



COMMUNITY

Services Consultation

Design Handbook

Maidstone Locality



COMMUNITY Services Consultation

Design Handbook



Alternative Formats: If you need this document in an alternative format, please email alternativeformats@kent.gov.uk or call 03000 421553 (text relay service number: 18001 03000 421553). This number goes to an answering machine, which is monitored during office hours.

Kent County Council (KCC) is running a consultation to find out what you think about proposals for a new way of accessing community services.

Please read the accompanying full consultation document.

The **services included** in these proposals are:



Community Services for Adults with Learning Disabilities.



Community Learning and Skills
(Adult Education)



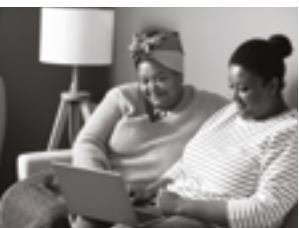
Children's Centres and Youth Hubs
(Open Access services)



Public Health Services including Health Visiting and Counselling for children and young people.



Gateways
(Buildings where multiple services, both Council and partners, are delivered. People can also get help to access other services, i.e. help to complete Blue Badge application forms)



Key to the design handbook

This document tells you about the design process we have used and **what that means at a district level.**



Local Area Overview – gives a snapshot of key needs data and the basis for the proposal.



Data - Full data packs are available as an appendix to the consultation document.



Buildings and Outreach – maps will illustrate the proposed changes. The icons are not site specific but placed within the ward to show how they are spread across the district.

Where and when we deliver outreach is based on need and demand and won't always be in the same places.



Digital - this delivery method is considered universal to ensure Community Services are accessible and gain maximum reach.



Co-location - we are proposing to have more than one service located from our buildings where possible. Nothing has been decided yet and we are still carrying out studies to decide if these would work practically.



Transport - We have used transport data to check our design places community buildings within 30-minutes on public transport from households in Kent.

Ward Maps - Kent is made up of 271 wards which are small sub-divisions of the county's 12 districts and we have used them to map the likelihood of need for our services.





Why are we suggesting change?

We are facing a number of challenges and we are **looking ahead to secure positive outcomes for our residents** in the years to come.



- ✓ **Reduce the high costs** associated with maintaining a large number of buildings.
- ✓ **To find savings** so that we can balance the budget.
- ✓ **To meet the commitments we made** in our Net Zero action plan by 2030.
- ✓ **To provide effective support** to residents in need of our services.

To address these challenges we are proposing to **reduce our estate and to co-locate services**.

The Needs Framework

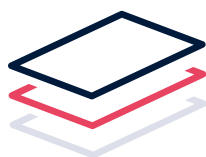
We are committed to providing effective support to residents in need of our services, so this is at the forefront of any proposals for change.

We have considered a range of data to **understand the challenges faced by communities** across the county. We call this the **Needs Framework**.

We then used this as a tool to identify, consider and propose change with services through workshops and regular discussions.



Data



How we have used data

We started by looking at a variety of indicators of need across all the wards in the county. We looked at specific combinations of indicators for each service*.

*The exception to this is Gateways which were placed last in the design, once we had identified the need for multiple services.

Indicator

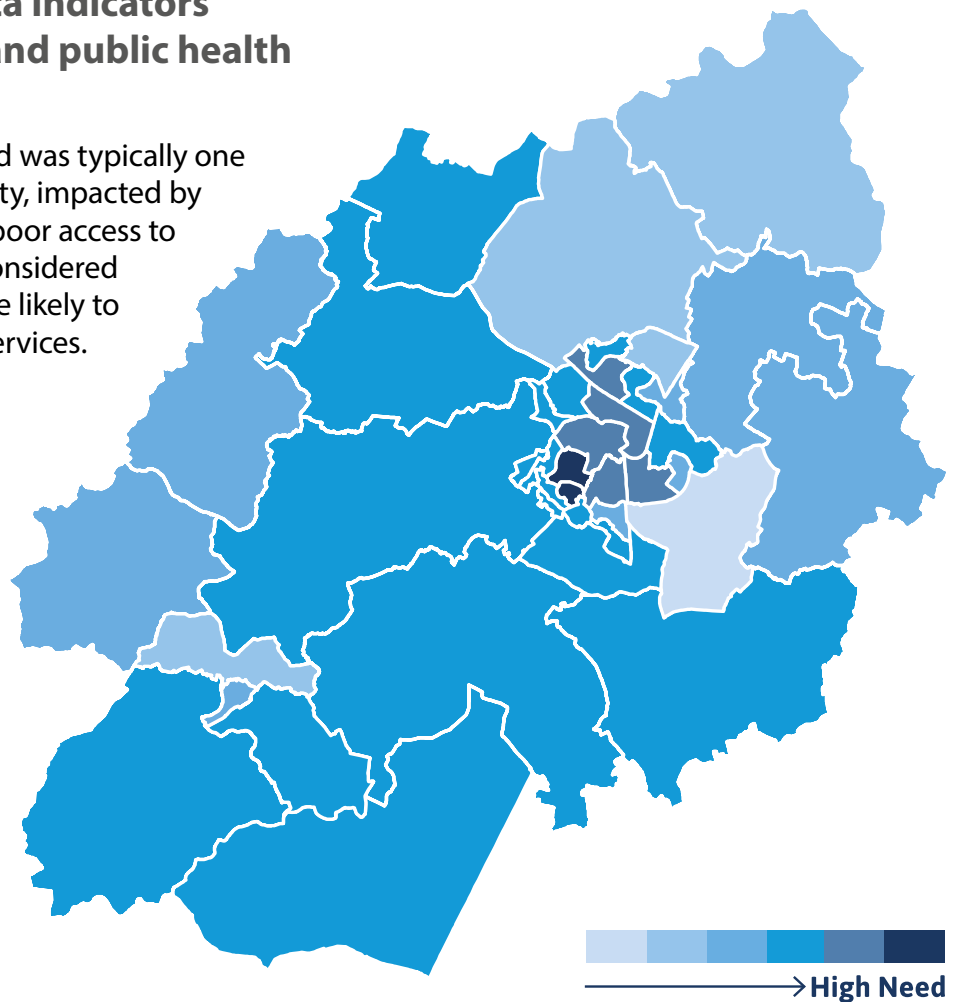
Indicator	Open Access	Public Health	Community Learning and Skills	Community Services for Adults with Learning Disabilities
Deprivation affecting children and older people.	✓	✓	✓	✓
Long term unemployment.	✓	✓	✓	
Ethnic diversity.	✓	✓	✓	
Educational attainment.	✓	✓	✓	
Long term illness and disability.				✓
% of ward population aged 0-15.	✓	✓		
Reception age children who are overweight or obese.	✓	✓		
Deliveries to teenage mothers.	✓	✓		
Low birth weight infants.	✓	✓		
Over 65s living alone.			✓	
Population increase.	✓	✓	✓	✓
Population Density.	✓	✓	✓	✓
Digital Exclusion.	✓	✓	✓	✓
Transport Connectivity.	✓	✓	✓	✓
Broadband Speed.	✓	✓	✓	✓

Data

Service specific consideration of the data
By considering data sets for each service, we can see **where need is highest at a ward level**.

This example uses data indicators for children's services and public health in Ashford.

A ward considered as high need was typically one that had high population density, impacted by high levels of deprivation and poor access to transport or the internet. We considered that in these areas, residents are likely to need more support from our services.





Data

This example shows you what the data tells us about Ashford

We built a view of each of Kent's 12 districts:

Ashford



● **Ashford is a large geographical area** which is urban with significant rural classification, meaning access for some areas can be challenging. **Stanhope has the highest population density. Kingsnorth Village & Bridgefield, Godinton and Repton** wards have all seen high population growth.



● **Broadband speed** in most areas of Ashford is better than or the same as the UK average.



● **92.7% of households** in Ashford are currently within 30 mins of one of our buildings using public transport.



● **21% of Ashford's population is aged 0-15 years** of age. **Just over 25%** of the population is aged 60 and over. **Tenterden North** has the highest proportion of over 60's but the lowest proportion of children.

2.5% of Ashford's 18-65 year old population is estimated to have a learning disability.

Ashford has a population of **132,752** according to the 2021 census with estimations of this increasing to around **169,000** by 2040.



● **Aylesford & East Stour, Beaver, Bockhanger, Stanhope and Upper Weald** wards are all measured as having areas of high deprivation correlating with long term unemployment levels. Ashford is however **under the long-term unemployment national average**.



● **68% of Ashford falls into the high digital user category**, highlighting an appetite for digital and the **ability to engage with digital services**.



● In the 2018/19 Academic year, **66% of Ashford pupils** achieved a standard pass in **Maths and English GCSE**, which is the Kent average.



Ashford district has **39 electoral wards**.



How we have considered the people that use our services

Services added a **final layer of information about the people who already use our services** and how they access them. We identified some of the following indicators:

Indicator	Open Access	Public Health	Community Learning and Skills	Community Services for Adults with Learning Disabilities
Numbers of adults with learning disabilities in each district.				✓
Forecast population of 0-5 year olds in 2040.	✓	✓		
Children whose main language is not English.	✓	✓		
Children with Education Health and Care Plan (EHCP).	✓	✓		
Children eligible for Free School Meals.	✓	✓		
0-19 social care referrals.	✓	✓		
Children in care.	✓	✓		
Children with Fixed Term Exclusions.	✓	✓		
Young people known to the Youth Offending team.	✓	✓		
Early help episodes.	✓	✓		
Service demand data.	✓	✓	✓	✓

Using the framework

The Needs Framework

The Needs Framework was the starting point for the proposals but it does not provide a perfect formula for decision making. The proposals set out in this document are the result of many months of refinement following collaborative workshops and meetings between service teams, the KCC property team and a dedicated project team.

The result of our work was a holistic view of needs which was used as the basis for conversations with service teams about how our existing buildings could meet the identified needs.

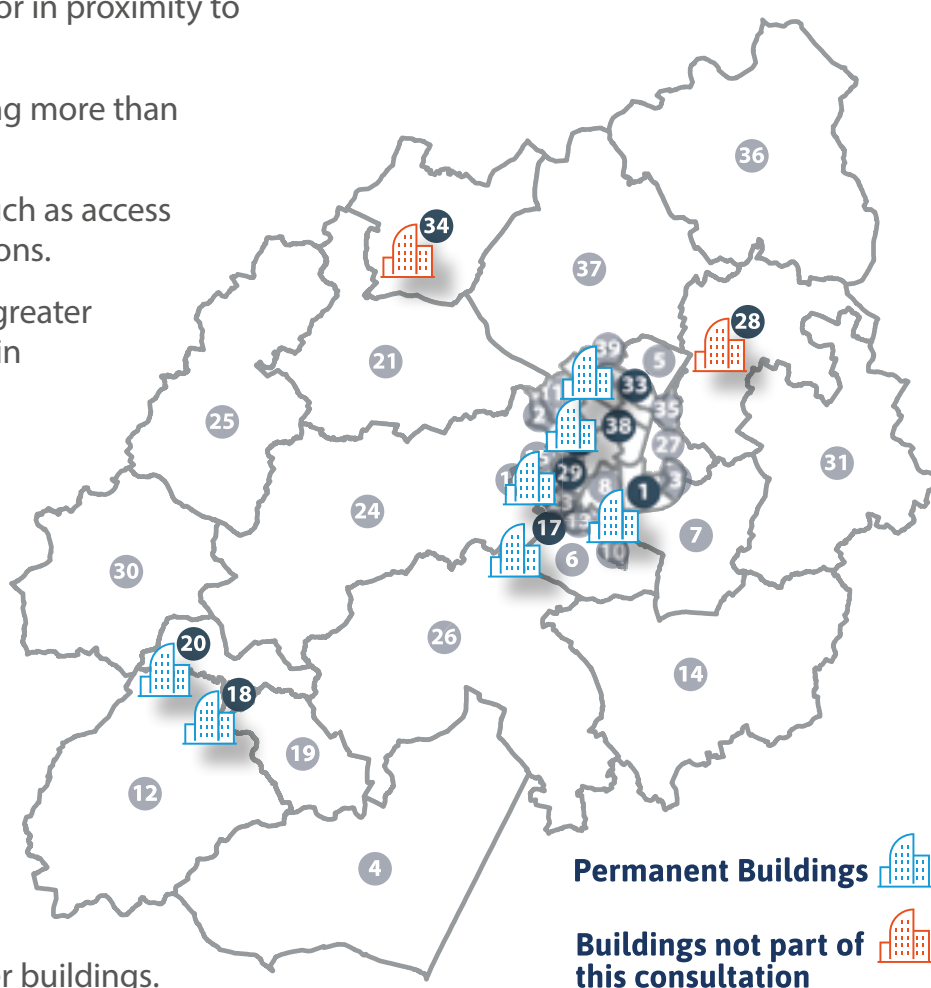


Using the framework

A further key step in the development of our proposals was to look at practical considerations relating to our estate. Through ongoing conversations with both service teams and the KCC property team, we continued to consider whether the proposed network of permanent buildings would meet the identified need.

Factors we considered when reviewing our estate:

- What buildings we currently have in wards with the highest need.
- Whether there is a suitable building in a neighbouring ward.
- Whether a building is in a good location with access by public transport or in proximity to shops or other services.
- The potential for co-locating more than one service.
- Any building constraints such as access issues or required adaptations.
- Maintaining a percentage greater than 85% of residents within 30 minutes travel time on public transport to one of our buildings.
- Whether the number of buildings supports the number of service users we currently have in an area.
- Whether outreach could be a more effective way of meeting the identified need.
- Whether there is capacity to host outreach from other buildings.



Our work so far has led us to propose working from **fewer permanent buildings**, meaning that some of our buildings would close.

We also want to **co-locate more of our services**, meaning that more than one service would be available from the buildings you might visit.

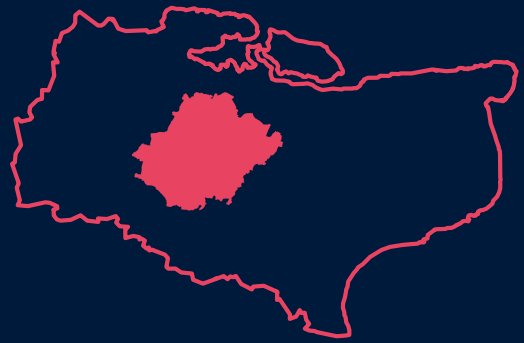
However, we don't just deliver our services from permanent or fixed locations. We have ambitions to **develop our outreach and digital offers**, to enhance our resident experience and and future-proof access to our services.

Now that you've read about the design process we have used, we will show you what that means in your district.

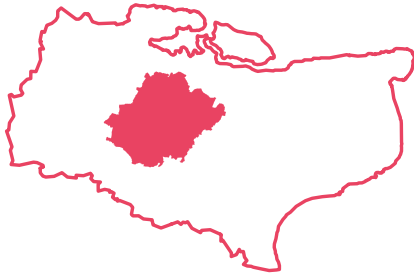


Maidstone

Locality Design



Maidstone



● **Maidstone** is mainly urban classification and over a third of wards are within a rural and fringe setting, which means there is mixed accessibility. High Street and East wards are two of a few areas of high density. **Park Wood, Harrietsham & Lenham, Heath, Marden & Yalding and Sutton Valence & Langley wards have seen the highest population growth** for the District.



● **Broadband speed** in most areas of Maidstone **is better than or the same as the UK average.**



● **96% of households** in Maidstone are currently **within 30 mins of one of our buildings** on public transport.



● 25% of Maidstone's population is aged 60+ while 20% is aged 0-15. **Barming & Teston and North Downs wards have the highest 60+ age group. Park Wood has the largest 0-15 year old population** in the District with the lowest percentage of the over 60 cohort in that ward. **2.4% of Maidstone's 18-65 year old population** is estimated to have a **learning disability.**

Maidstone has a **population of 175,781** according to the 2021 census with estimations of this **increasing to around 204,000 by 2040.**



● **High Street, Park Wood, Shepway North and Shepway South** wards are all measured as areas of **high deprivation. Shepway South** ward also has **high levels of unemployment.** The Maidstone district is below the long-term unemployment national average age.



● The majority of the locality falls into the **high/very high digital use category (72.6%)** This means they have the skills and devices to access the internet.



● In the 2018/19 Academic year, **68% of Maidstone pupils** achieved a standard **pass in Maths and English at GCSE** compared to 66% in Kent.

Maidstone district has **26 electoral wards.**



Maidstone district by ward

Maidstone district has **26 electoral wards**.

1 Allington

2 Barming and Teston

3 Bearsted

4 Boughton Monchelsea and Chart Sutton

5 Boxley

6 Bridge

7 Detling and Thurnham

8 Downswood and Otham

9 East

10 Fant

11 Harrietsham and Lenham

12 Headcorn

13 Heath

14 High Street

15 Leeds

16 Marden and Yalding

17 North

18 North Downs

19 Park Wood

20 Shepway North

21 Shepway South

22 Staplehurst

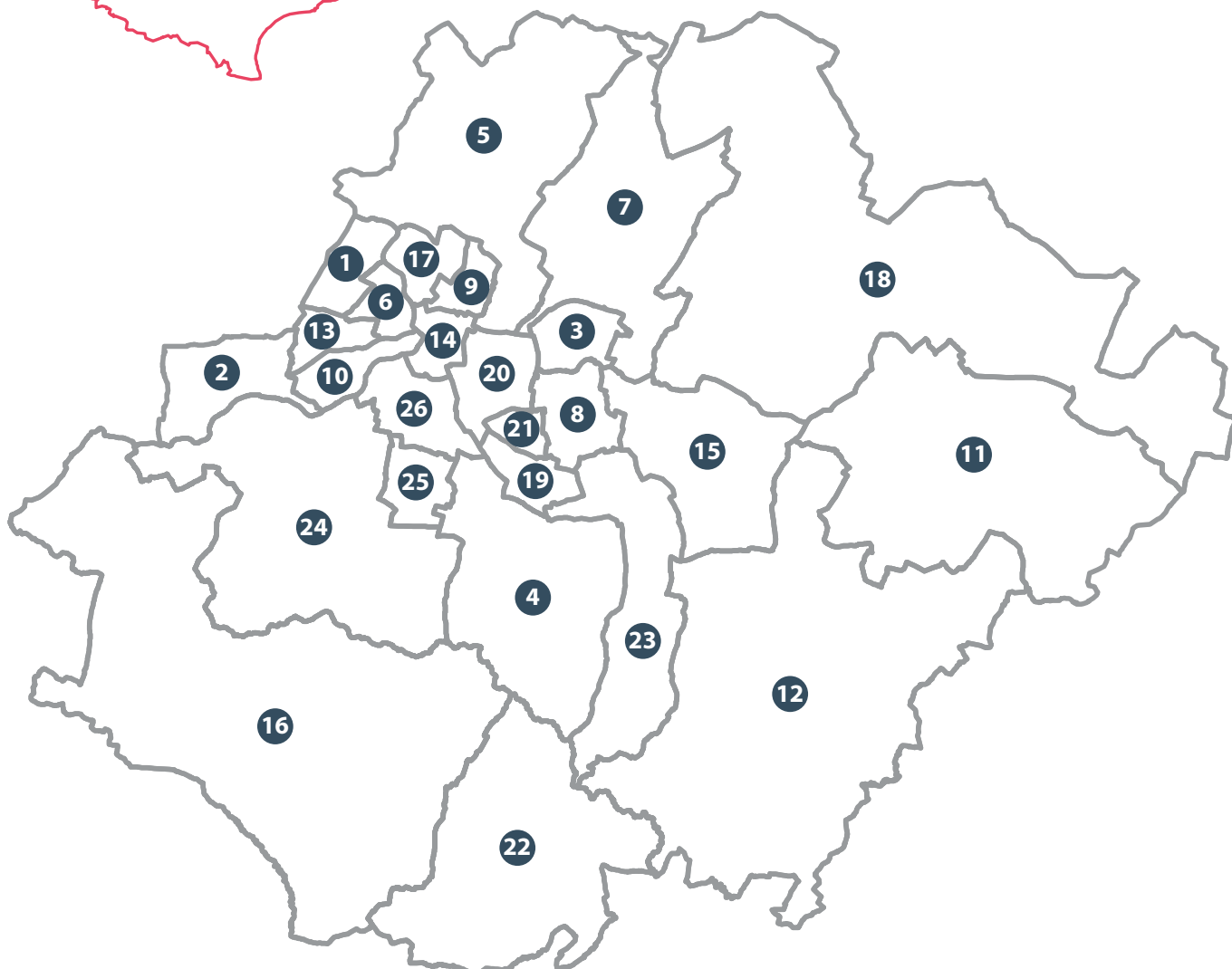
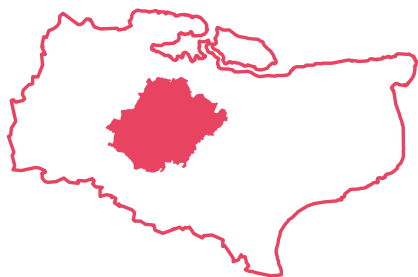
23 Sutton Valence and Langley

24 Coxheath and Hunton

25 Loose

26 South

Maidstone




Buildings we are proposing to deliver services from in Maidstone

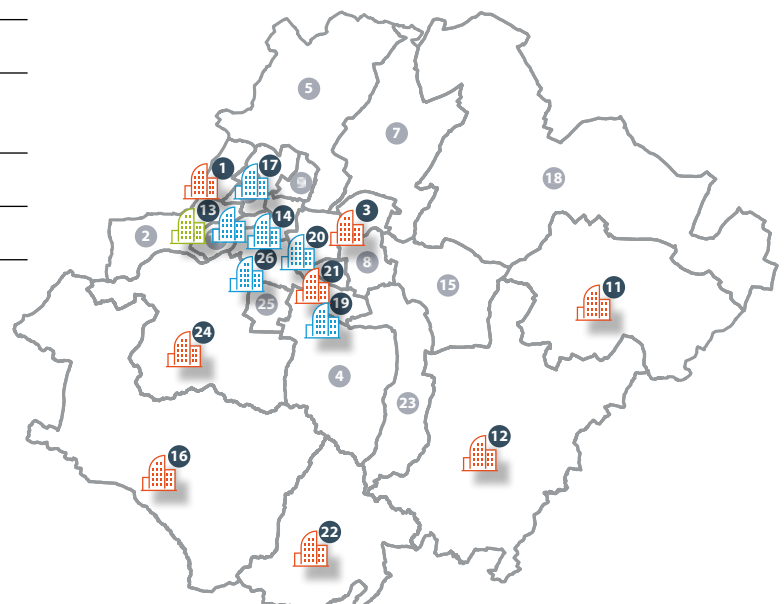
Ward.	Building.	Proposed future use.
Proposed Community Hubs		
13 Heath.	Oakwood House.	Community Learning and Skills, Registration (and coroners).
17 North.	Kent History & Library Centre.	Library and Gateway.
Family Hubs		
13 Heath.	West Borough Children's Centre.	
14 High Street.	Sunshine Children's Centre. Info Zone (Youth centre).	
19 Park Wood.	The Meadows Children's Centre.	
20 Shepway North.	Greenfields Children's Centre.	
Community Services for Adults with Learning Disabilities		
26 South.	Maidstone House.	
Libraries		
1 Allington.	Allington Library.	
3 Bearsted.	Madginford Library. Bearsted Library.	
11 Harrietsham and Lenham.	Lenham Library.	
12 Headcorn.	Headcorn Library.	
16 Marden and Yalding.	Yalding Library. Marden Library.	
21 Shepway South.	Shepway Library.	
22 Staplehurst.	Staplehurst Library.	
24 Coxheath and Hunton.	Coxheath Library.	

Maidstone district by ward

Permanent Buildings 

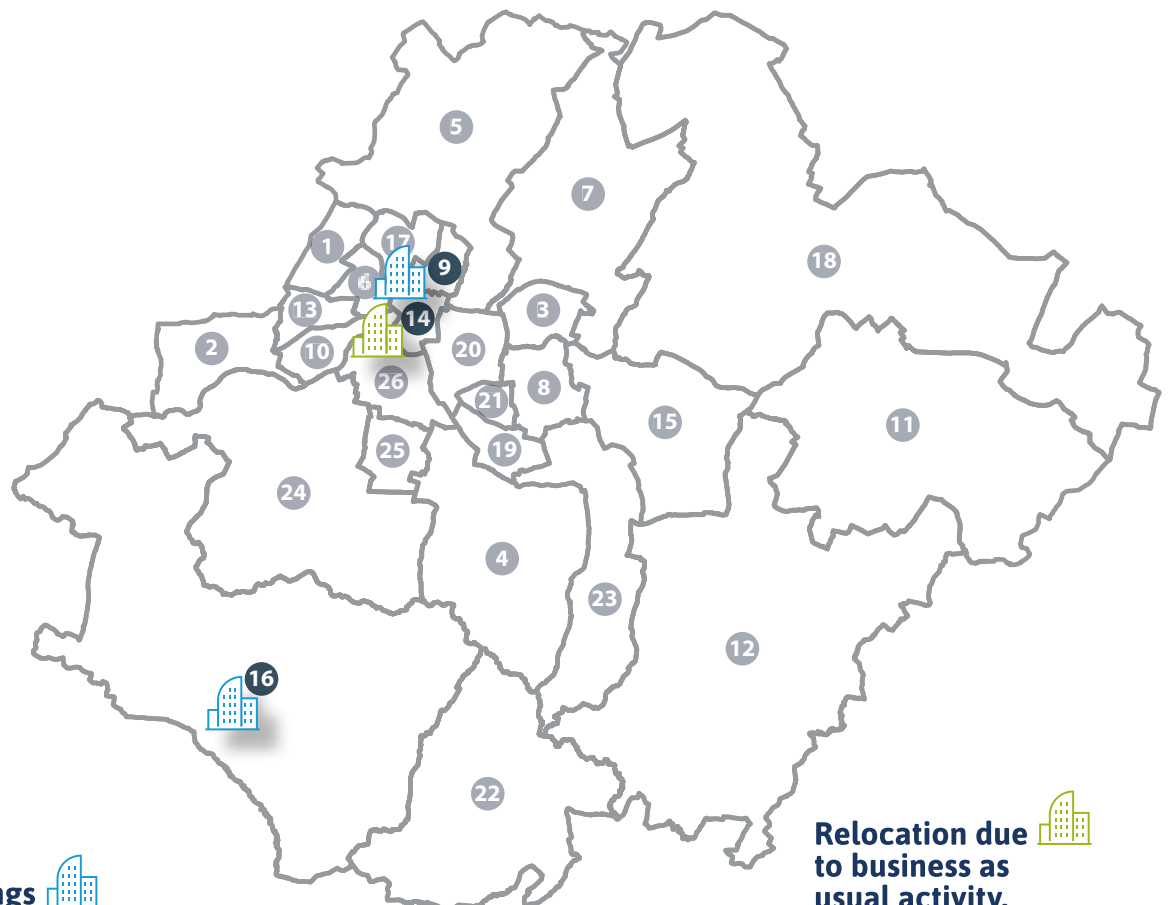
Buildings not part of this consultation 

Relocation due to business as usual activity. 



Buildings we are proposing to leave in Maidstone

Ward.	Building.	Potential Outcome.	Nearest alternative.	Distance Miles.
Children's Centres and Youth Hubs				
9 East.	East Borough Children's Centre.		Sunshine Children's Centre.	1.6
			Greenfields Children's Centre.	2.4
16 Marden and Yalding.	Marden Children's Centre.		Proposed Community Hub at Cranbrook Library (Tunbridge Wells).	7.4
			Greenfields Children's Centre.	8.1
Community Learning and Skills				
14 High Street.	Maidstone Adult Education Centre.		Reopening at Oakwood House.	1.1
	Maidstone Adult Education Centre Skills Centre Plus.		Reopening at Oakwood House.	1.5



Maidstone district by ward

Permanent Buildings 

Relocation due to business as usual activity. 

How need has informed the design in Maidstone

Our proposals have been based on data and evidence, including service user needs, transport and broadband connectivity.



1 Detling and Thurnham have lower levels of need, and therefore a **digital offer** will be a good primary delivery method, giving residents the ability to **engage with services online** as well as for those in **rural areas** such as **Barming and Teston**.



2 High Street, Park Wood and Shepway North are areas of **Maidstone** where there is a **high concentration of children impacted by deprivation**. Family Hubs would operate from permanent buildings in these wards.



3 Marden & Yalding ward, Shepway South and Coxheath & Hunton have high need and poor transport connectivity. Family Hubs, Health Visiting Service and other multiagency community partners will deliver **outreach to those with identified needs** in these wards.



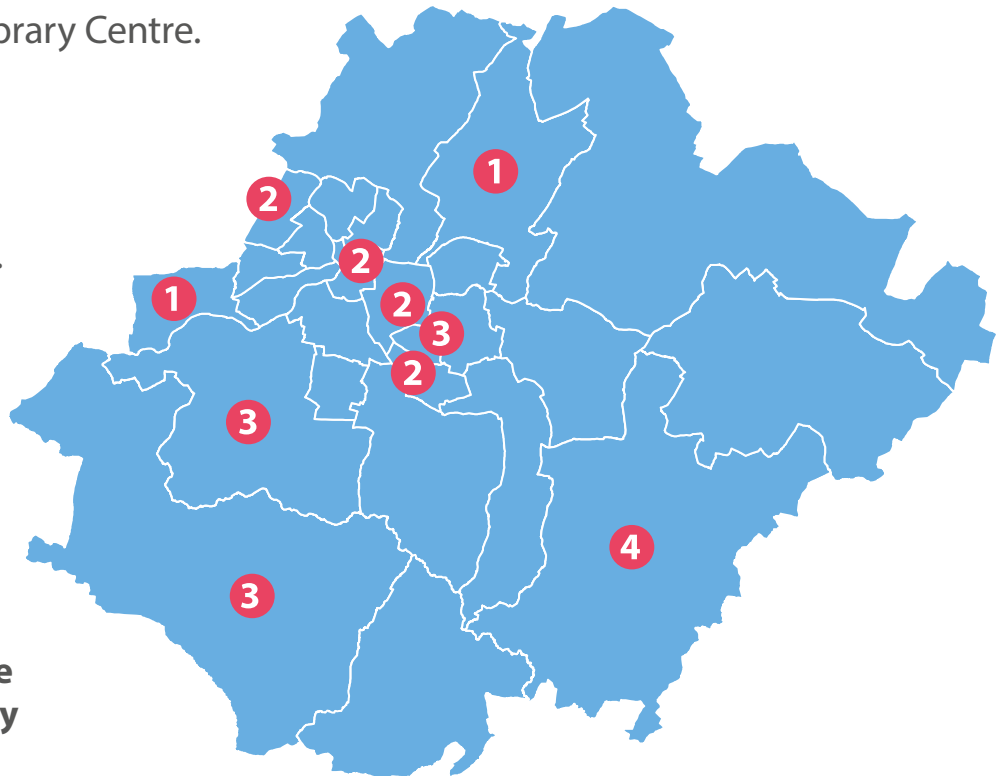
4 Headcorn's population is increasing, it does have some **good transport links** enabling people to access services in other wards however there are some places where this is an issue, and with **poor Broadband speeds** in the area and **digital access** a challenge a **Start for Life outreach offer will be made here for families**.





By working better together, services **could deliver outreach** in the following buildings:

- Allington Library.
- The Meadows Children’s Centre.
- Greenfields Children’s Centre.
- Shepway Library.
- Coxheath Library.
- Kent History and Library Centre.
- Lenham Library.
- Maidstone House.
- Staplehurst Library.
- Madingford Library.
- Headcorn Library.
- Yalding Library.



We are also looking to explore future opportunities to **share buildings with partners including the Voluntary, Community and Social Enterprise sector** who can also support localised need e.g. Foodbanks.

Access to our buildings

Being able to access a community building for support, even if not the specific service they need, will be **key for helping** to connect the most **vulnerable groups in Maidstone**.



In the future, Maidstone would have **2 community hubs that house more than one service. As well as: 5 Family Hubs, 9 Libraries, 1 Centre for Community Services for Adults with Learning Disabilities.**

Maidstone community hubs

Service.

Community Learning and Skills, Registration (and coroners).
Library and Gateway.

Building.

Oakwood House.
Kent History & Library Centre.

Access to a community building

Total Maidstone Households.

75,287

% of Maidstone Households Within 30 Minute Public Transport Catchment of a community services building.

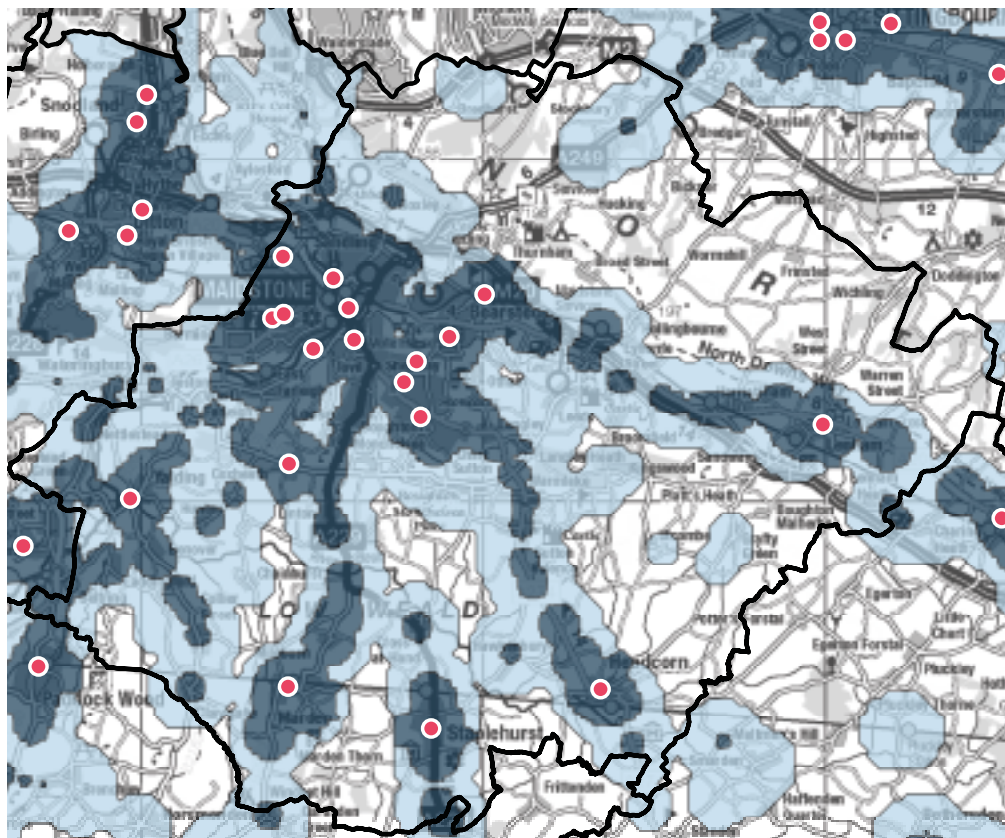
96%

Maidstone Households Within 30 Minute Public Transport Catchment of a community services building.

72,253

Maidstone Households Outside 30 Minute Public Transport Catchment of a community services building.

3,034



Building

0-15 minutes travel on public transport

15-30 minutes travel on public transport

How could services be delivered in Maidstone?

We want our model to be **flexible to the demands and needs of the community**, making it sustainable for the future.



Examples of current outreach in Maidstone:

Joint activities take place with **Golding Homes** and **The Princes Trust** such as **family fun days** that include parenting support, healthy lifestyles and advice and guidance services.

Joint programmes delivered with **Community, Learning and Skills** such as 'Creative Paperwork's delivered from the locations including **Maidstone Islamic Centre**.

Local parks are used as spaces to deliver **activity programmes and events** for children and families throughout the year.

We know that **young people** can't always get to designated youth hubs in the evenings so we offer **detached youth work** in those areas where young people live.

Public health services use space at **Headcorn, Coxheath** and **Molehill Copse Clinic** to deliver services like **Infant feeding, child health clinics and developmental checks**.

Community Learning and Skills use space at **33** different locations for outreach, such as **Barming Primary School** to deliver **Family Programmes** and **RBLI Community Hub** to deliver **Neighbourhood learning** in Deprived Communities.

Community Services for Adults with Learning Disabilities has over 70 clients in **Maidstone** - they already use **Maidstone YMCA** for Boccia as well as using existing permanent buildings such as **libraries** for delivering **activities**.

Please note outreach points are subject to demand, need and resources, the above is a representation of what could be delivered in Maidstone.

Erin lives in Bearsted and works in a care home on the outskirts of town. She is a confident digital user and often does her shopping, bookings and banking online. Erin has completed several online learning courses including one to enhance her digital skills in the workplace.



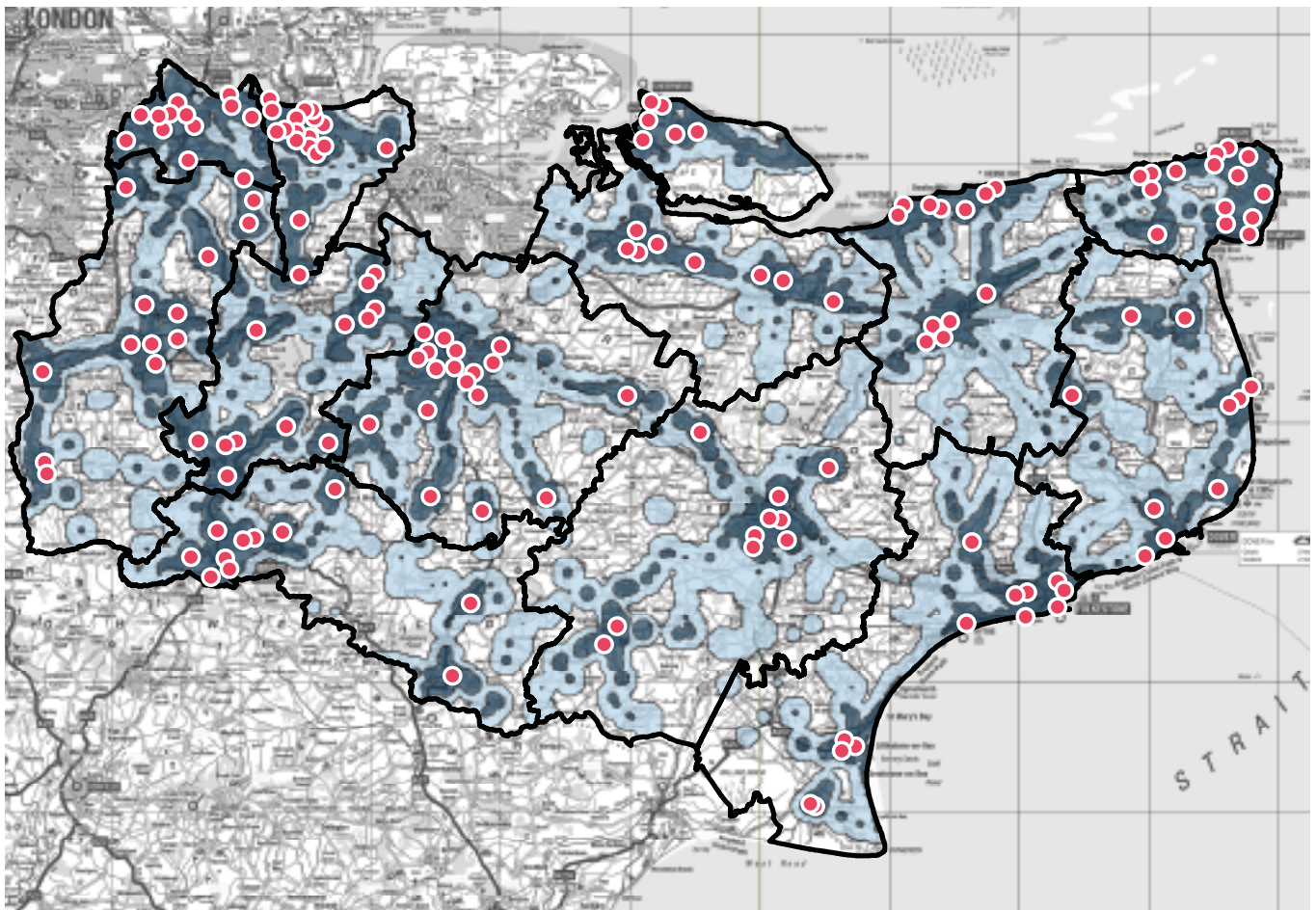
**Kent
wide**



Access to our buildings

Being able to access a community building for support, even if not the specific service they need, will be **key for helping** to connect the most **vulnerable groups across the county**.

97% of Kent households will be within 30 minutes travel time of at least one of our buildings, using public transport.



Building 

0-15 minutes travel on public transport 

15-30 minutes travel on public transport 



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