



Forever Active Kent Fund

Appendices



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Appendix A

Information Sources, Facts and Figures About Older Adults in Kent

For more detailed information, this document should be read in conjunction with the accompanying Health Need Assessment [Link](#)

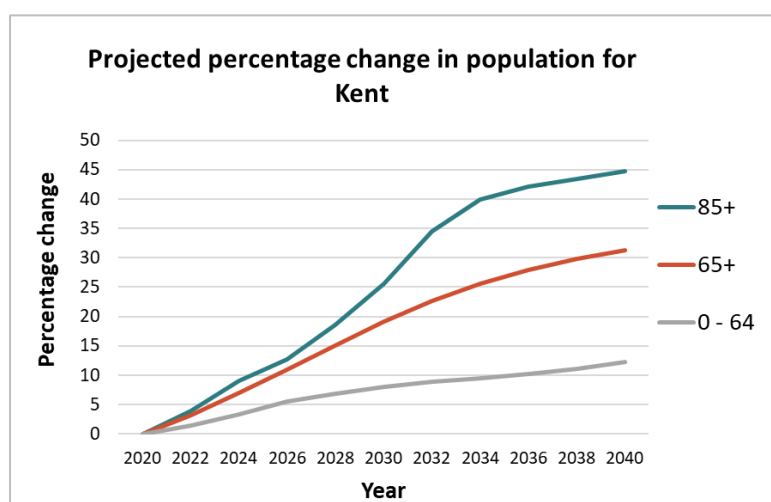
Kent's Ageing Population

Physical activity varies with age and life stage. People tend to get less active with age especially older age. This has significant impacts and implications for individuals and statutory health and care services.

Kent has an ageing and a steadily increasing population growing by 9.4% between 2010-2020, with the 2022 mid-year estimates reporting 1,593,200 people currently living in Kent. This is above both the average for the southeast [7.5%] and England [7.4%].¹

Forecasts show that the number of people aged 65 and older is expected to rise by 44.9% between 2019-39, with the proportion of people aged under 65, is forecast to increase by 12.2%. Fig.1

Figure 1 Kent population projections, 2020-2040.



Source: KCC Housing Led Forecasts, KPHO

¹ 2022 Mid-year population estimates: Age and Sex profile ([kent.gov.uk](https://www.kent.gov.uk))

In 2021, on average 8% of Kent district residents were aged 50 or older. ^{Table A}

At that point, that represented 40% [633,943] of Kent's population. District averages were:

- Maidstone [11%]
- Canterbury [10%]
- Swale [10%]Thanet [9%]
- The remaining districts have between 7- 8%
- Maidstone has the most residents aged between 50-64 years of age
- Canterbury has the most residents aged between 65-85 years.

Table A - Kent district residents by age bands, single year, 2021

Area/Persons [2021]	Total: all residents		Aged 50-64 years		Aged 65-74 years		Aged 75-84 years		Aged 85 and over	
Area	Number	%	Number	%	Number	%	Number	%	Number	%
Ashford	132,752	100.0	26,694	20.1	13,892	10.5	8,909	6.7	3,199	2.4
Canterbury	157,431	100.0	29,222	18.6	17,916	11.4	11,639	7.4	4,699	3.0
Dartford	116,756	100.0	20,283	17.4	8,602	7.4	5,223	4.5	2,215	1.9
Dover	116,407	100.0	25,073	21.5	15,055	12.9	9,406	8.1	3,438	3.0
Gravesham	106,899	100.0	20,338	19.0	9,709	9.1	6,215	5.8	2,490	2.3
Maidstone	175,778	100.0	34,373	19.6	17,836	10.1	11,288	6.4	4,399	2.5
Sevenoaks	120,516	100.0	24,959	20.7	13,343	11.1	8,760	7.3	3,826	3.2
Folkestone and Hythe	109,754	100.0	23,940	21.8	14,691	13.4	9,263	8.4	3,473	3.2
Swale	151,678	100.0	30,235	19.9	15,976	10.5	9,675	6.4	3,261	2.1
Thanet	140,585	100.0	28,733	20.4	17,754	12.6	11,236	8.0	4,265	3.0
Tonbridge and Malling	132,196	100.0	26,938	20.4	13,173	10.0	8,772	6.6	3,360	2.5
Tunbridge Wells	115,311	100.0	23,825	20.7	11,330	9.8	7,646	6.6	3,396	2.9

Source: ONS, [Nomis on 26 October 2023], prepared by L. Smith

The proportion of Health Care Partnerships [HCPs], General Practice *registered* adults aged 50+, tell us that east Kent has the greatest count of older people with Dartford, Gravesham and Swanley [DGS], having the fewest. ^{Table B}

Table B - GP registered populations aged 50+ years, 2023.

HCP	Population aged 50+	Total population	Proportion of population aged 50+
East Kent	311,762	745,212	41.84%
West Kent	208,922	528,328	39.54%
Medway and Swale	161,309	449,542	35.88%
Dartford, Gravesham and Swanley	100,533	289,956	34.67%
Total	782,526	2,013,038	38.87%

Source: registered PCIS GP practice populations [01/10/2023]

Note: Figures are slightly different as not all Kent residents are registered with a GP [HCP], and these figures cover a different period [2023].

By 2018-2043, the Kent coastal fringe districts in east Kent are projected to have the highest proportion of older residents (aged 65 and over) compared to the working age population.

Table c

Table C - Projected dependency ratios of residents aged 65+, 2018-2043, by district

District / Year	2030	2036	2037	2043
Shepway	27%			33%
Thanet		29%		30%
Dover			29%	29%

Source: extracts from the Health Needs Assessment of Physical Activity in Adults and Older Adults in Kent [2025]

[Link](#)

Health Inequalities

Many individuals in our communities are noticeably less active than others, and this often reflects deeper health inequalities. The Forever Active Grants aim to help overcome the barriers older people face when trying to become more active, especially those most affected by inequality.

Groups who are disproportionately less active include:

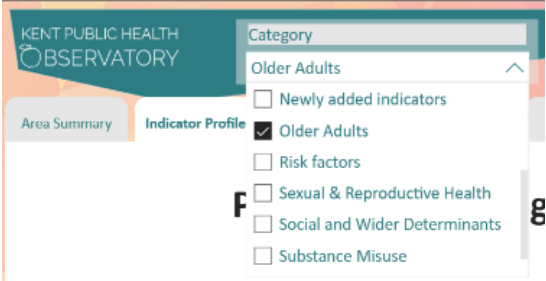
- Women, who are less likely than men to meet recommended activity levels.
- People from lower socioeconomic backgrounds, where access and opportunity are limited.
- Older adults, particularly those aged 75+, who show the sharpest decline in activity.
- Disabled adults or those with long-term health conditions (only 48% active vs. 69% of those without).
- Ethnic minority groups, including Asian, Black, and other ethnicities, who are less likely to be active than White British adults.
- While LGBTQ+ adults are more likely to be active than heterosexual adults, they may still face unique barriers that need addressing.

These grants are designed to support inclusive, community-led solutions that enable older people to move more, feel better, and live healthier lives—regardless of background or circumstance.

For more information on health inequalities by groups and places, please see figure 2 in the Health Need Assessment [Link](#) and the [Health Inequalities data links](#) in Table D.

Table D - Sources of information, facts and figures about Kent's older adult population

Information Source	Comment / Description
Population and census – Kent	Find out about each district e.g. where people aged 50+ are living, males, females, average for Kent. Latest estimates by district, ward, parish and where to get detailed information.
Population forecasts	Discover Kent's housing-led forecasts and use interactive tools to see how new developments could shape population growth across the county by 2040
Population change	Read about the driver of Kent's population growth and explore detailed bulletins and interactive tools to understand trends in births
Census	Explore Kent's 2021 census data, including population, diversity, health, and more to support local planning and create custom area profiles
Statistical Bulletins [KCC] 2022 Mid-year population estimates: Age and Sex profile (kent.gov.uk)	Latest estimates from the Office of National Statistics [ONS, July 2024].
Kent APHR 2021: Annual Report – Kent Public Health Observatory	The Kent Public Health Annual Report for 2021 focuses on the health and wellbeing of coastal communities.
Projecting Older People Population Information System	The system provides population data by age band, gender, ethnic group, and tenure, for English local authorities and regions. Calculations are applied to population figures to estimate projected numbers of older people by; those living alone, living in care homes, provision of unpaid care, their ability to carry out domestic tasks and self-care. https://www.poppi.org.uk/POPPI%20User%20Guide%20May%202020.pdf [User Guide]
Health Needs Assessment of Physical Activity in Adults and Older Adults in Kent [2025] Older people – Kent Public Health Observatory	This HNA report is your go-to guide for making movement a part of everyday life. It shows what works, highlights who stands to gain the most, and spells out the support available. It will help turn knowledge into action—promoting a healthier, more active society and reducing the high costs of inactivity.
Engaging older adults in Physical activity	Learnings from Active Kent & Medway's engagement workshops highlighting the motivations and barriers faced by older adults towards being physically active.

Information Source	Comment / Description
Health and social care maps – Kent Public Health Observatory	Within the Power BI report, there is a category for Older people with a range of indicators: 
The KCC Area Profiles	Includes an ‘older people’ topic providing data at district level. Nb. For smaller geographies e.g. wards and parishes, see the sites ONS and OHID and Health and Care maps from the Kent Public Health Observatory [KPHO] below.
Health and social care maps – Kent Public Health Observatory	The ‘Health and Social Care Maps’ is a Power BI based tool to present key information about the health and wellbeing of people in Kent. It is possible to compare areas, view trends, explore maps and see differences by deprivation using our interactive dashboard. Data on a variety of health-related indicators are explorable for a range of geographical areas, including Districts, Health and Care Partnerships, Middle Super Output Areas and Primary Care Networks, with local and national benchmark areas.

Information Source	Comment / Description
Joint strategic needs assessment – Kent Public Health Observatory	The Kent Joint Strategic Needs Assessment is a statutory requirement to regularly assess health and wellbeing needs of the population. It is a collection of data resources, tools and reports that give local planners robust information on the local population and evidence to support future planning of services to best fit local need.
Population groups – Kent Public Health Observatory	Information on population groups, health conditions and diseases can be found here.
The Ageing in Place Classification (AiPC) – Dataset – Geographic Data Service	The Ageing in Place Classification (AiPC) is the first-of-its-kind bespoke geodemographic classification in England targeting the population aged 50 years old and older. The AiPC classifies the population aged 50 years old and older in England into distinctive groups. The classification integrates multiple high quality data sources including the ONS 2011 Census, British Population Survey (BPS), Access to Healthy Assets & Hazards (AHAH), NHS English Prescribing Data (EPD), and Registered Patient (RP) data.
The Office for National Statistics (ONS)	Provide a range of statistics relating to older people and ageing.
Unpaid Care Dashboard the Centre for Care	See quick stats page and other. At the Centre for Care, we believe that data should be accessible to all. For this reason, the dashboard also features options for downloading data and visualisations for your own use. In the “Data request” page, you will find options to download PowerPoint presentations or Excel files. These downloads will provide ready-to-use, harmonized data and statistics and visual content to support interpretation and presentation.
Age UK	Publish a fact-card containing summary statistics on older people

Information Source	Comment / Description
OHID Health Profiles	Provide snapshot overviews of health for local areas and include some data on excess winter deaths and hip fractures in older people.
The OHID End of Life Care Profiles	Provide statistics around end-of-life care
The Public Health Outcomes Framework	Provides data on a range of key indicators.
The National Clinical Audit programme	Provides information on standards of healthcare being achieved for falls and fragility fractures.
Health inequalities - Kent Public Health Observatory The Health Intelligence pages of the website contain specific reports on population groups most affected by inequality. Read the latest report on Wider determinants of health and health inequalities for the Health Reform Public Health Cabinet Committee in January 2024. The Deprivation and poverty page on the Kent County Council website contains headline findings for Indices of Deprivation 2019.	“Health inequalities are unfair and avoidable differences in health across the population, and between different groups within society” (NHS England, 2022). Health inequalities are defined by variations in health outcomes - health status, life expectancy, and the prevalence of diseases - among different socioeconomic groups, demographic groups, and geographic locations.



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— KENT —

