

# Adult Social Care Accommodation: District Profile for Swale

February 2026

# Summary

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## Areas where adult social care accommodation provision is strong

Working age adult residential care is good in Sheppey.

Older people's residential care is good in parts of Sheppey and Sittingbourne.

## Areas where further provision is needed

Provision of older people's residential care is limited in Faversham.

The availability of nursing care is poor across most of Swale.

Provision of supported living services are insufficient across the majority of the borough.

There is a shortfall in extra care housing, particularly in Sheppey and Faversham.

## Conclusion

Overall, Swale presents a mixed picture of accommodation-based care provision, with some localised strengths but significant gaps across multiple service areas. Working-age adult residential care is well established in parts of the borough, particularly in Sheppey, and older people's residential care is strong in areas such as Sittingbourne and parts of Sheppey. These areas provide a solid foundation of provision.

However, this is not consistent across the borough. Older people's residential care remains limited in Faversham, and there are widespread shortfalls in nursing care provision across Swale. Supported living services are insufficient across much of the borough, and extra care housing is also limited, particularly in Sheppey and Faversham. These gaps highlight an imbalance in the availability of care options and access across different localities.

Looking ahead, population growth—particularly among older age groups—will increase demand for accommodation-based care, alongside rising numbers of working-age adults with complex needs. This will place additional pressure on already constrained services, particularly where provision is currently limited.

Future provision should therefore prioritise addressing these gaps, with a focus on expanding nursing care, supported living, and extra care housing across the borough, particularly in underserved areas such as Faversham and Sheppey. Strengthening provision in these areas will be essential to ensure more equitable access and to support the development of a balanced and sustainable care market.

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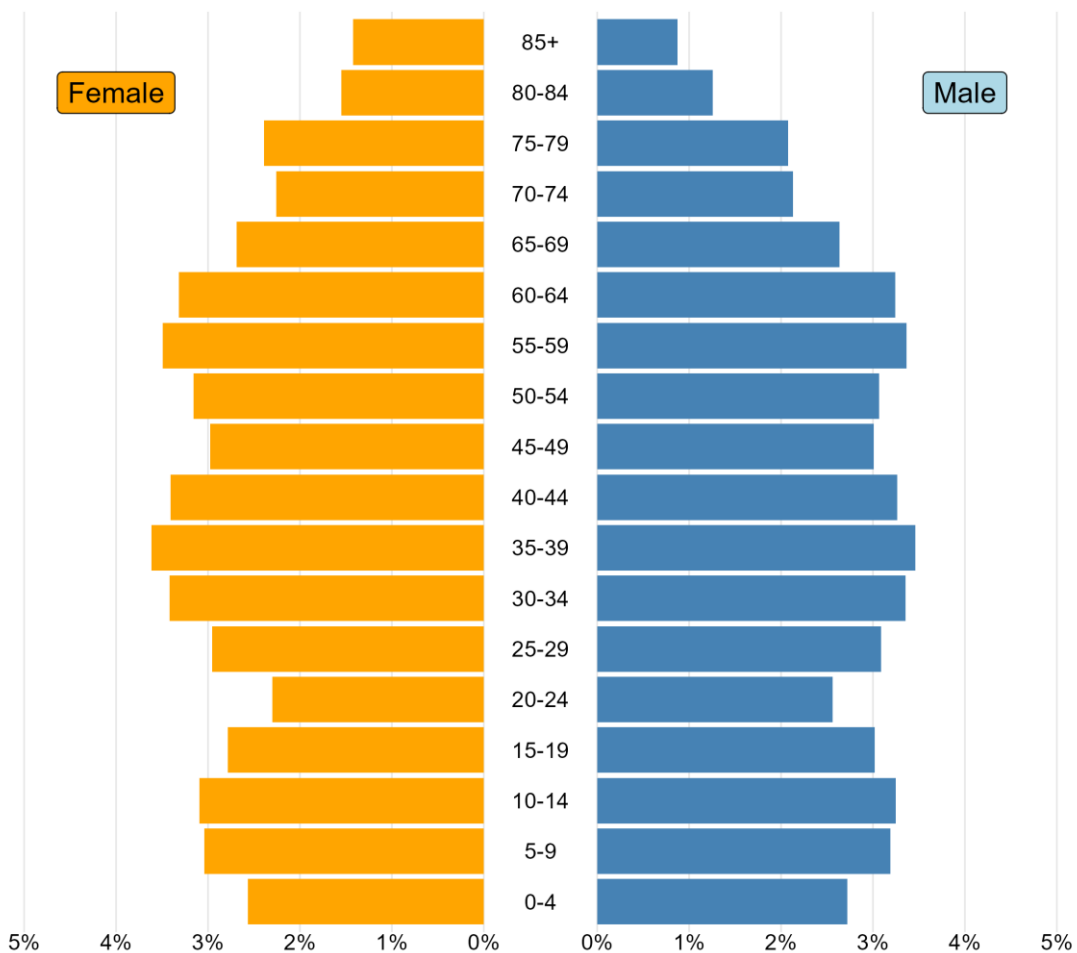
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# 1 About the area

## 1.1 Population and projections

Swale has a similar number of men and women overall. However, there are more women in the older age groups. The graph below shows the population by age and by sex.

Population pyramid for Swale by age and sex  
Total estimated population for Swale in 2025 is 159,700



ONS subnational projections for England: 2022 based - Migration category variant (released June 2025)

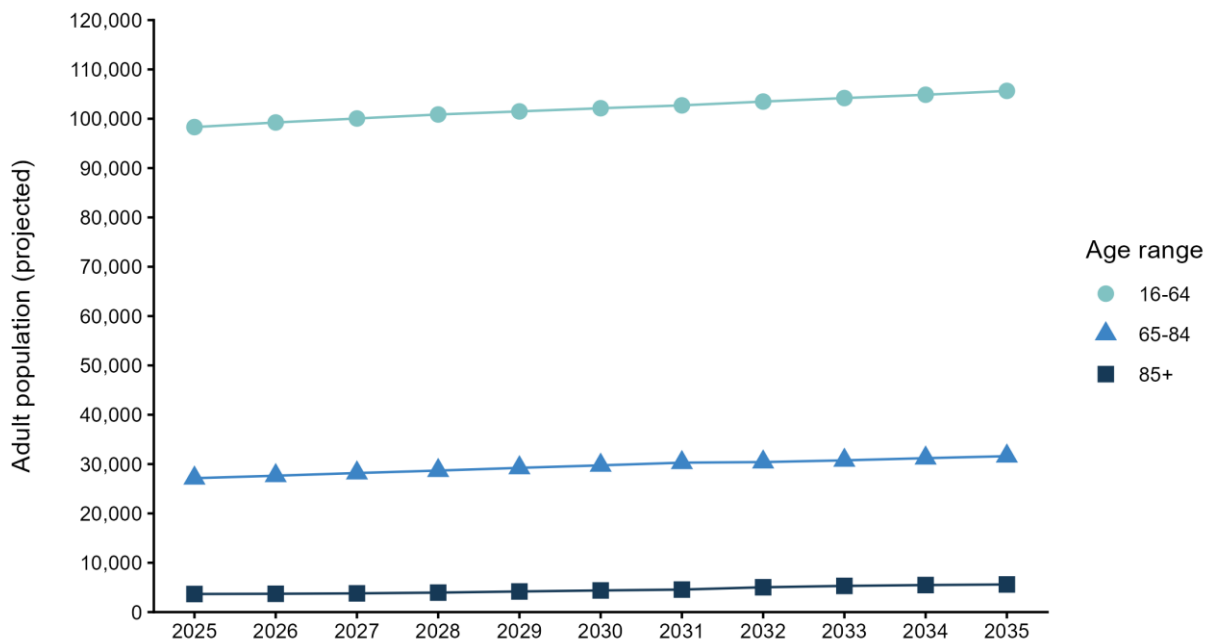
Swale's adult population is expected to grow from 129,000 in 2025 to 143,000 by 2035.

All adult age groups are expected to grow. However, the number of adults aged over 65 is projected to increase at a higher rate than the number of adults aged 16 to 64.

The graph below shows how the adult population of the borough will change between 2025 and 2035, by age group.

### Adult population projection by age group to 2035 for Swale

Adult population in Swale is projected to increase from 129,000 to 143,000 by 2035.



ONS subnational projections for England: 2022 based - Migration category variant (released June 2025)

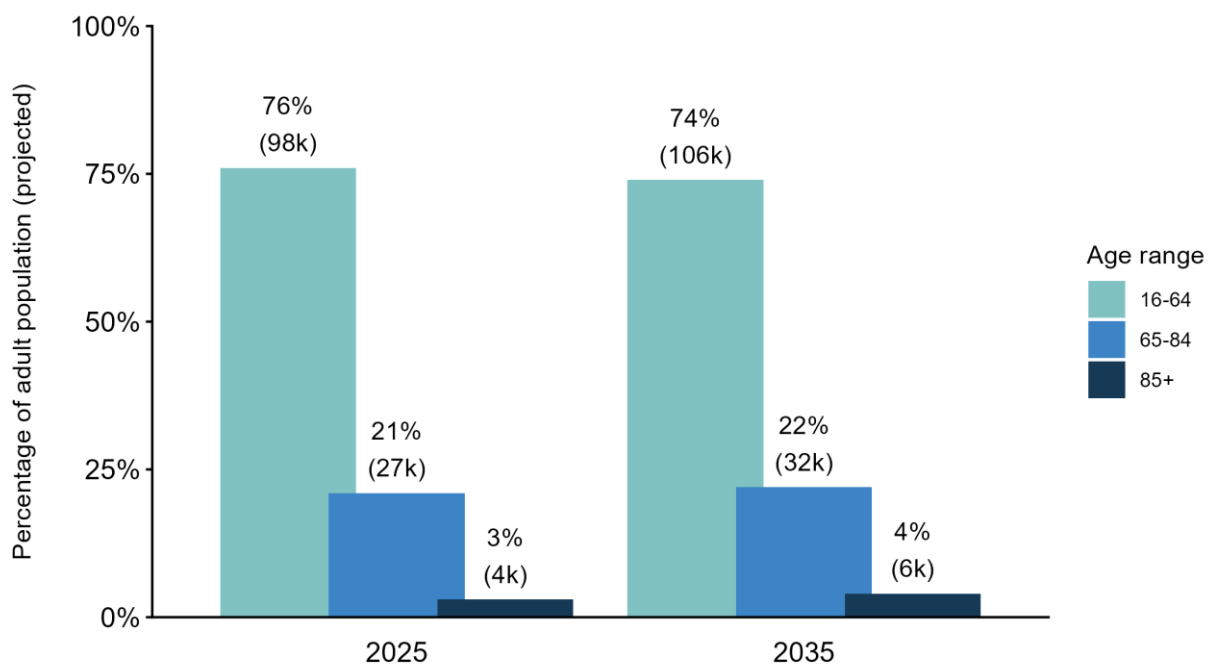
In 2025, about 24 out of every 100 adults in Swale are over 65. By 2035, this is expected to rise to 26 out of every 100 adults.

This is because the number of people aged over 65 is projected to grow by 23%, whilst the number of working age adults is projected to grow by 8%.

The graph below shows the proportion of the adult population that falls into each age group and the projected number of people in each age group.

### Projected adult population comparison 2025 and 2035 for Swale

Adult population in Swale is projected to increase from 129,000 to 143,000 by 2035.



ONS subnational projections for England: 2022 based - Migration category variant (released June 2025)

There is expected to be an increase in the number of working age adults with mental health needs (4.3% increase), physical disabilities (0.5% increase) and learning disabilities (6.7% increase) in Swale by 2035.

These predictions are based on PANSI (Projecting Adult Needs and Service Information) projections from the Institute of Public Care.



The number of working age adults with a mental health disorder in Swale is projected to **increase by 4.3% from 29,895 in 2025 to 31,176 in 2035.**

*Based on 'Adult Psychiatric Morbidity Survey: Survey of Mental Health and Wellbeing, England, 2014' NHS Digital (2016)*



The number of working age adults with impaired mobility in Swale is projected to **increase by 0.5% from 5,344 in 2025 to 5,373 in 2035.**

*Based on 'Life Opportunities Survey', Office for Disability Issues (2011)*



The number of working age adults with learning disabilities in Swale is projected to **increase by 6.7% from 134 in 2025 to 143 in 2035.**

*Based on 'Estimating Future Need/Demand for Supports for Adults with Learning Disabilities in England', Institute for Health Research (2004)*

*Source: PANSI projections for working age population aged 16 to 64*

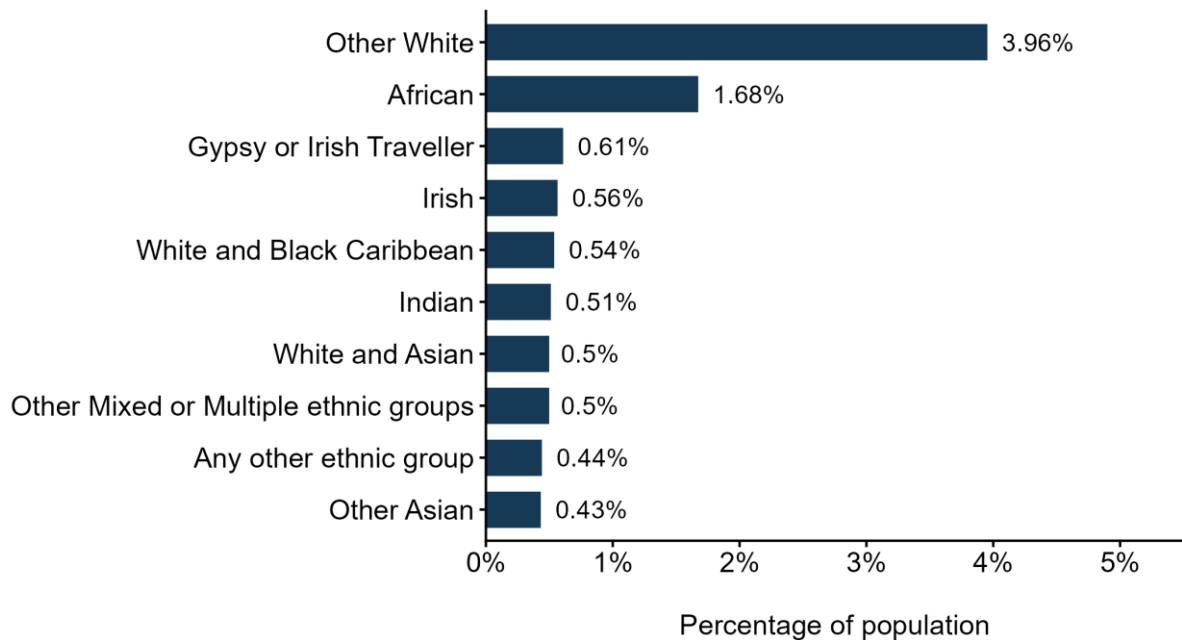
## 1.2 Ethnicity

The most common ethnicity in Swale is White British. The next largest groups are Other White groups, and African.

The graph below shows the top 10 ethnic groups in the borough that are not White British, and the share of the population they make up.

### Top 10 census ethnicities in Swale excluding White British

88.6% of people in Swale are white British (English, Welsh, Scottish, Northern Irish or British)



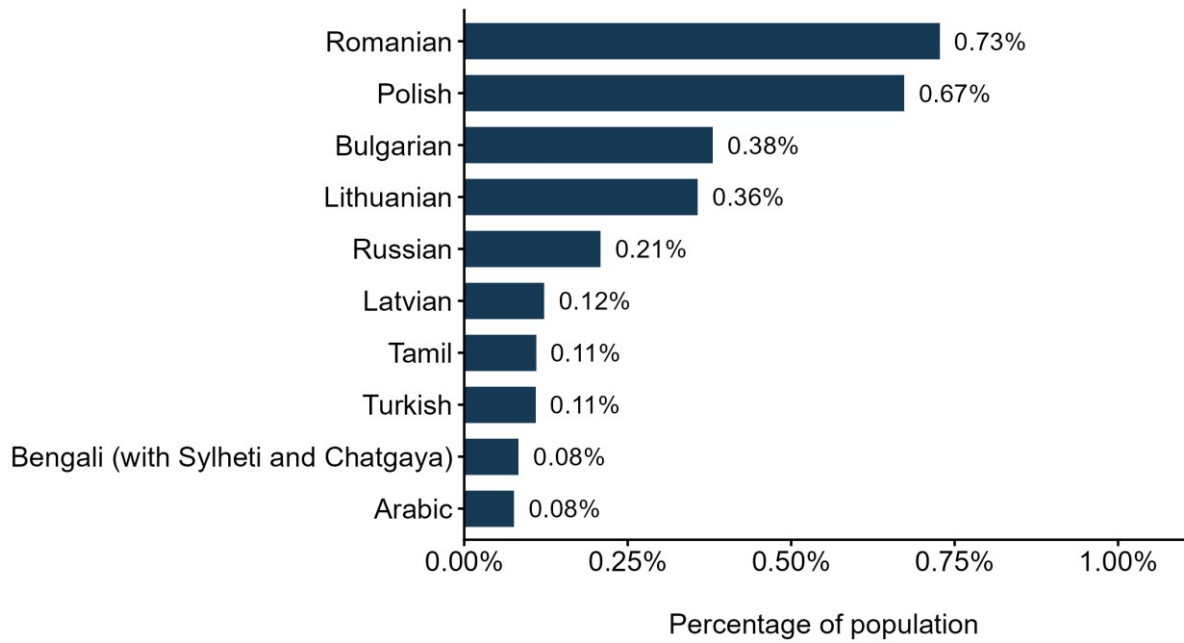
*Ethnic group, England and Wales: Census 2021 (released November 2022)*

The most common language spoken as a first language is English. The next most common languages are Romanian and Polish.

The graph below shows the top 10 first languages spoken in the borough that are not English, and the share of the population who speak them.

### Top 10 first languages spoken in Swale excluding English

96.2% of people in Swale put English as their first or preferred language



*Language, England and Wales: Census 2021 (released November 2022)*

## 1.3 Deprivation

Lower Super Output Areas (LSOAs) are geographical areas created by the Office of National Statistics and usually contain a resident population of between 1000 and 3000 people<sup>1</sup>.

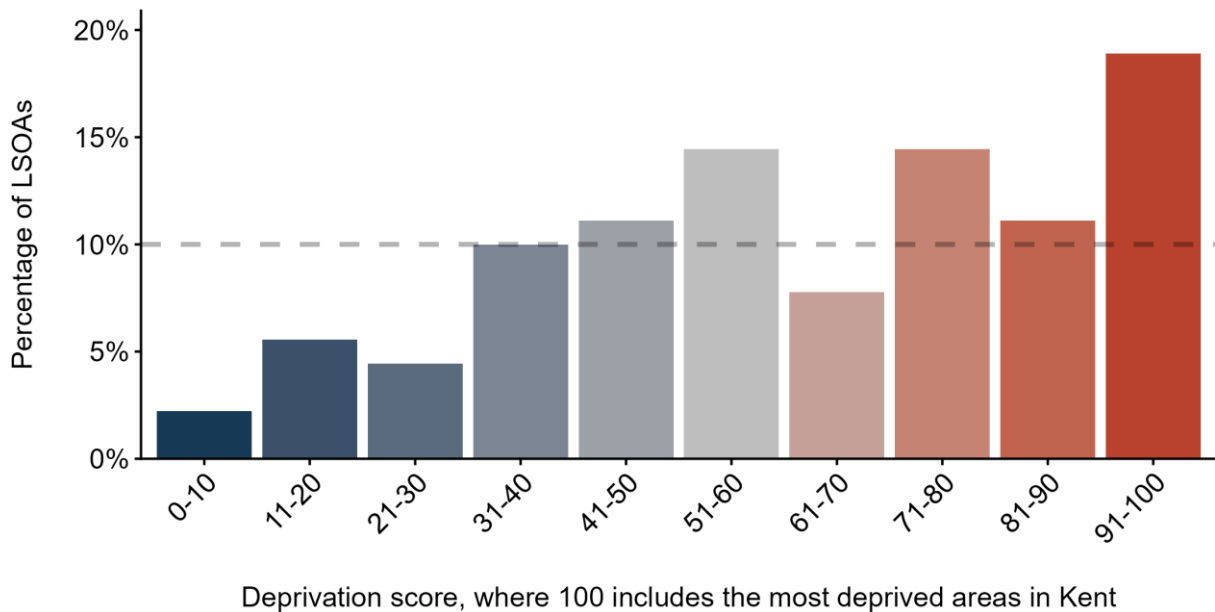
The graph below shows the distribution of LSOAs in Swale compared to the whole of Kent. This is broken down into deprivation scores. A higher score indicates that an area is more deprived. A score of 90-100 would mean these LSOAs are more deprived than 90% of all LSOAs in Kent.

44% of LSOAs in Swale are in the top 30% most deprived LSOAs in Kent. If deprivation was split evenly across the county then 10% of LSOAs would fall into each of the score groups.

A large percentage of areas in Swale are considered highly deprived compared to the Kent average.

### Lower Super Output Areas (LSOAs) in Swale by deprivation score

- 44% of areas in Swale are among the most deprived in Kent (score over 70)
- 12% of areas in Swale are among the least deprived in Kent (score under 30).



*English indices of deprivation 2025 (Released October 2025)*

<sup>1</sup> [Census 2021 geographies - Office for National Statistics](#)

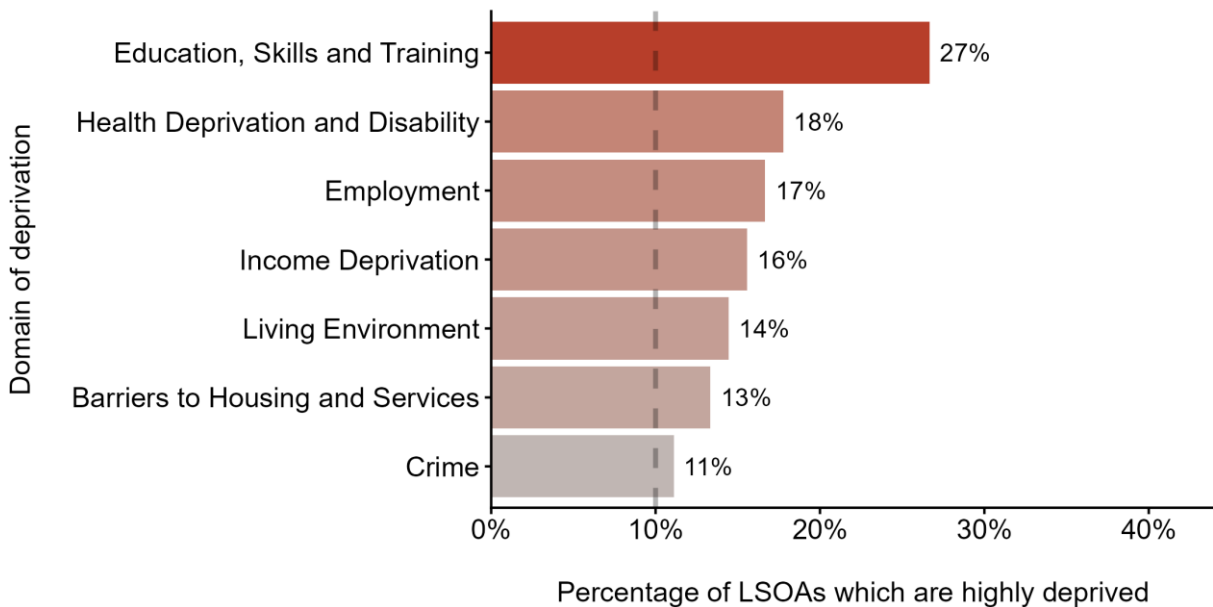
The graph below shows the percentage of LSOAs in Swale which are considered highly deprived in each area of deprivation.

LSOAs in Swale are most deprived in the education, skills and training domain<sup>2</sup>. This domain focuses on lack of access to good schooling for children and lack of qualifications among adults.

Swale has an above average percentage of highly deprived areas for Kent across all seven deprivation domains.

### Percentage of LSOAs (Lower Super Output Areas) in Swale which are highly deprived, by deprivation domain.

'Highly deprived' defined as being more deprived than 90% of areas in Kent



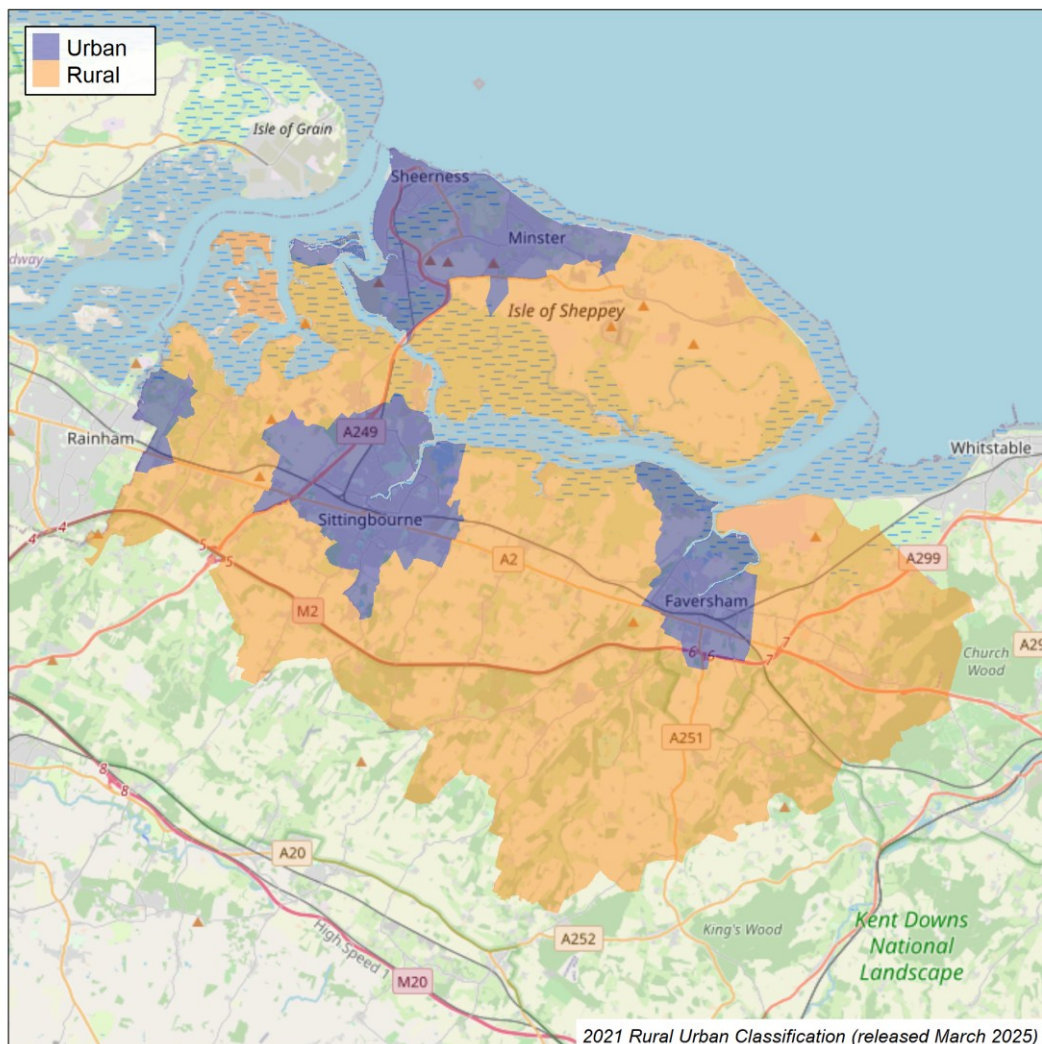
*English indices of deprivation 2025 (Released October 2025)*

<sup>2</sup> [English indices of deprivation 2025: technical report](#)

## 1.4 Rurality

The map below shows how each area in the borough is classified as either rural or urban. These areas, called output areas, are created by the Office for National Statistics and usually contain between 100 and 625 people<sup>3</sup>. In Swale, 78% of output areas are classed as urban, whilst 22% are classed as rural. It might look like more of the borough is rural than this, since rural output areas tend to be larger in size than urban ones.

Rural/Urban classification of Swale district  
(78% urban output areas, 22% rural output areas)



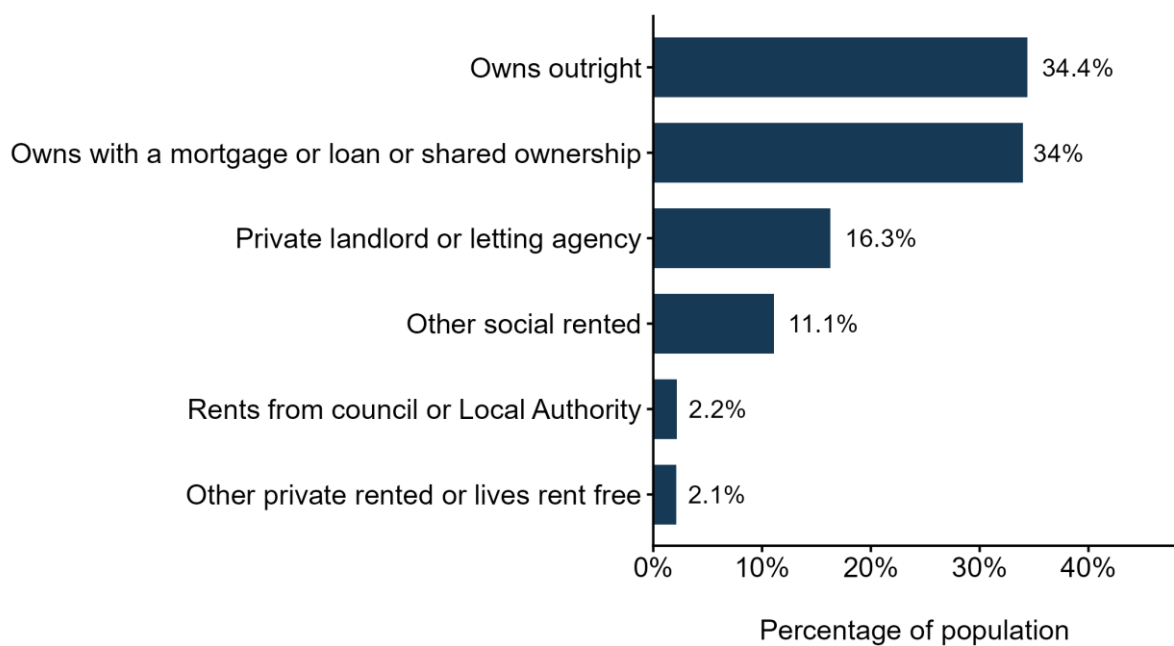
<sup>3</sup> [Census 2021 geographies - Office for National Statistics](#)

## 1.5 Household

Most houses in Swale (68.4%) are owned either outright or with a mortgage, followed by private rented (16.3%). The graph below shows the breakdown of housing tenures in Swale.

### Housing tenures in Swale

Approximately 68% of people in Swale own their home

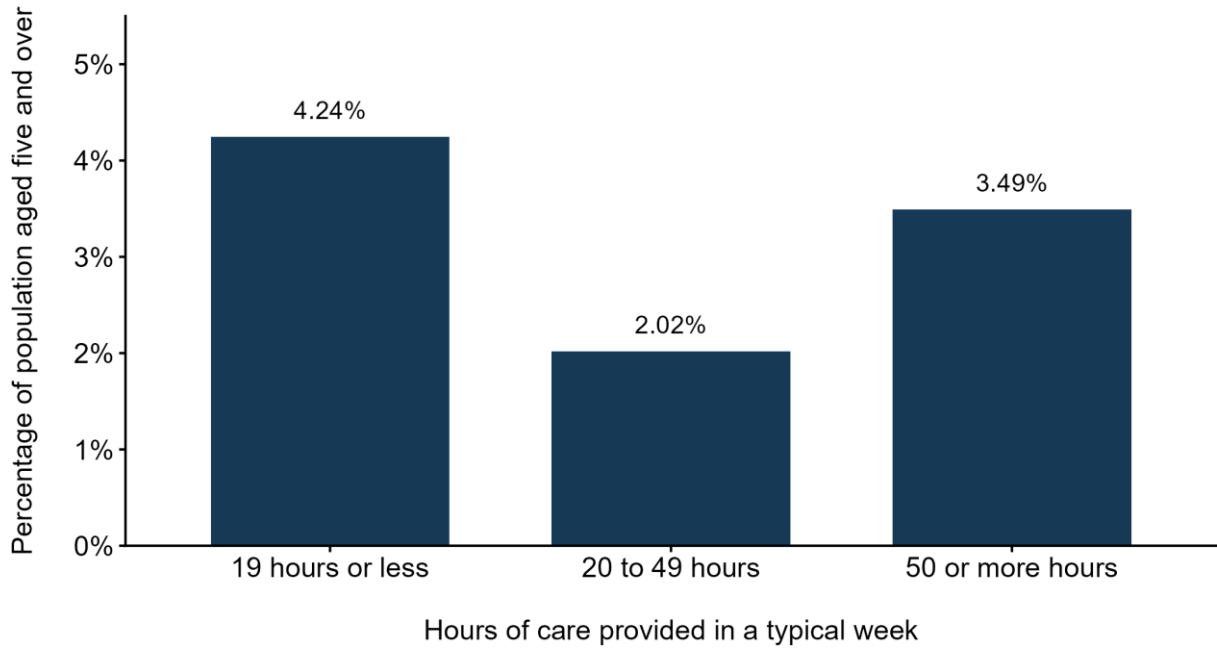


*Household tenure, England and Wales: Census 2021 (released November 2022)*

9.8% of the population of Swale say that they provide care for someone. This could include looking after someone most of the time. It might also mean helping a family member, friend or neighbour with specific tasks. For those who provide care, it is most common for people in Swale to provide 19 hours or less of care in a typical week.

### Percentage of population aged five and over in Swale who provide care

9.8% of people in Swale reported that they provide care in the 2021 census



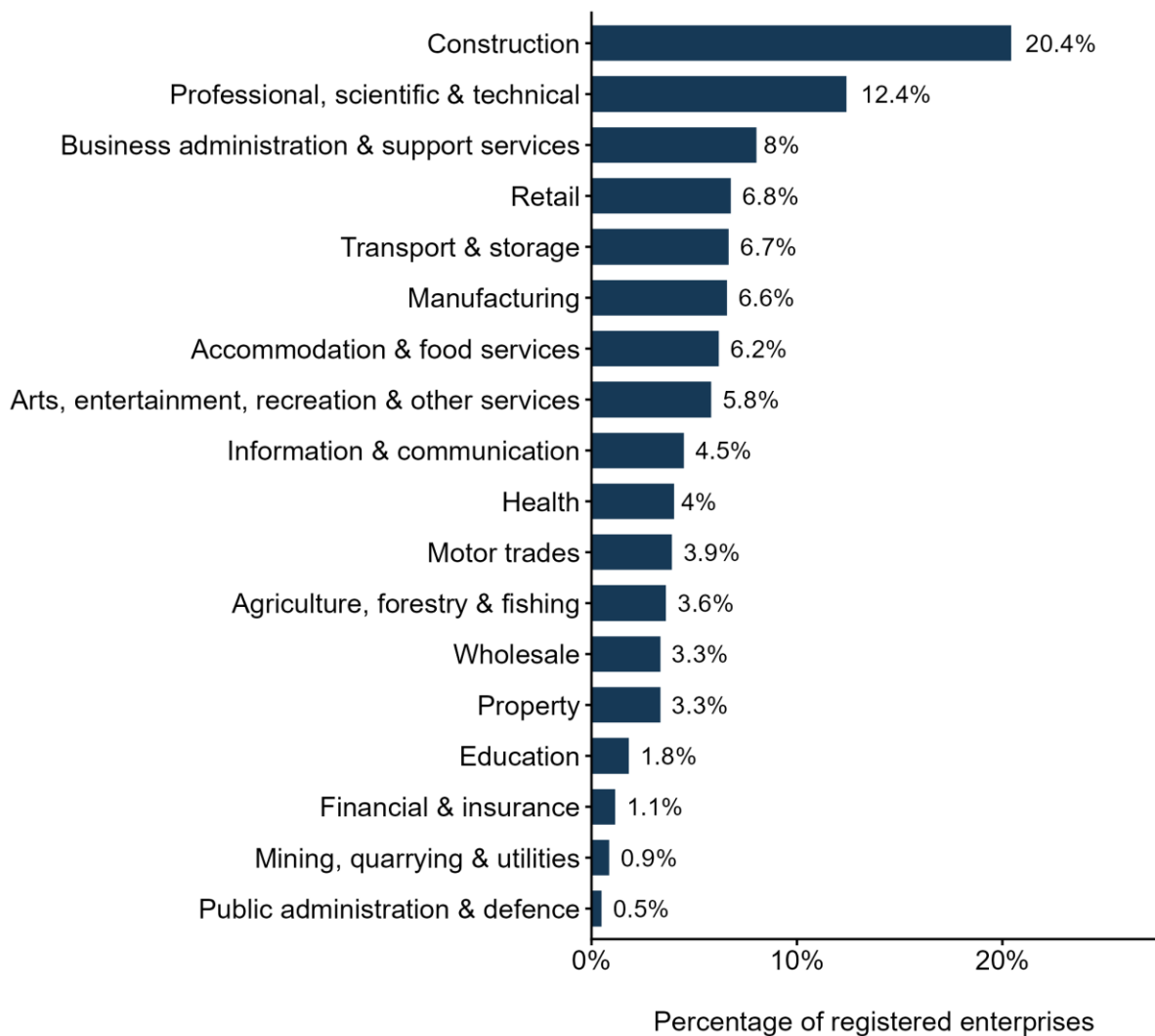
*Unpaid care, England and Wales: Census 2021 (released November 2022)*

## 1.6 Local economy

The most common industry group in Swale is construction, followed by professional, scientific and technical. The graph below shows the percentage of businesses in Swale that are VAT or PAYE based enterprises by the industry group they belong to.

### Percentage of businesses in Swale by broad industry group

Includes all VAT or PAYE based enterprises

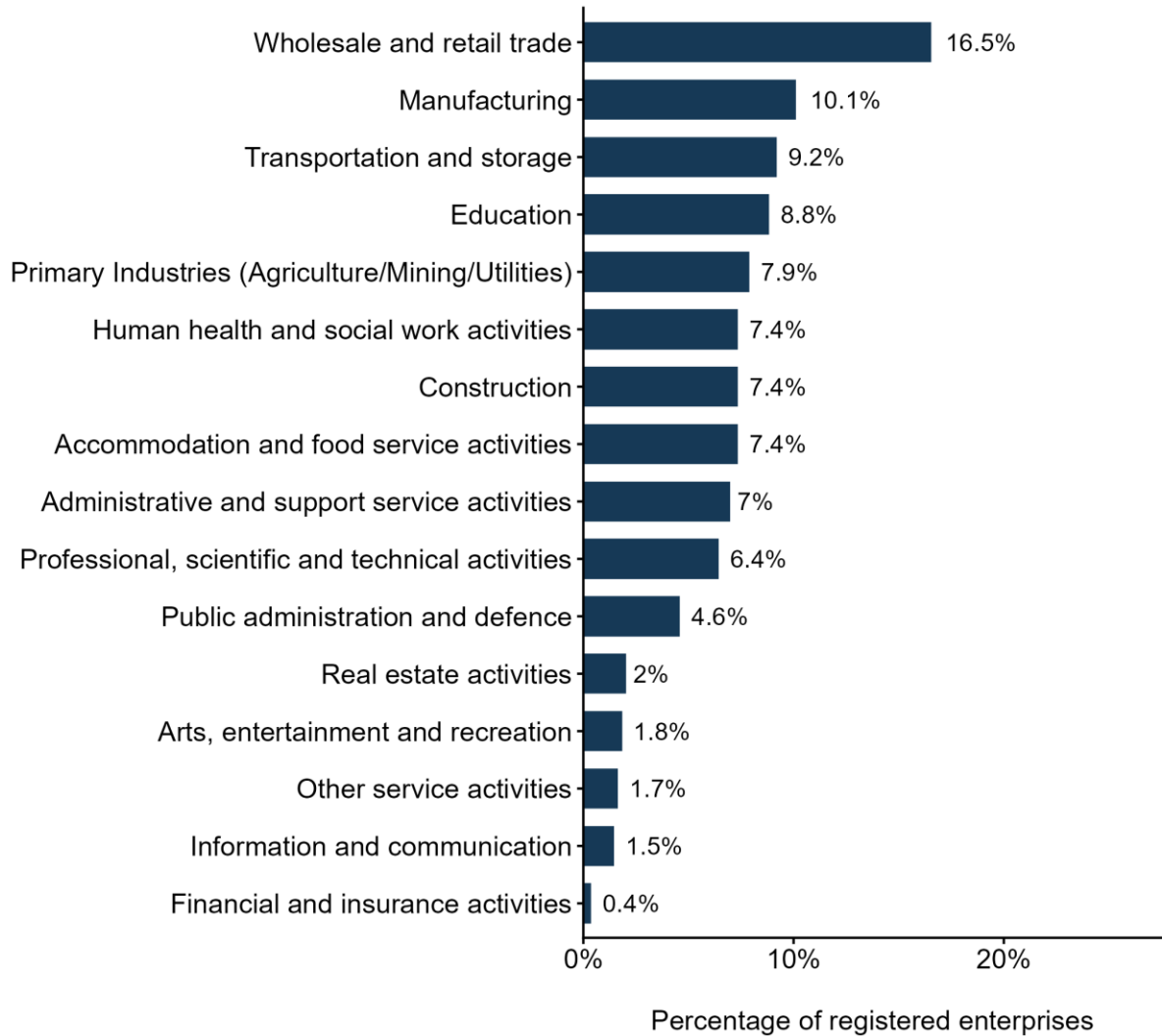


ONS UK Business Counts 2025 (released October 2025)

The industry that employs the most employees in Swale is wholesale and retail trade, followed by manufacturing, then transportation and storage. The graph below shows the percentage of employees in Swale by the industry group they work in.

### Percentage of employees in Swale by broad industry group

Based on responses to the Business Register and Employment Survey 2023



*Business Register and Employment Survey (BRES) 2023 (released November 2024)*

## 2 Overview of Existing Adult Social Care Accommodation

This section will outline the provision for adults accommodation already available in the borough and where more may be needed. Adult social care accommodation refers to housing settings that provide care and/or support to adults who are unable to live independently without assistance. This includes a range of provision such as residential care, nursing care, supported living and extra care housing, designed to meet different levels of need. The purpose of this accommodation is to enable people to live safely, maintain independence where possible, and achieve good health and wellbeing outcomes.

A methodology for how this analysis was produced can be found in the appendices. The data for this analysis is from July 2025 and reflects the services available at that time.

There are two main measures used in this analysis, these are:

### Service Coverage Scores

**What it shows:** The relative level of access for each area (LSOA) in the borough, based on proximity to providers and total capacity.

**Question it answers:** How well-served is this specific area?

This score provides a localised view of access for each area, helping to identify individual areas with strong or weak provision.

### Hotspot and Cold Spot Patterns

**What it shows:** Areas where high or low scores cluster together, revealing broader geographic patterns.

We used a spatial clustering method to identify statistically significant patterns.

**Question it answers:** Are there regional clusters of good or poor coverage?

This analysis highlights where coverage issues are concentrated, beyond individual area scores.

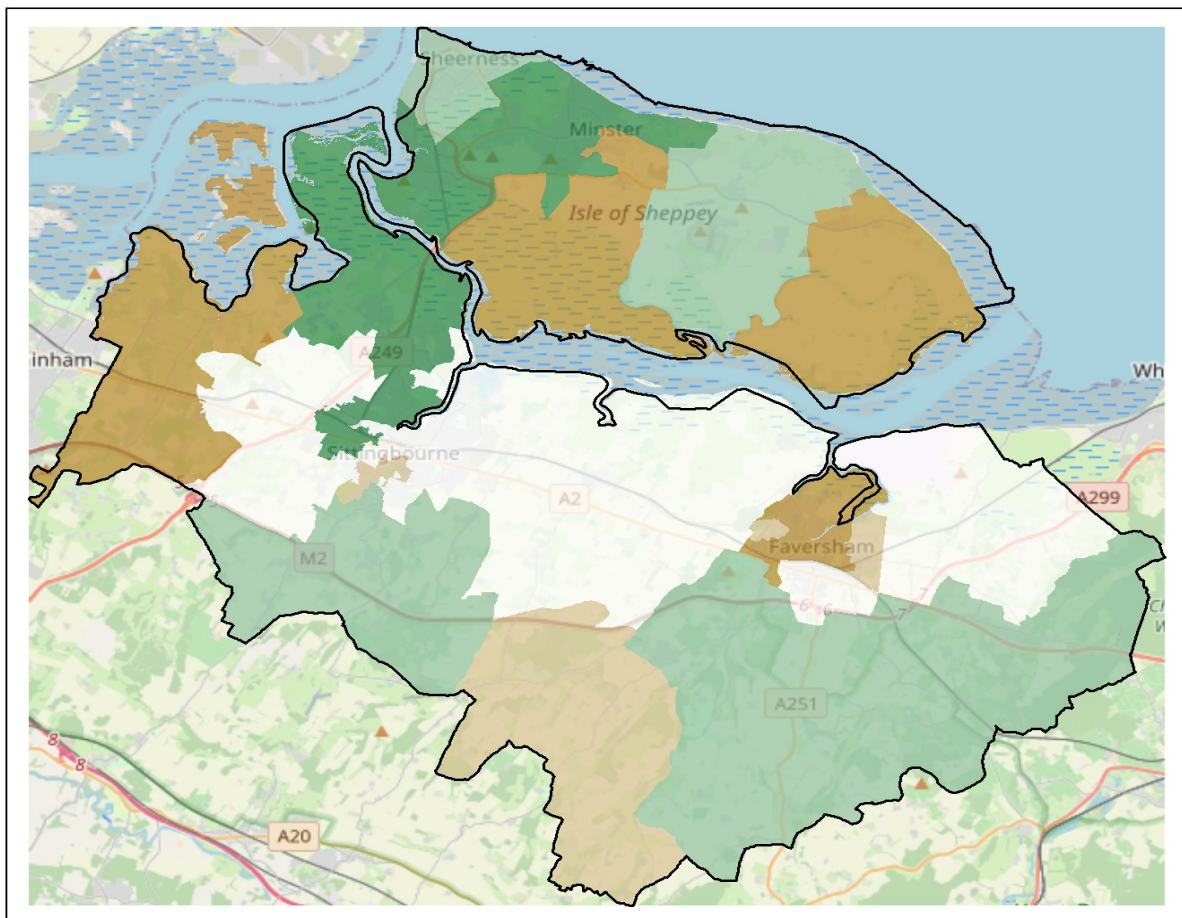
## 2.1 Residential care homes

There were 41 residential care homes registered with the CQC in Swale in July 2025, of which 22 are for older people and 28 for working aged adults.

### 3.1.1 Service Coverage Scores

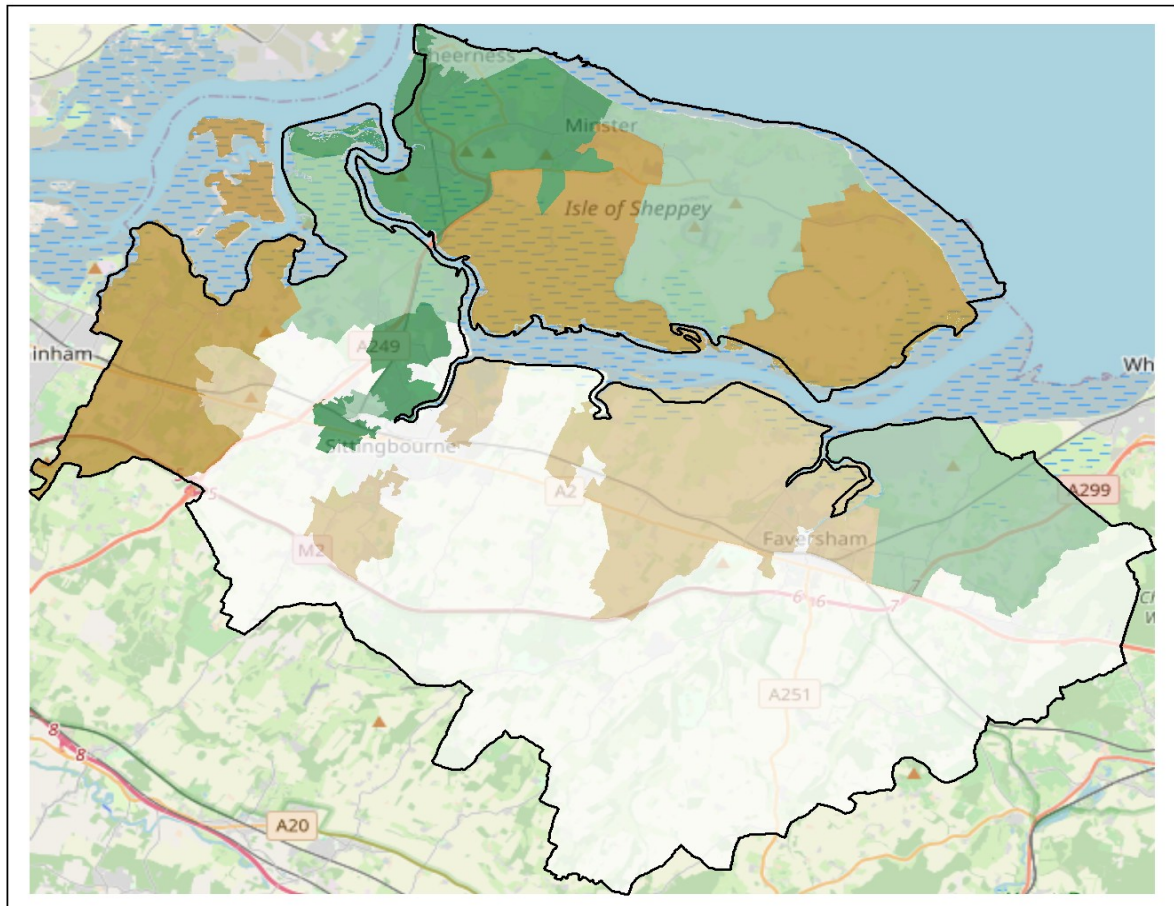
The map below shows the service coverage scores for older people residential care homes across Swale. These scores reflect both the proximity of providers (within a 15-minute drive) and their bed capacity, relative to the local population aged 65 and over. This shows that the provision of older people residential care compared to the local population aged 65 and over is good or adequate across most of Swale with poor coverage in Faversham and parts of Sheppey.

Service Coverage Scores for Residential Care Homes for Older People in Swale  
(green – good coverage; orange- poor coverage)



The map below shows the service coverage scores for working aged adults residential care homes across Swale. These scores reflect both the proximity of providers (within a 15-minute drive) and their bed capacity, relative to the local population aged 18 to 64. This shows that the provision of working aged adult residential care compared to the local population aged 18 to 64 and over is sufficient or good across Sittingbourne and parts of Sheppey, but poor in the east of the borough, parts of Faversham and Sheppey.

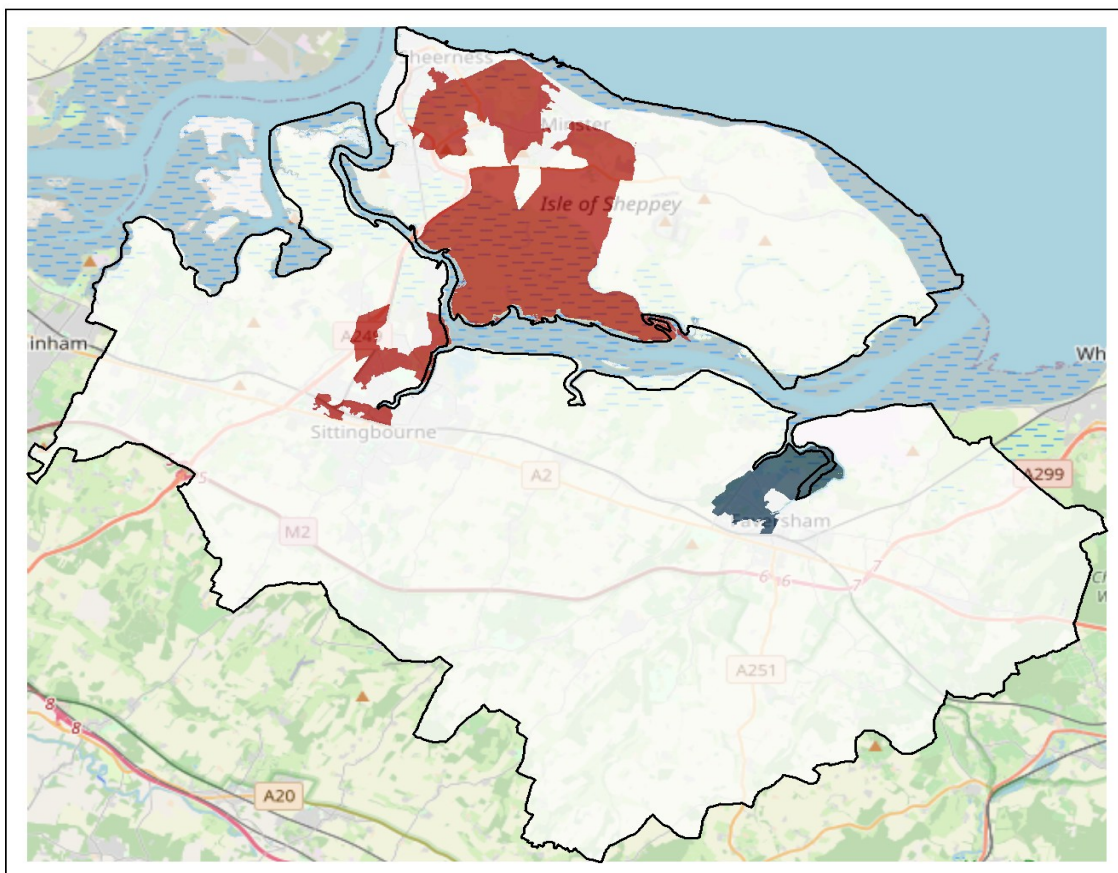
**Service Coverage Scores for Residential Care Homes for working aged adults in Swale**  
(**green** – good coverage; **orange**- poor coverage)



### 3.1.2 Hot spots and cold spots

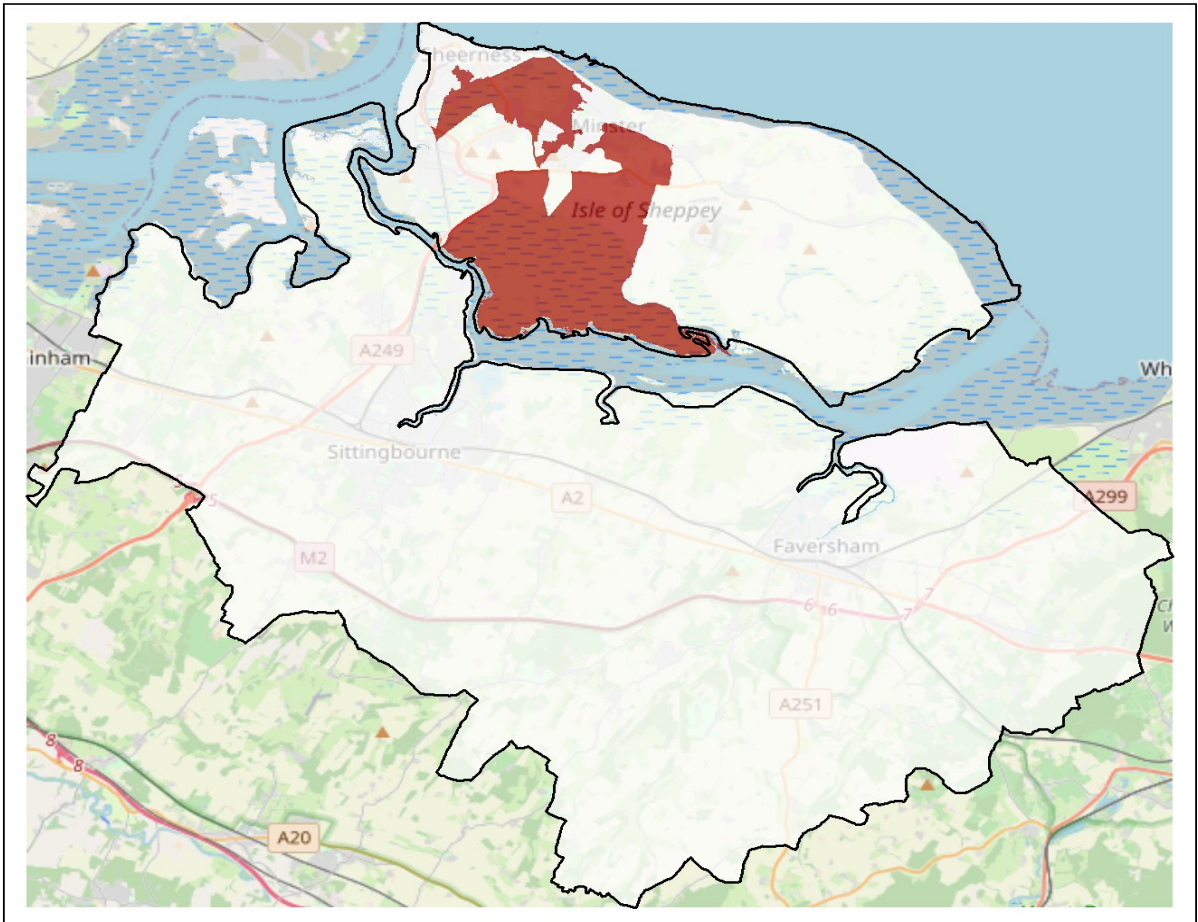
The map below shows areas where high or low coverage scores cluster together for older person residential care. This helps highlight regions that are consistently well-served (**hotspots**) and those that face gaps in residential care provision (**cold spots**). These are mapped below for older people residential care compared to the local population aged 65 and over and show a hotspot in central Sittingbourne and Sheppey, with a cold spot in Faversham.

Hotspots and Cold spots of coverage for Residential Care Homes for Older People in Swale  
(red – hotspots; blue - cold spots; white- neutral spots)



The map below shows areas where high or low coverage scores cluster together for working age adult residential care. This helps highlight regions that are consistently well-served (**hotspots**) and those that face gaps in residential care provision (**cold spots**). These are mapped below for working aged adult residential care compared to the local population aged 18 to 64 and over and show that provision is sufficient across most of Swale with a hotspot on the Isle of Sheppey.

**Hotspots and Cold spots of coverage for Residential Care Homes for people aged 18-64 in Swale**  
(red – hotspots; blue - cold spots; white- neutral spots)



## 2.2 Nursing care homes

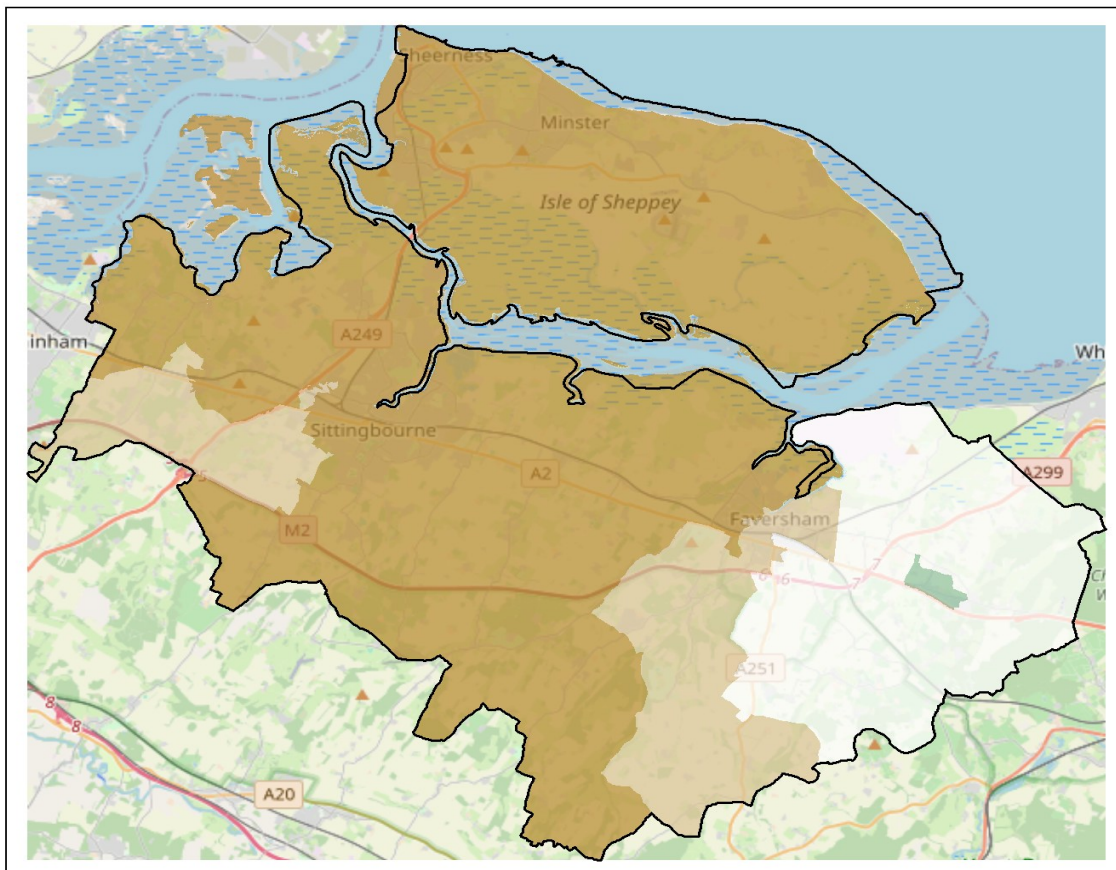
There were 4 nursing care homes registered with the CQC in Swale in July 2025 all of which were for older people .

### 3.2.1 Service Coverage Scores

The map below shows the service coverage scores for nursing care homes across Swale. These scores reflect both the proximity of providers (within a 15-minute drive) and their bed capacity, relative to the local population aged 65 and over. This shows that the provision of older person nursing care compared to the local population aged 65 and over is poor across most of Swale.

#### Service Coverage Scores for Nursing Care Homes for Older People in Swale

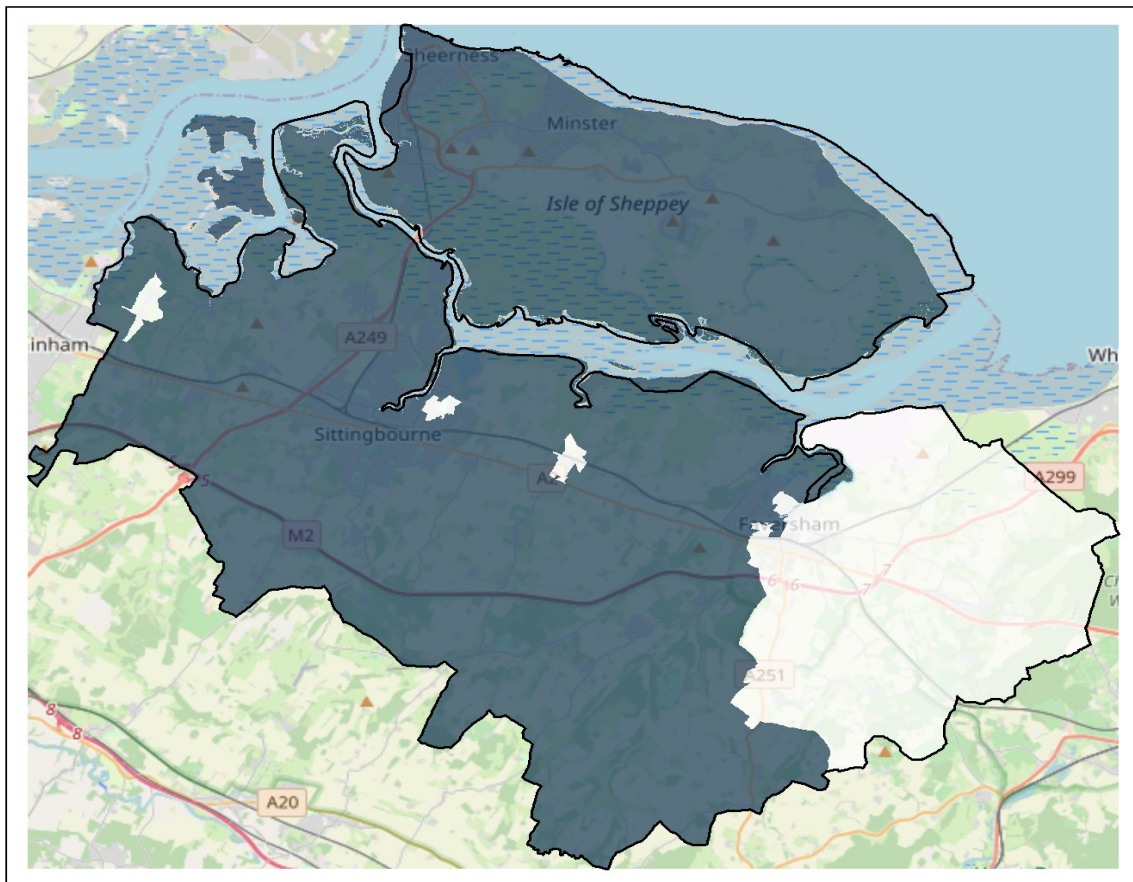
(green – good coverage; orange- poor coverage)



### 3.2.2 Hot spots and cold spots

The map shows areas where high or low coverage scores cluster together for nursing care. This helps highlight regions that are consistently well-served (**hotspots**) and those that face gaps in nursing care provision (**cold spots**). These are mapped below for older people nursing care compared to the local population aged 65 and over and show a cold spot across most of Swale.

Hotspots and Cold spots of coverage for Nursing Care Homes for Older People in Swale  
(red – hotspots; blue - cold spots; white- neutral spots)



## 2.3 Supported living

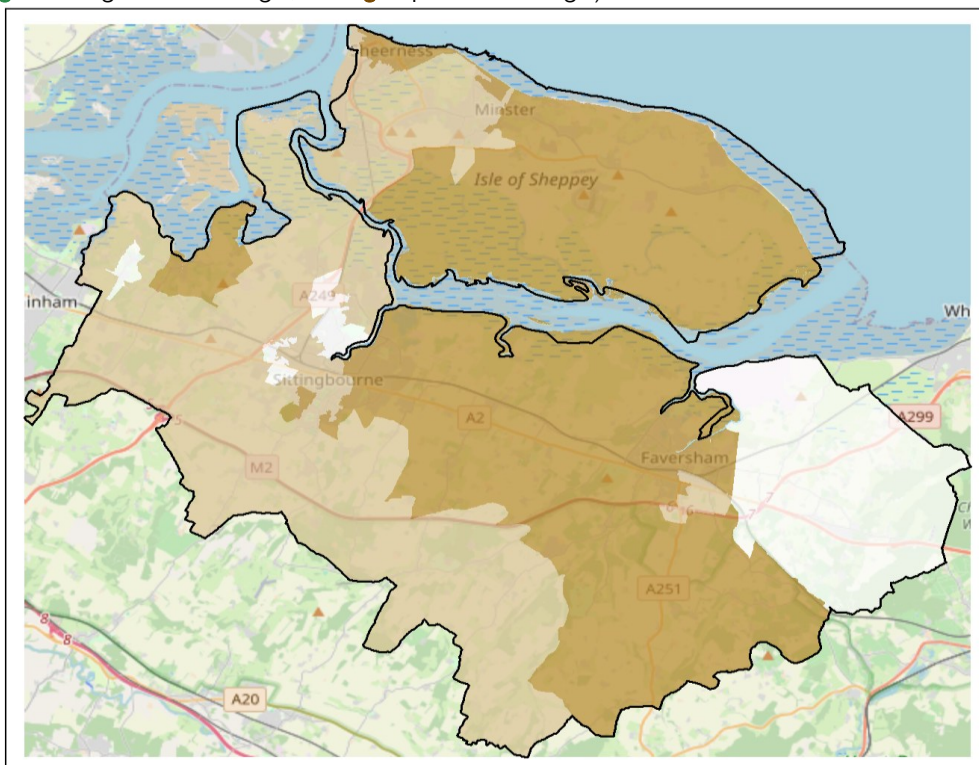
Important Data Caveat: This analysis is based exclusively on supported living services that are commissioned through Kent's contractual framework, which introduces a key assumption: that this dataset reflects the full landscape of supported living provision. In reality, many supported living services operate outside of the contractual framework, including those commissioned by other authorities or funded privately.

There were 33 supported living accommodation on the ASCH contractual framework in Swale in September 2025

### 3.3.1 Service Coverage Scores

The map below shows the service coverage scores for supported living accommodation across Swale. These scores reflect both the proximity of providers (within a 15-minute drive) and their bed capacity, relative to the local population aged 18 and over. This shows that the provision of supported living services compared to the local population aged 18 and over is poor across most of Swale.

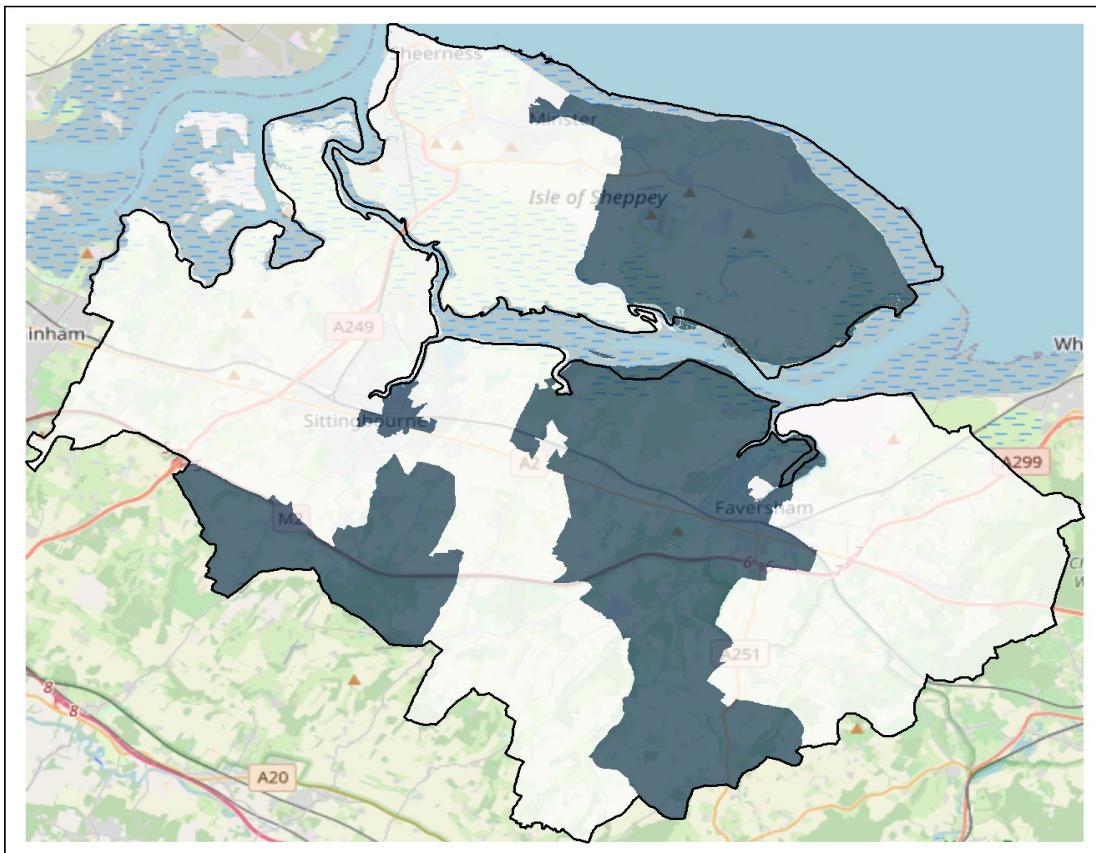
Service Coverage Scores for Supported Living services for people in Swale  
(green – good coverage; orange- poor coverage)



### 3.3.2 Hot spots and cold spots

The map shows areas where high or low coverage scores cluster together for supported living accommodation. This helps highlight regions that are consistently well-served (**hotspots**) and those that face gaps in supported living accommodation (**cold spots**). These are mapped below for supported living services compared to the local population aged 18 and over and shows cold spots Sheppey and Faversham.

Hotspots and Cold spots of coverage for Supported Living services for people in Swale  
(**red** – hotspots; **blue** - cold spots; white- neutral spots)



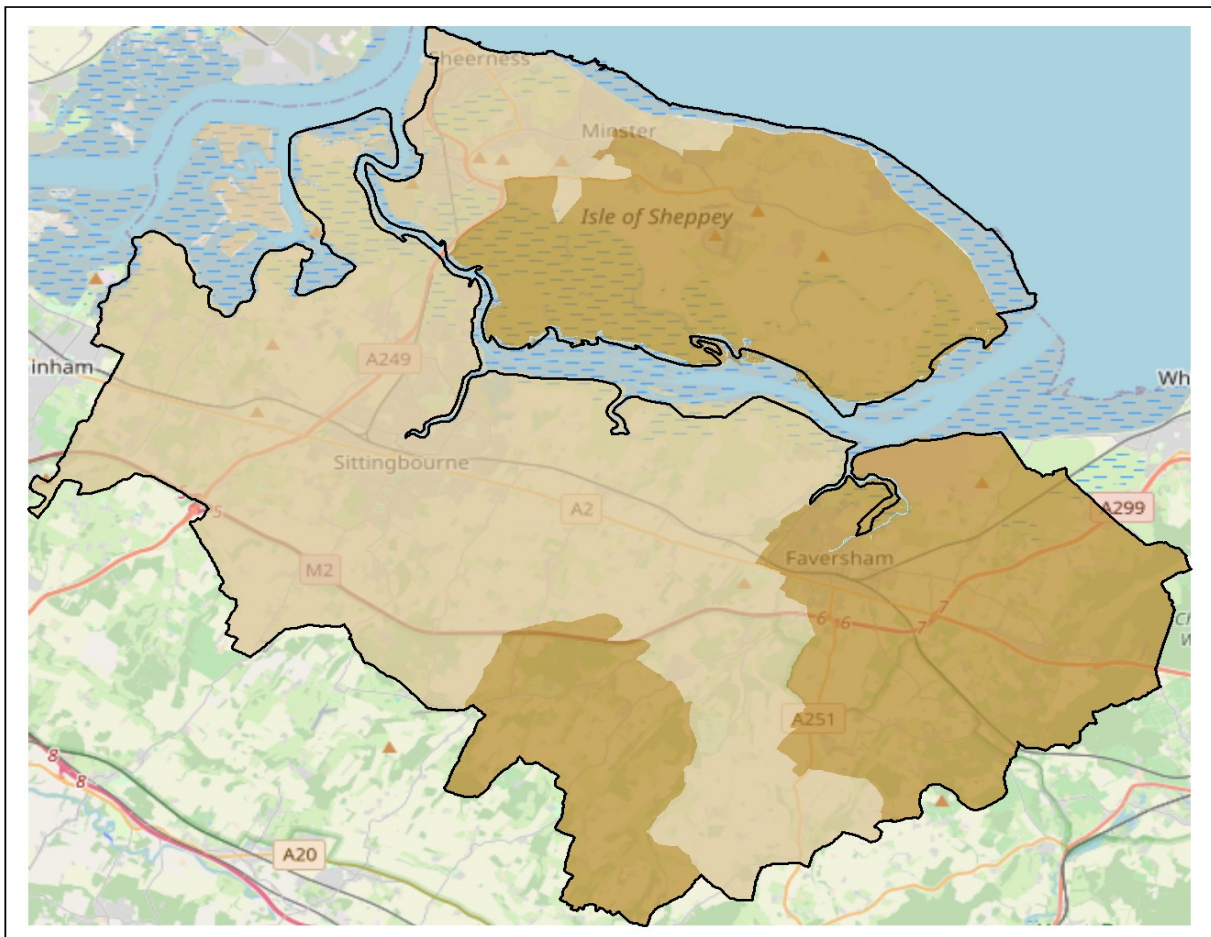
## 2.4 Extra care

There were 3 extra care facilities in Swale in August 2025.

### 3.4.1 Service Coverage Scores

The map below shows the service coverage scores for older person extra care facilities across Swale. These scores reflect both the proximity of providers (within a 15-minute drive) and their bed capacity, relative to the local population aged 65 and over. This shows that the provision of older person extra care compared to the local population aged 65 and over is poor across Swale.

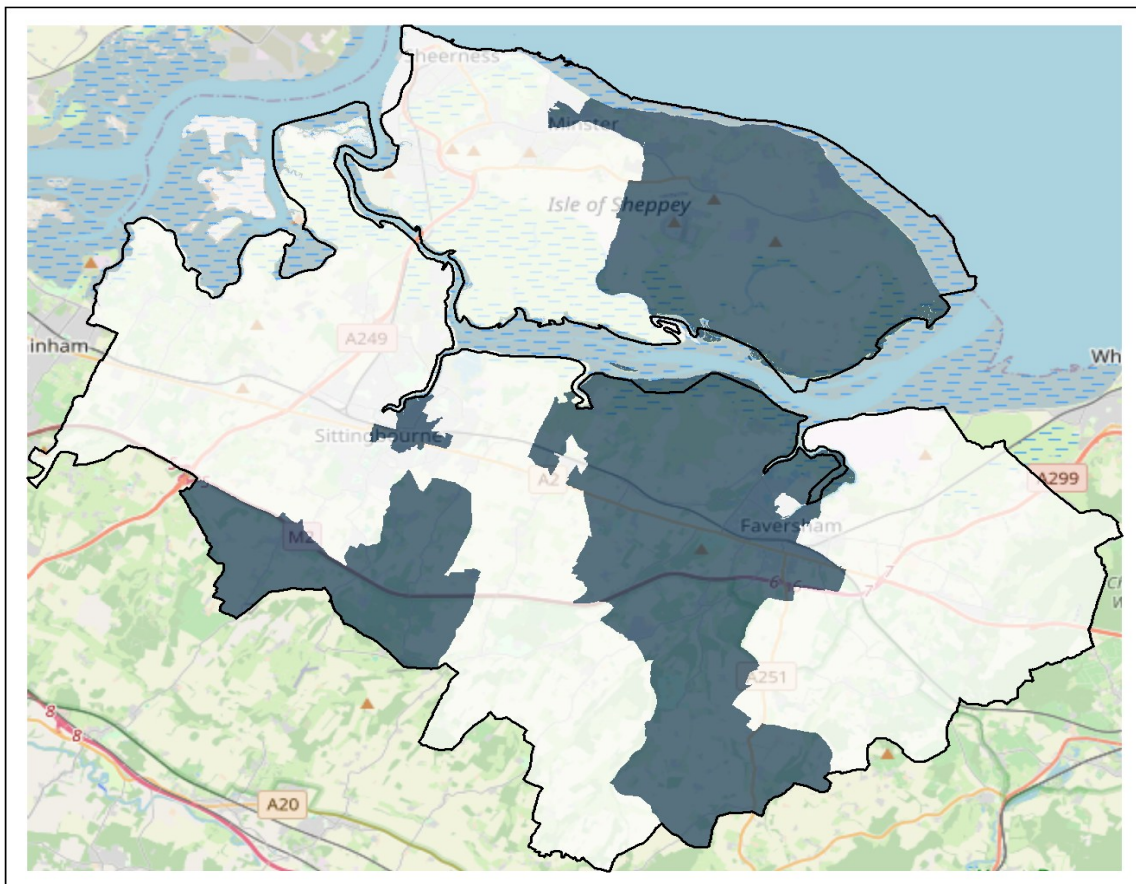
Service Coverage Scores for Extra care services for Older People in Swale  
(green – good coverage; orange- poor coverage)



### 3.4.2 Hot spots and cold spots

The map shows areas where high or low coverage scores cluster together for extra care facilities. This helps highlight regions that are consistently well-served (**hotspots**) and those that face gaps in extra care facilities (**cold spots**). These are mapped below for older person extra care compared to the local population aged 65 and over shows a cold spot across half of Sheppey and Faversham.

Hotspots and Cold spots of coverage for Extra care provision for Older People in Swale  
(red – hotspots; blue - cold spots; white- neutral spots)



## **2.5 Future provision**

Between January 2021 and February 2026, there have been 27 planning applications relating to accommodation based care approved or pending in Swale, which provide 783 more beds of accommodation based care.

# 3 Appendices

## 3.1 Methodology for existing provision analysis

### 4.1.1 Data Sources

#### Provider Data

We used the Care Quality Commission (CQC) provider dataset<sup>4</sup> from July 2025 to identify accommodation-based care services in Kent. This included:

- Service types: 237 older people residential care homes (6,978 beds) and 121 nursing care homes (7,029 beds)
- Location details: Name, address, and geocoded coordinates (latitude and longitude)
- Dormancy status to ensure only active providers were included
- Registered bed capacity for each location, as listed by CQC
- Service user type: Filtered for services for older people for care homes

We used an internal dataset to identify the services for working age adults from the CQC provider dataset.

We used an ASCH commissioning dataset to identify extra care housing units in Kent.

We also used an ASCH commissioning dataset to identify supported living accommodation that are part of the contractual framework. To support spatial analysis, we geocoded full addresses to generate longitude and latitude coordinates. Where full addresses didn't match, we used postcodes instead.

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<sup>4</sup> [Using CQC data - Care Quality Commission](#)

### Population Data (demand proxy)

To estimate potential demand for services, we used mid-year population estimates from the Office for National Statistics at the Lower Layer Super Output Area (LSOA) level<sup>5</sup>. Age-specific population counts were derived as follows:

- 18+ population for supported living services
- 18 to 64 population for working age adults residential care
- 65+ population for older person residential care, nursing care, and extra care housing

These population figures served as proxies for demand, allowing us to calculate supply-to-demand ratios for each service type.

1. Using CQC data - Care Quality Commission
2. Lower layer Super Output Area population estimates (supporting information) - Office for National Statistics

## **4.1.2 Service Coverage Score**

To understand how easily people can reach accommodation-based care, we used a method that combines travel time and service capacity. First, we mapped each care provider's drive-time catchment area, defined as the area that can be reached within a 15-minute drive. This ensures we account for real-world travel rather than simple straight-line distance.

Next, we applied a Two-Step Floating Catchment Area (2SFCA) approach, which balances supply and demand:

- For each provider, we calculated a ratio of available beds to the population living within its 15-minute catchment.
- For each local area (LSOA), we summed the ratios of all providers that fall within a 15-minute drive. This gives a score that reflects both how close services are and how much capacity they offer.

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<sup>5</sup> Lower layer Super Output Area population estimates (supporting information) - Office for National Statistics

We repeated this process for five different service types:

- Older person residential care homes
- Working aged adults residential care homes
- Nursing care homes
- Supported living services
- Extra care facilities

To reflect the population most likely to need each service, we used different population denominators:

- 18+ population for supported living
- 18-64 population for working aged adults residential care
- 65+ population for older person residential care, nursing care, and extra care

Finally, we rescaled these ratios to scores to make them easier to interpret. Higher scores indicate better access to care in that area, while lower scores highlight areas that may be under-served. This approach goes beyond simply counting facilities. The score captures the realistic accessibility of care, considering both distance and capacity for each type of service.

### **4.1.3 Hotspot Analysis**

After calculating Service Coverage Scores for each local area (LSOA) and service type, we used a spatial statistical technique called Getis-Ord  $G_i^*$  to identify patterns in these scores. This method detects clusters where values are significantly higher or lower than expected compared to surrounding areas.

- Hotspots represent areas with consistently high coverage scores, indicating strong service provision relative to need.
- Cold spots represent areas with consistently low coverage scores, highlighting potential “care deserts” where access is limited.

By applying this analysis, we move beyond individual area scores to reveal broader geographic trends

## Further Information

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