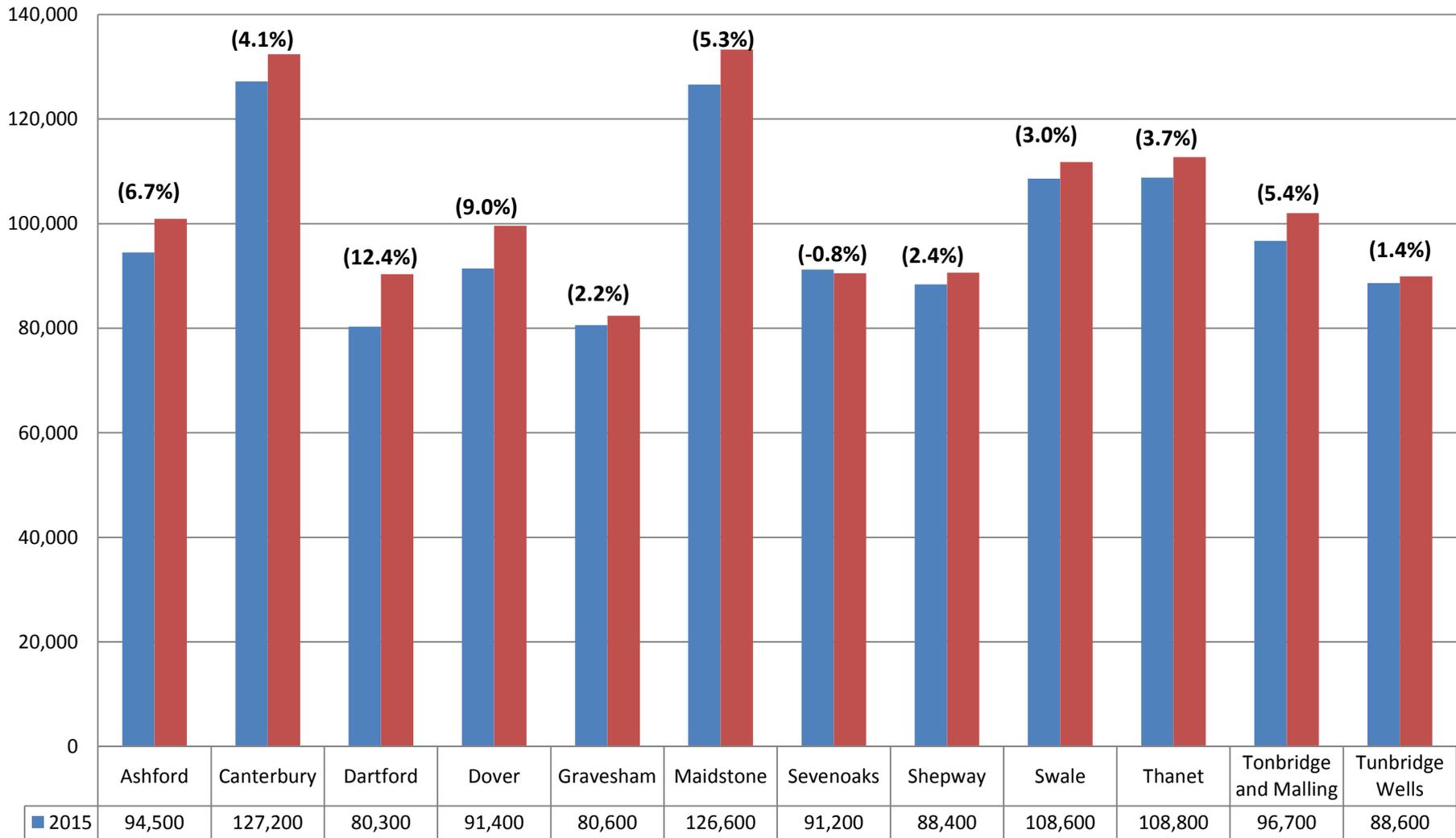


Our Population - The Kent Context

Social Care, Health and Wellbeing – Community Support Market Position Statement

Predicted Adult Population (18+) Change by District 2015-2020 (Percentage Change)



The adult population in Kent (18+) is likely to increase by 5.6%, between 2015 and 2020 (KCC, Business Intelligence).

Population changes will play a huge part in shaping the future of adult social care, both nationally and locally. There will be significant growth in the numbers of people aged over 65 and 85 and an increased prevalence of people living with dementia. Earlier diagnosis and better treatment will mean that people will live longer with long-term conditions and people with a learning disability will also live longer.

People's expectations for older life and their experience of services are changing. People reaching older age in the next 10 or 20 years will be used to having greater choice and control over the services they use and will expect more from their local authority and from care providers. Taken together, this will mean increased demand for care and support and require growth in local markets of personalised services that respond to people's changing needs and aspirations.

Deprivation and Poverty in Kent

On the national Index of Multiple Deprivation 2015, Kent is ranked at 100th out of 152 Counties and Unitary Authorities in England. This places Kent within the least deprived 50% of all counties and unitary authorities in England. Within Kent, Thanet continues to rank as the most deprived district, while Tunbridge Wells ranks as the least deprived district. Ashford and Swale have experienced the largest increase in deprivation relative to other areas (KCC Business Intelligence). There are pockets of very high deprivation across the county with 117 Lower Super Output Areas (LSOAs) being in the top ten most deprived nationally and 298 LSOAs in the top ten most deprived in the South East. There are 1,047 LSOAs in Kent.

'Relative poverty commonly defined as living on less than 60% of the national median income has been demonstrated to relate to poor health and risk of premature death, arguably through the psycho-social stress of low socio-economic status and poorer quality of social relations' (Kent and Medway Public Health Observatory). In Kent, 19.5% of households are estimated to be in poverty which is below the national average. This equates to approximately 114,000 households in poverty. The estimates have shown that for Kent as a whole, the average level of household poverty is not amongst the worst in the country with the KCC area ranking 102nd out of 152 (bottom third) of county and unitary authorities in England. However, within Kent there are areas with high proportions of households in poverty located alongside areas with relatively low proportions of household poverty (KCC, Business Intelligence).