COMMUNITY
Services Consultation

Design Handbook

Ashford Locality

Kent
County
Council
kent.gov.uk

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.**

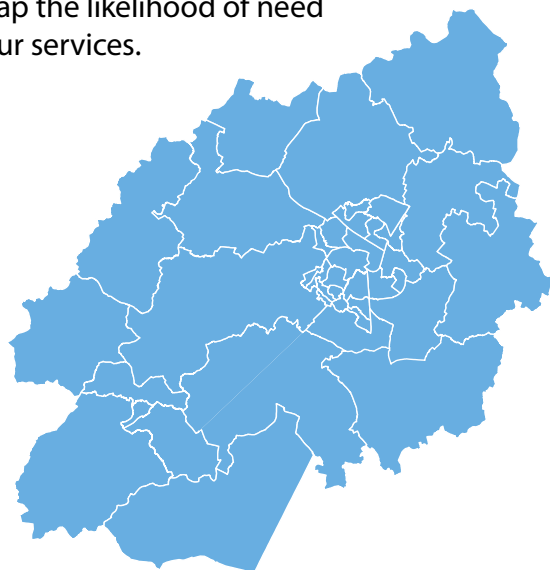**Local Area Overview** – gives a snapshot of key needs data and the basis for the proposal.

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.

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

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.
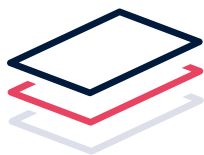
Data

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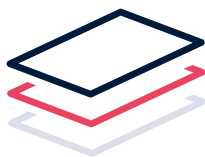
This example **uses data indicators for children's services and public health** in Ashford.

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.

→ **High Need**
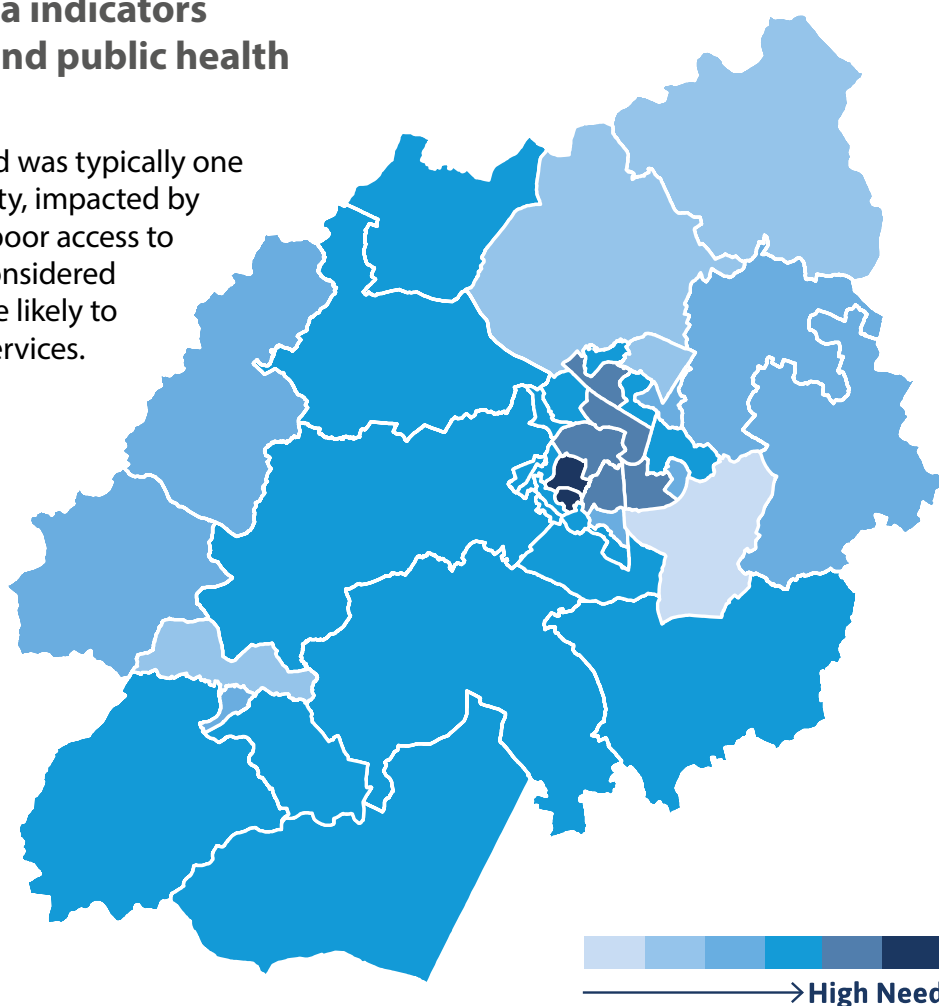
Data

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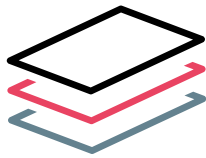
● In the 2018/19 Academic year, **66% of Ashford pupils** achieved a standard **pass in Maths and English GCSE,** which is the Kent average.

Ashford district has **39 electoral wards**.

Data

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.

Permanent Buildings

Buildings not part of this consultation
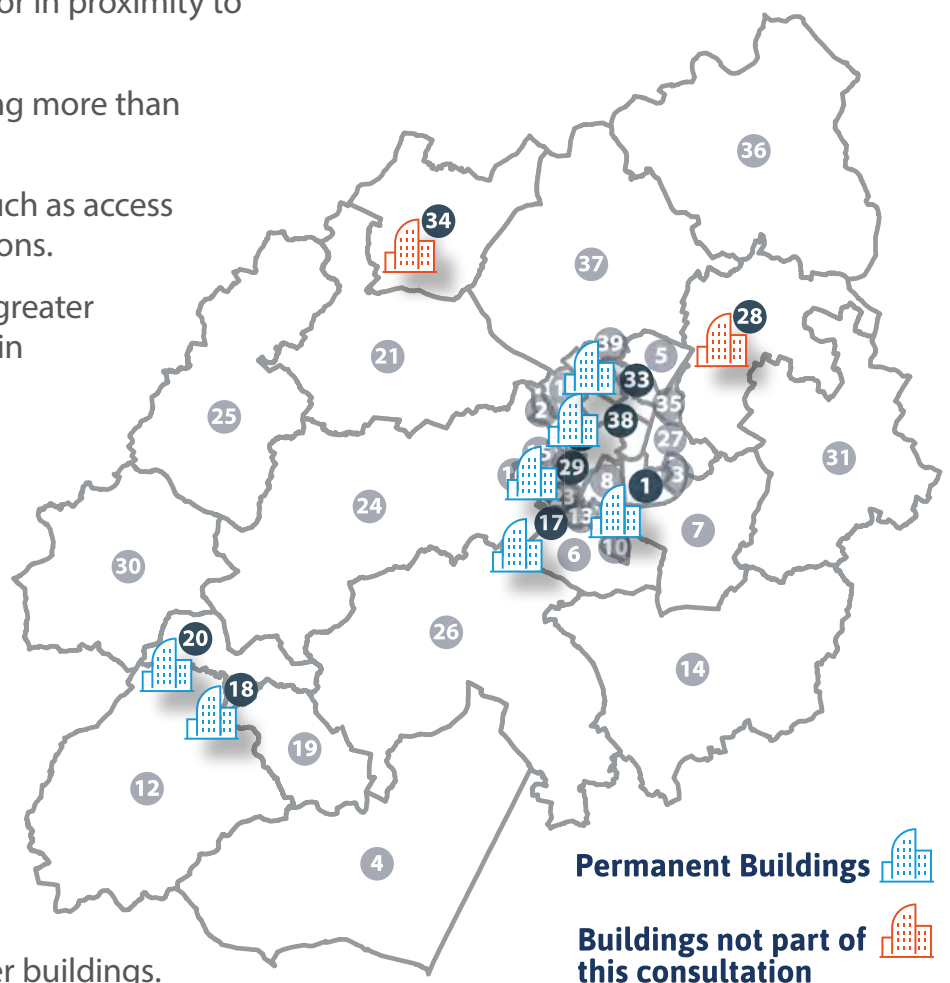
Our work so far has led us to propose working from **fewer permanent buildings**, meaning that some of our buildings would close.

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.
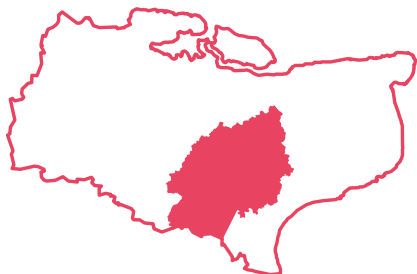
Ashford

Locality Design

Ashford

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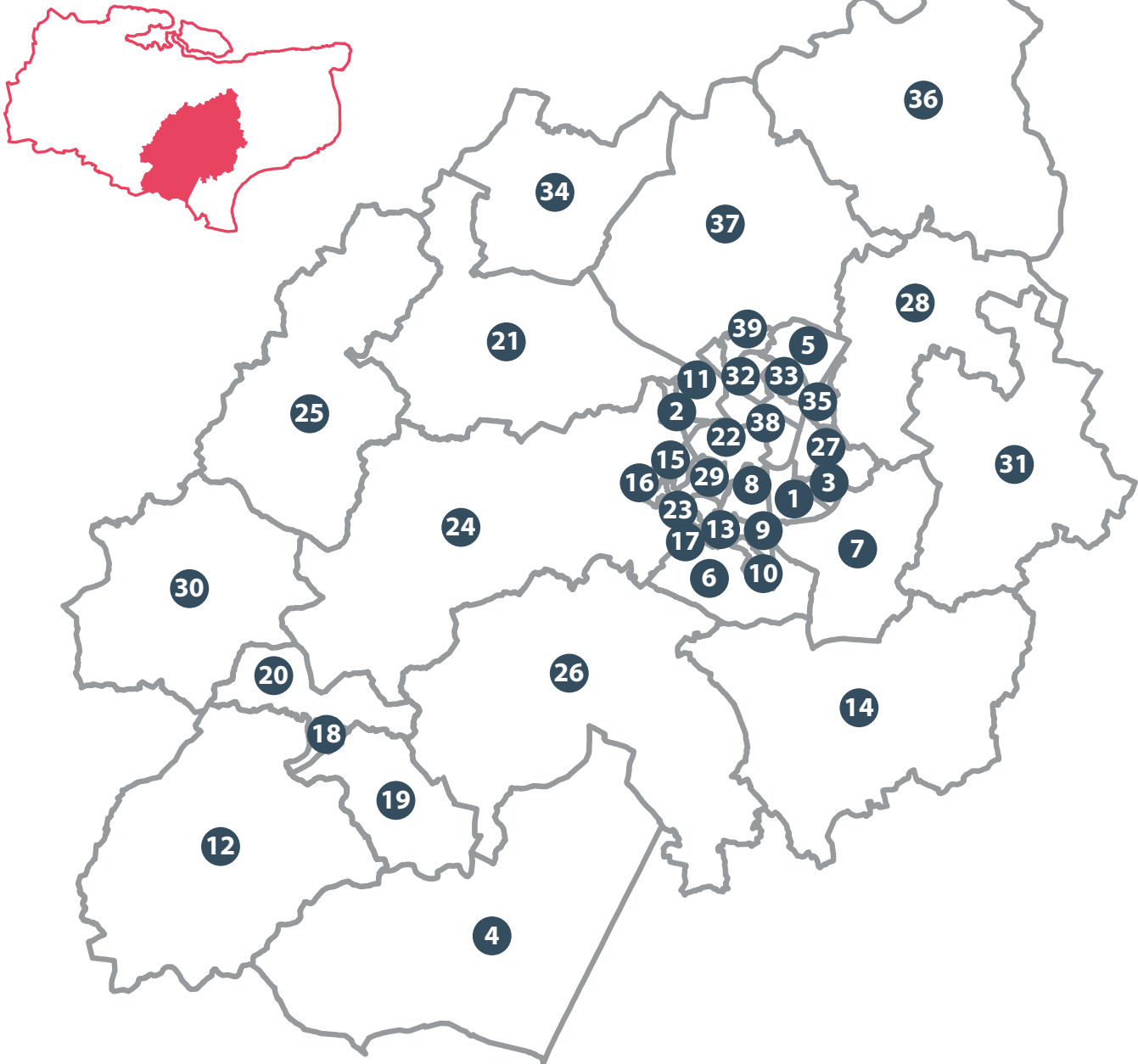
Ashford district has **39 electoral wards**.

Ashford district
by ward

Ashford district has **39 electoral wards**.

1	Aylesford & East Stour
2	Godinton
3	Highfield
4	Isle of Oxney
5	Kennington
6	Kingsnorth Village & Bridgefield
7	Mersham, Sevington South with Finberry
8	Norman
9	Park Farm North
10	Park Farm South
11	Repton
12	Rolvenden & Tenterden West
13	Roman
14	Saxon Shore
15	Singleton East
16	Singleton West
17	Stanhope
18	Tenterden North
19	Tenterden South
20	Tenterden St Michael's

21	Upper Weald
22	Victoria
23	Washford
24	Weald Central
25	Weald North
26	Weald South
27	Willesborough
28	Wye with Hinxhill
29	Beaver
30	Biddenden
31	Bircholt
32	Bockhanger
33	Bybrook
34	Charing
35	Conningbrook & Little Burton Farm
36	Downs North
37	Downs West
38	Furley
39	Goat Lees

Ashford

Buildings we are proposing to deliver services from in Ashford

Ward.	Building.	Proposed future use.
Proposed and existing Community Hubs		
17 Stanhope.	Stanhope Library.	Gateway, Family Hub and Library.
18 Tenterden North.	Tenterden Gateway.	Gateway, Community Learning and Skills, Library and Community Services for Adults with Learning Disabilities.
22 Victoria.	Ashford Gateway Plus.	Gateway, Community Learning and Skills, Library and Community Services for Adults with Learning Disabilities.
Libraries		
34 Charing.	Charing Library.	
28 Wye in Hinxhill.	Wye Library.	
Community, Learning and Skills		
20 Tenterden St Michaels.	Homewood School And Sixth Form Centre.	
Family Hubs		
1 Aylesford & East Stour.	Waterside Children's Centre.	
29 Beaver.	The Willow Children's Centre.	
33 Bybrook.	Sure Steps Children's Centre.	
38 Furley.	Ashford North Youth Centre.	

Ashford district by ward

Permanent Buildings

Buildings not part of this consultation
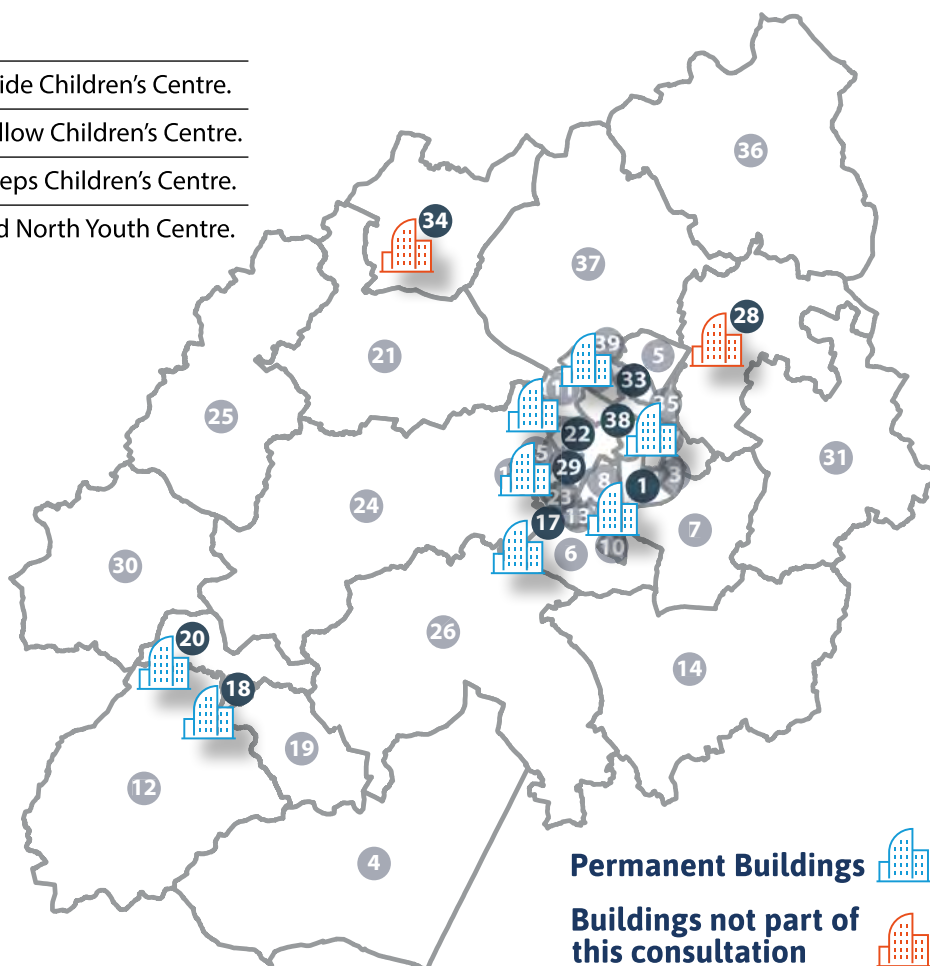
Buildings we are proposing to leave in Ashford

Ward.	Building.	Potential Outcome.	Nearest alternative.	Distance Miles.
17 Stanhope.	Ray Allen Children's Centre.		The Willow Children's Centre.	1.1
			Waterside Children's Centre.	2.0
			Proposed Community Hub at Stanhope Library.	0.4
19 Tenterden South.	Little Explorers Children's Centre.		The Willow Children's Centre.	11.9
			Waterside Children's Centre.	13.0
			Cranbrook Family Hub (Tunbridge Wells).	8.6
21 Upper Weald.	Bluebells Children's Centre.		The Willow Children's Centre.	4.4
			Waterside Children's Centre.	4.8
			Sure Step Children's Centre.	4.1

Ashford district by ward

Permanent Buildings
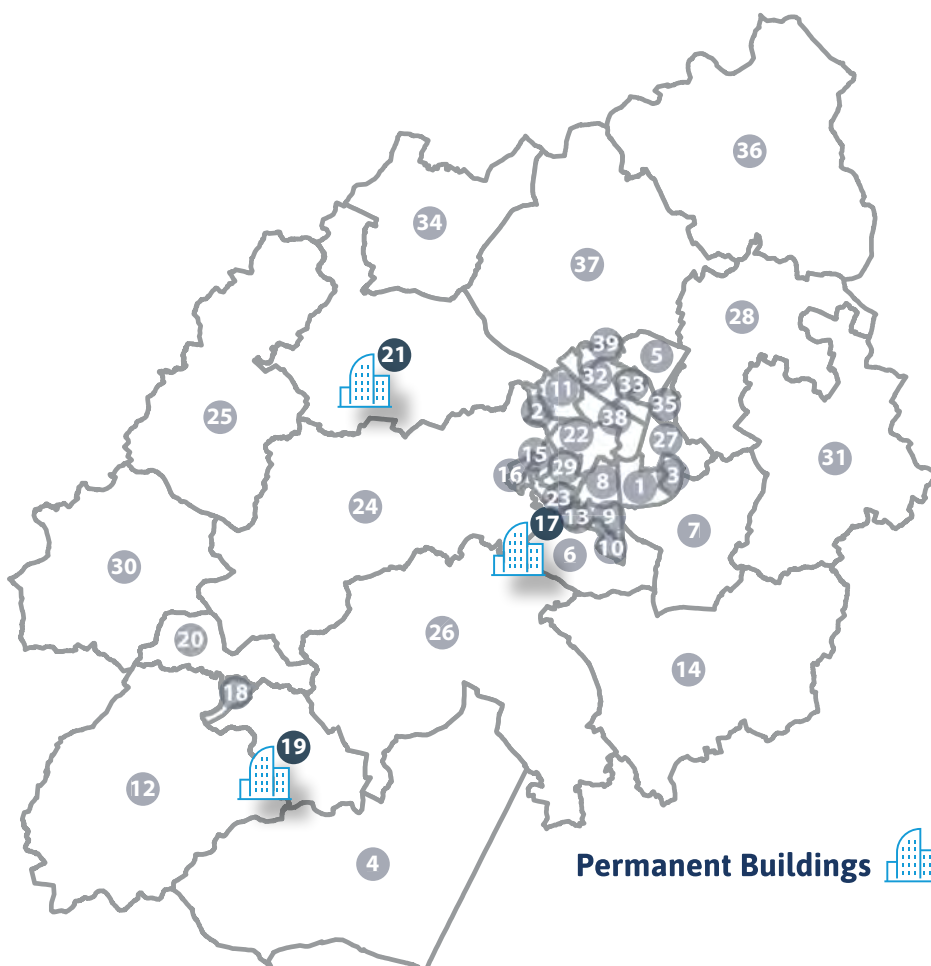
How need has informed the design in Ashford

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

1 **Rolvenden & Tenterden West, Wye** and **Hinxhill** are rural communities with lower levels of need. **A digital offer makes services more accessible**, allowing them to self-serve and engage with services virtually. This could be developed with more automated ways of contacting your service, through online referral or online learning courses with Community Learning and Skills.

2 **Aylesford & East Stour, Beaver, Bybrook** and **Furley** are in the urban centre of Ashford where there is a high concentration of children impacted by deprivation. **Family Hubs would continue to operate from permanent buildings** in these wards.

3 **Stanhope** is a ward where families with identified needs may not have access to transport and community buildings, therefore we propose a **new community hub where multiple services can deliver flexible outreach**.

4 Open Access, **Health Visiting Service** and other multiagency community partners will also deliver the **new Start for Life outreach** offer in **Upper Weald, and Tenterden North wards**.

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

- Waterside Children's Centre.
- Stanhope Library.
- Tenterden Gateway.
- Charing Library.
- Ashford Gateway Plus.
- The Willow Children's Centre.
- Sure Steps Children's Centre.
- Wye Library.
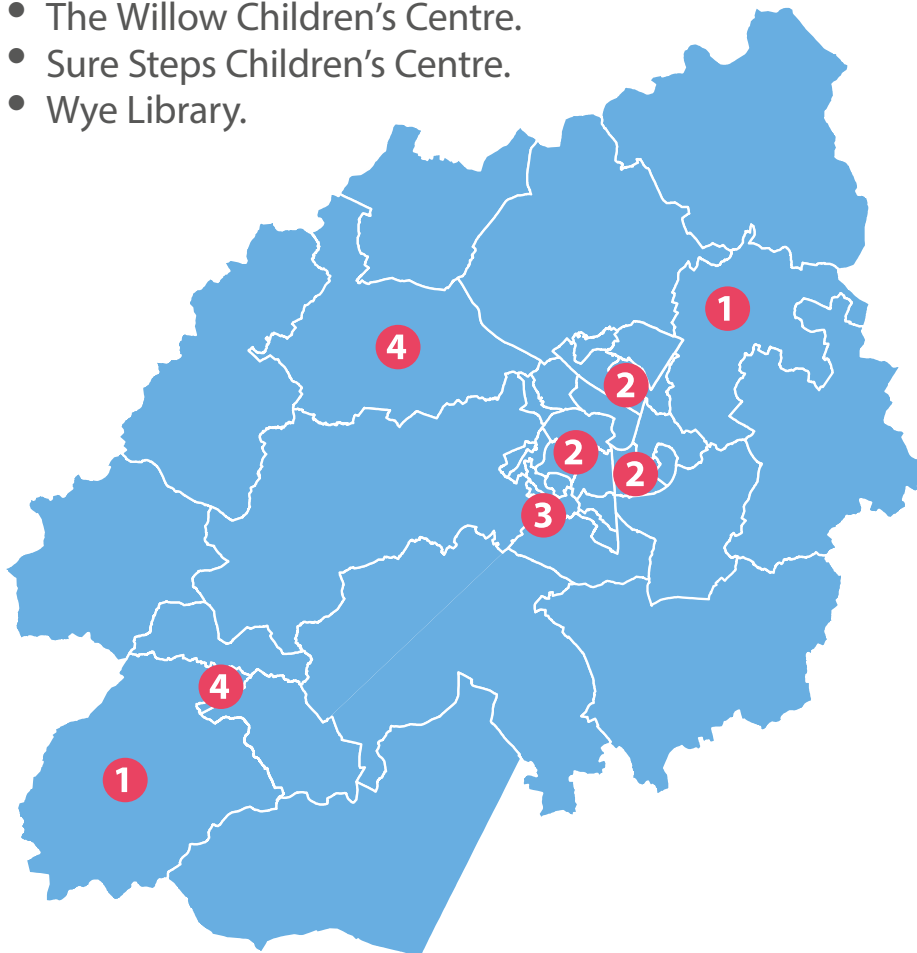
We are also looking to explore future opportunities to **share buildings with partners including the Voluntary, Community and Social Enterprise sector** who can also support localised need e.g. Foodbanks.

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 Ashford.**

In the future, Ashford would have **3 community hubs that house more than one service. As well as: 4** Family Hubs, **2** Libraries and **1** Community Learning and Skills building.

Ashford community hubs

Service.	Building.
Family Hub and Library.	Stanhope Library.
Gateway, Community, Learning & Skills, Library and Community Day Services for Adults with Learning Disabilities.	Tenterden Gateway.
Gateway, Community, Learning & Skills, Library and Adults.	Ashford Gateway Plus.

Access to a community building

Total Ashford Households.	53,535
% of Ashford Households within 30 Minute Public Transport Catchment of a community services building.	92.7%
Ashford Households within 30 Minute Public Transport Catchment of a community services building.	49,625
Ashford Households outside 30 Minute Public Transport Catchment of a community services building.	3,910

Building ⊙

0-15 minutes travel on public transport ■

15-30 minutes travel on public transport ▢
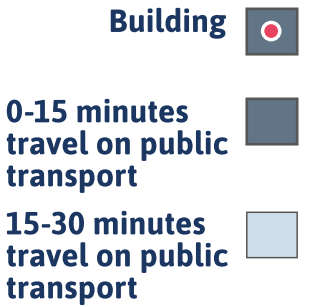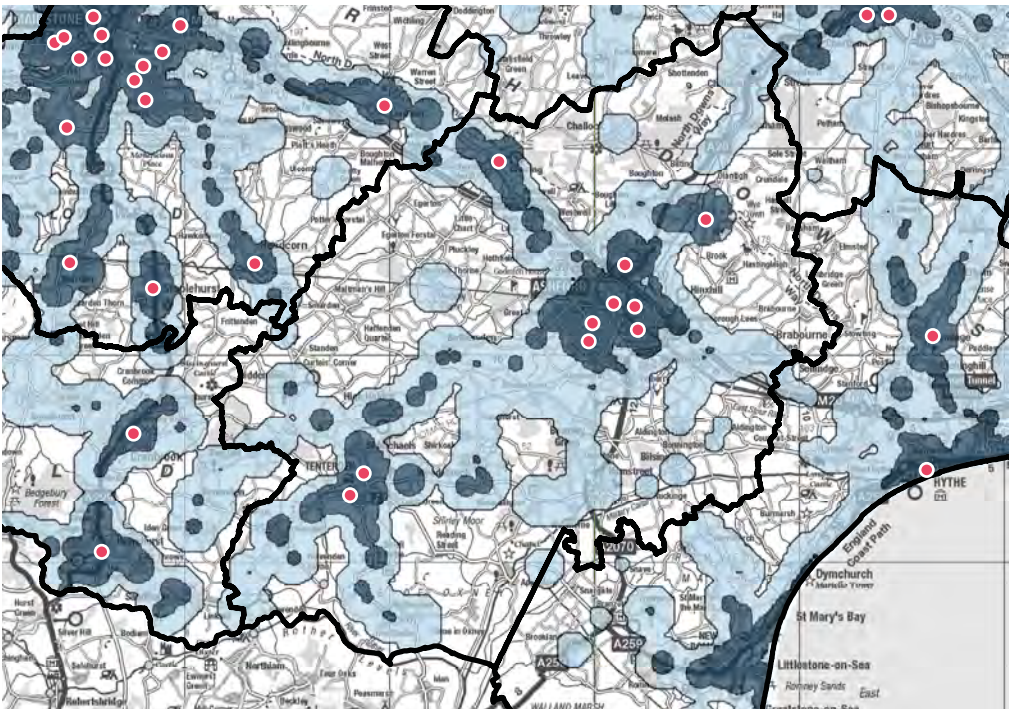
How could services work in Ashford?

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

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

Public Health currently deliver services in Bluebells Children's Centre including child health checks and support with infant feeding which **supports families in Upper Weald.**

In the future we would propose to **deliver outreach by children's services from Stanhope or Charing Library** where we know deprivation levels are higher, and families may not have good access to transport.

Samia works in retail and lives on the outskirts of Ashford. She engages with the internet a lot throughout the day, and she is comfortable using it as her go-to source of information. She looked up details of a baby rhyme time group held at Sure Steps Children's Centre and has met new friends with shared interests. This has helped her integrate into the community and increase her sense of belonging.

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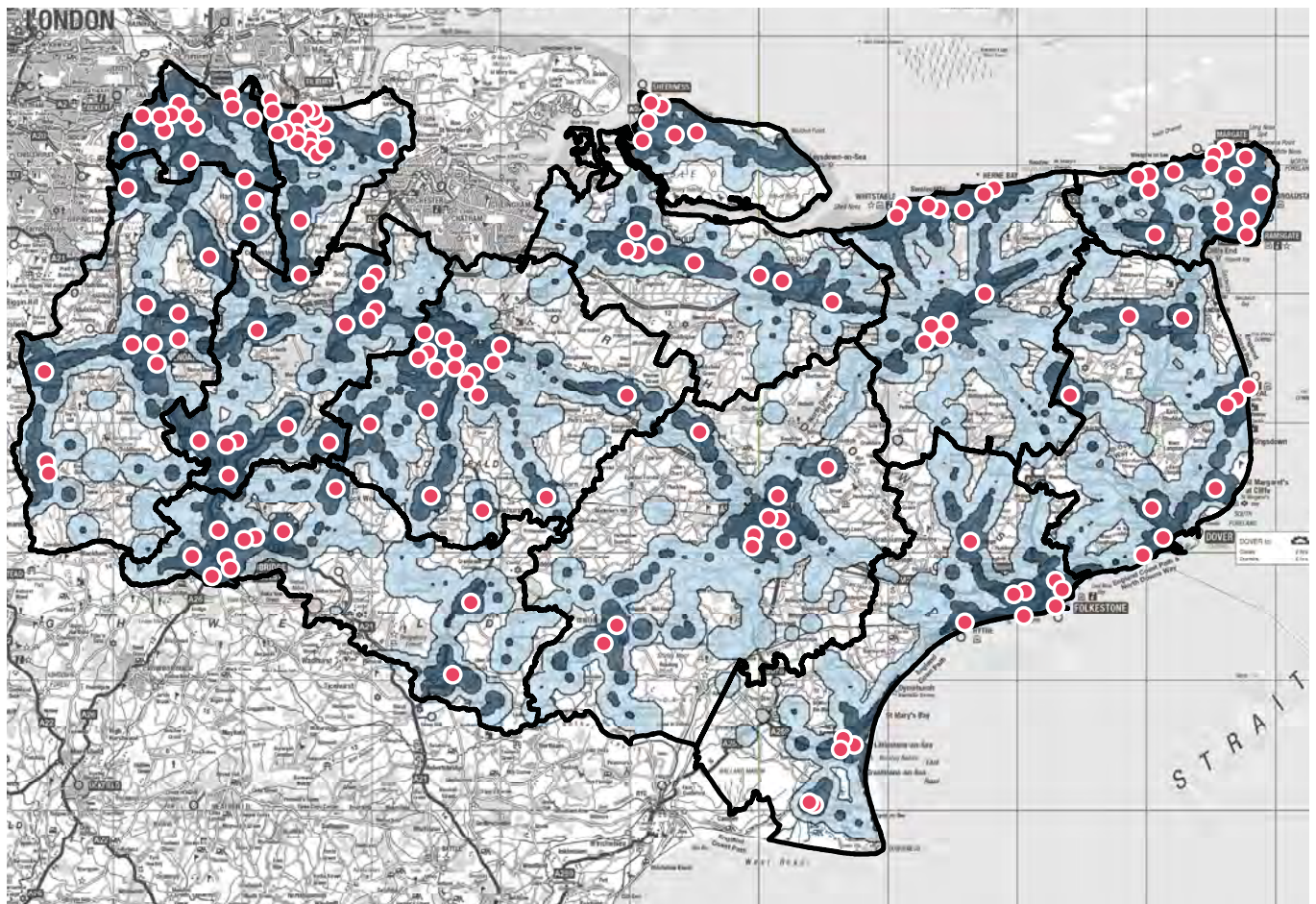
Kent wide

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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