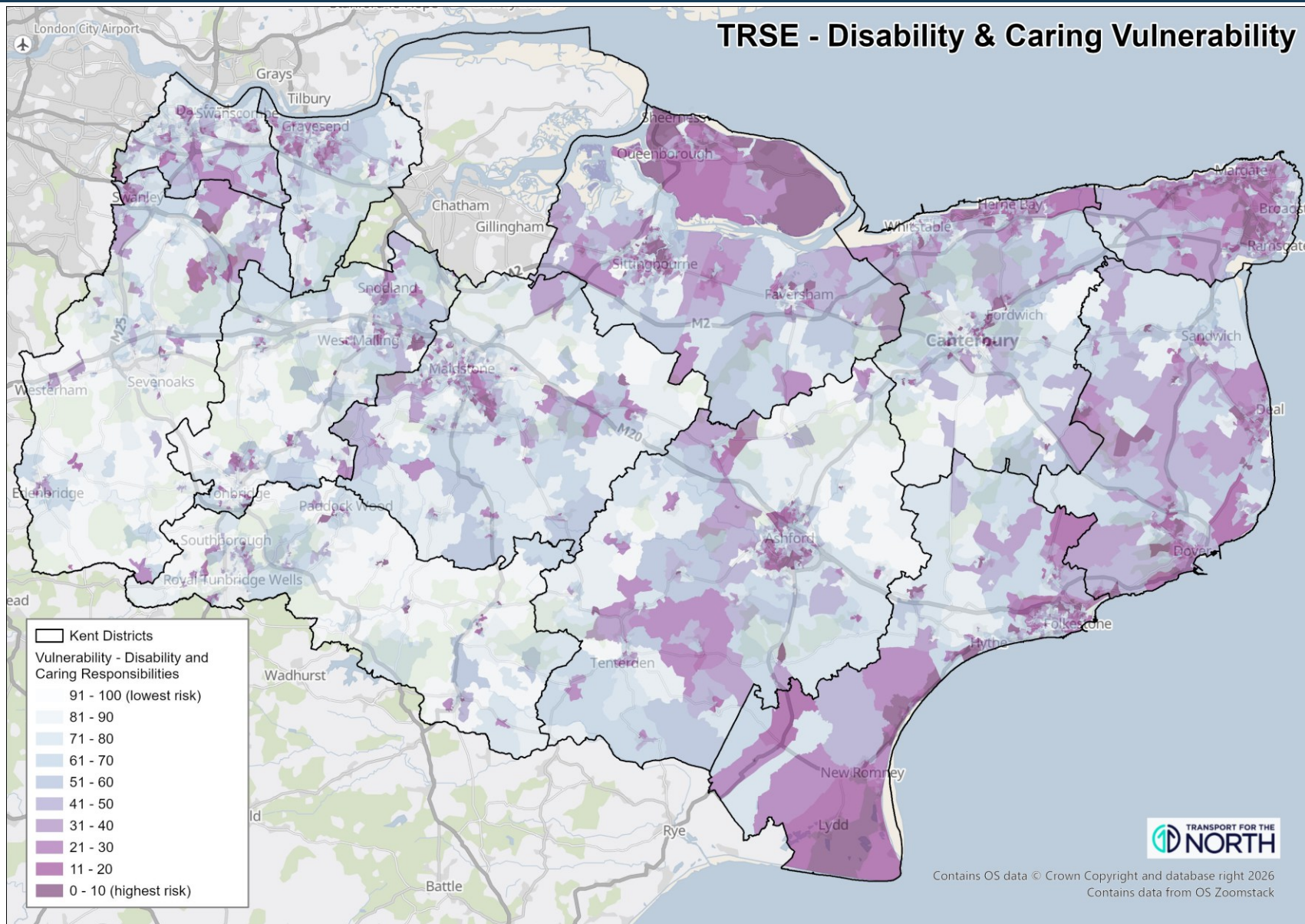
TRSE – Vulnerability Rank



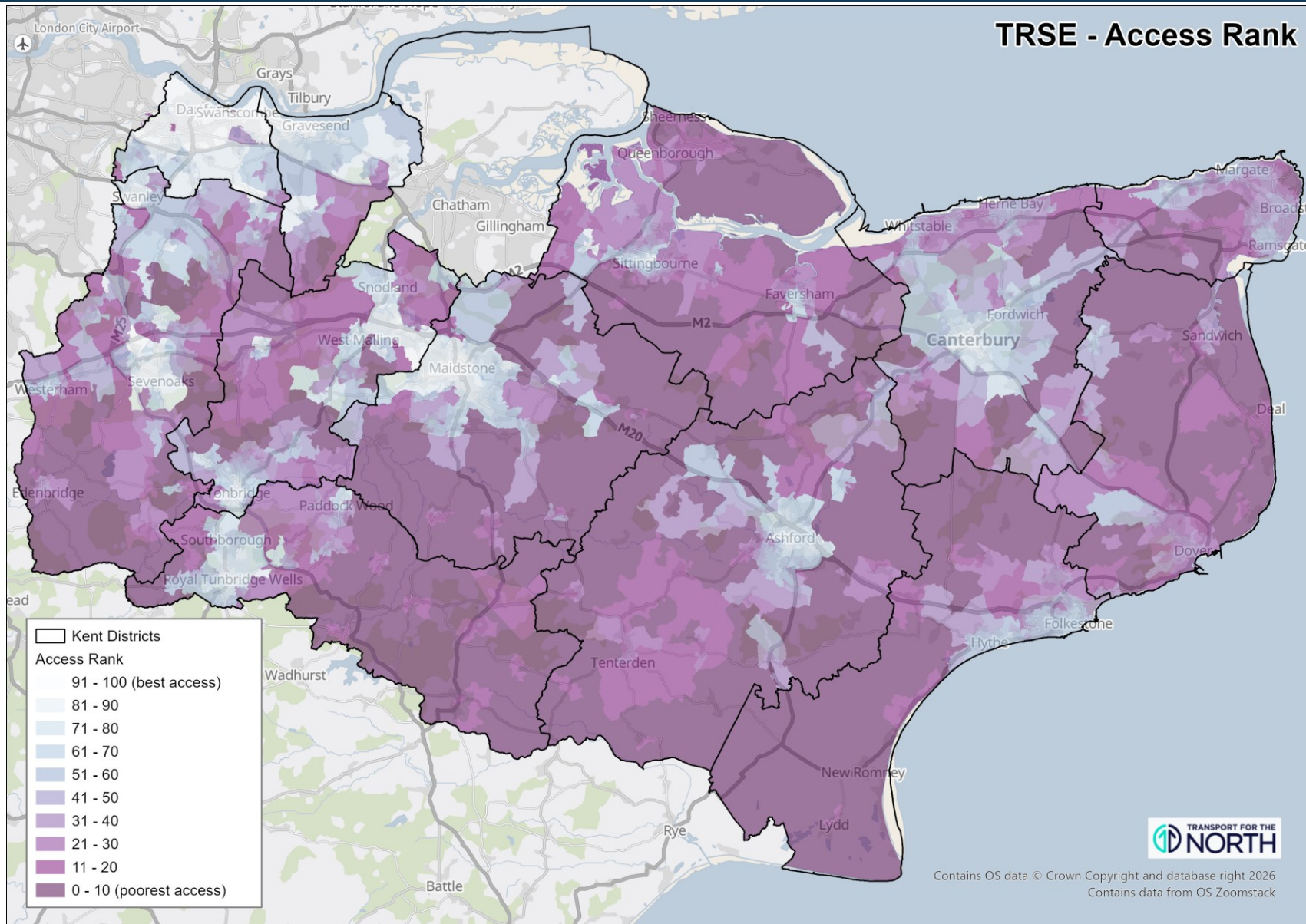
Vulnerability Rank includes:

- Disability & caring
- Childcare / young people
- Low income / poverty

TRSE – Disability & Caring Vulnerability



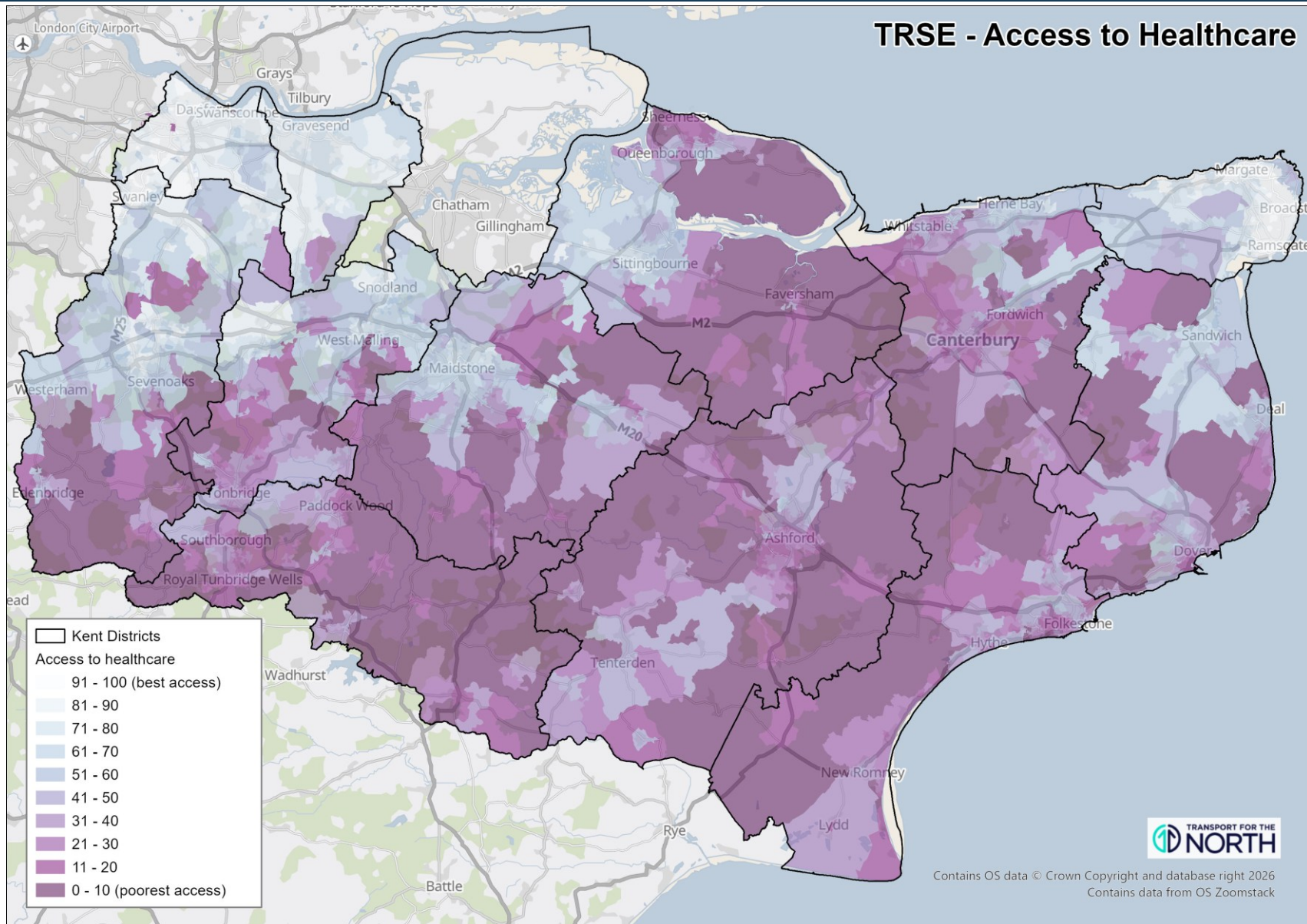
TRSE – Access Rank



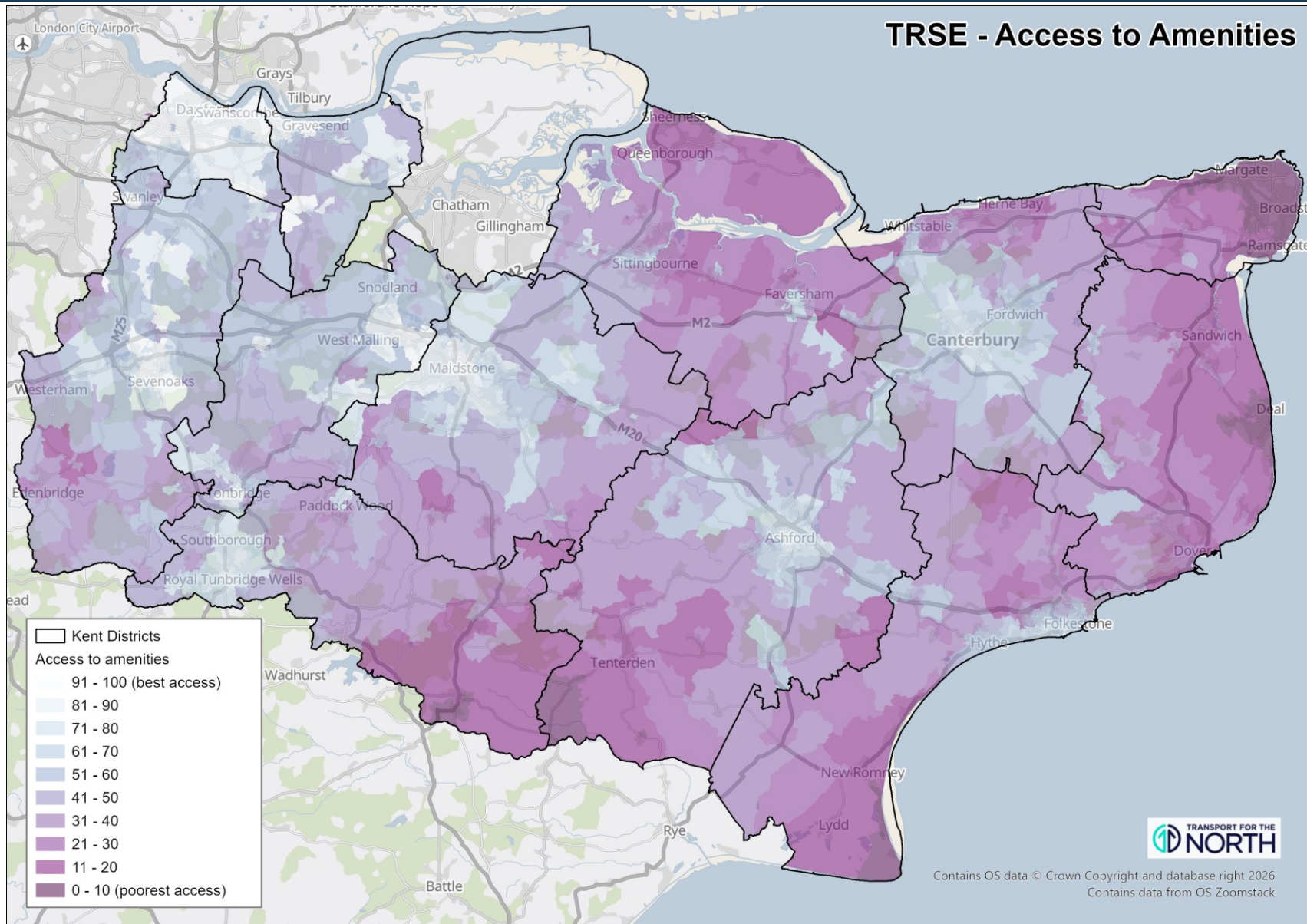
Access Rank includes:

- Work
- Education
- Health
- Amenities

TRSE – Access to Healthcare



TRSE – Access to Amenities



Further Information

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