

Creating a  
**safer  
future**  
together

**Community  
Profile**



**Kent** Fire &  
Rescue Service

together



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## Introduction

The role of the Fire Service and its statutory duties are defined within the Fire and Rescue Services Act 2004. Alongside this, The Civil Contingencies Act 2004 defines the roles and responsibilities of the Fire and Rescue Authority in relation to civil protection and resilience arrangements, along with those of other regional public bodies. These pieces of legislation focus on our statutory duty to respond to fire and fire related incidents.

Fire Services are also governed by guidance within The Fire and Rescue National Framework for England, which outlines the priorities and objectives of the government for fire and rescue authorities. One of the key priorities within the national framework outlines:

**“Identify and assess the full range of foreseeable fire and rescue related risks their areas face, make provision for prevention, protection activities, and respond to incidents appropriately”.**

The National Fire Chiefs Council (NFCC) also provides a strategic framework, guidance and methodologies for Community Risk Management Planning which is aligned to Fire Standards Board approved standard for Community Risk Management Planning. Within Kent Fire & Rescue Service (KFRS), we align our community risk management processes with the national guidance and approved standard.

To achieve this, and to support our assessment and understanding of our communities, we continually monitor and utilise a wide range of external data and information sources such as The Office of National Statistics (ONS), National Risk Register, Community Risk Register, Heritage England, and Experian. We also utilise our own internal data and information alongside that from our partner agencies such as Kent County Council (KCC), Medway Council, Kent Police, Southeast Coast Ambulance Service, Kent Resilience Forum, Environment Agency, Met Office etc.

We are continually seeking new information and data that could enhance and enrich our knowledge and planning. Ultimately it is about understanding, our county, our communities, and our community risks. Once we understand all these elements, we can develop the right strategies to ensure we are delivering the best service to the communities of Kent.

A detailed overview of our community risk and our assessment methodology is published within our [Creating a Safer Future Together – Risk Assessment](#).



### Did You Know Our County Has

**1,442 Sq. Miles  
Of Land**

**1,855,900  
People**

**1,307 People  
Per Sq. Mile**

**350 Miles of  
Coastline**

**6,336 Miles of  
Road**

**107 Miles of  
Motorway**

**106 Railway  
Stations**

**5 Main  
Rivers**

**5 Main  
Ports**

**2 Airports**

## County Overview

The County of Kent, also known as the “Gateway to Europe” is a large and diverse area of land, which encompasses both Kent and the Medway towns.

The famous White Cliffs of Dover overlook the English Channel and provide a view of France some 21 miles away, spanning the length of the County are the North Downs and Greensand Ridge which create a series of valleys. As well as ‘The Gateway to Europe’, Kent is also referred to as ‘The Garden of England’, the valleys created by the North Downs and Greensand Ridge are home to an abundance of hop and fruit growing facilities.

The county has water borders with the River Thames, North Sea, Straights of Dover and the English Channel and has land borders with London, Surrey and East Sussex. Kent also borders Essex along the river Thames and the French department of Pas-de Calais along the English Channel

Kent has an extensive motorway network which links the channel ports to the M25. In all there are four motorways, the M2, M20, M26 and M25 measuring a total of 107 miles, as well as some major road infrastructure including the Dartford Crossing which links the M25 between Kent and Essex.

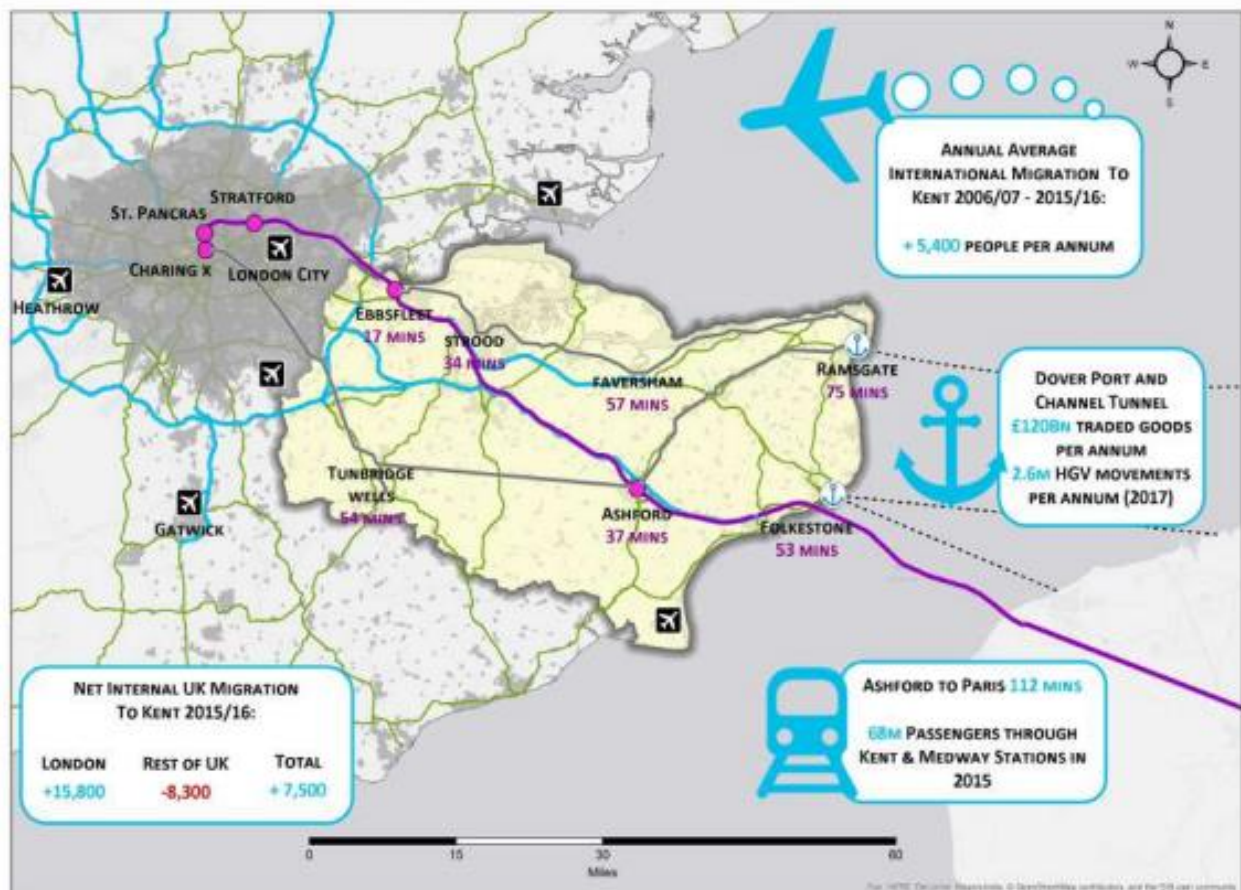
Kent is also home to the High-Speed rail link which is used to link the London terminus of St Pancras and mainland Europe with travel times of under 3 hours. The rail line is 67 miles long with trains travelling at up to 186mph between the Channel Tunnel and the river Thames tunnel in the north of the County.



## A Wider South-East Context <sup>1</sup>

Strategically, the County's position as the main international gateway from the UK into Europe, and adjacent to London, ensures it plays a key role in the national economy. It means that the Kent and Medway economy is sensitive to external demographic, political and economic influences. Several external factors influence the County as well as opportunities for collaboration that will affect the growth challenge in Kent and Medway.

The diagram below from the Kent and Medway Growth and Infrastructure Framework outlines Kent in the Wider South-East:



The impact of London's growth on Kent and Medway will influence migration in and out of the County, as well as business relocation. These trends could lead to growing pressures on areas that surround London, and a potential pressure to absorb some of the capital's growth.

London is under intense pressure to address the acceleration in housing need, which in turn could affect the supply of suitable office space. The residual housing demand and the growing crisis in office and employment space will put additional pressure on economies across the wider South-East - all of which are facing their own growth in demand.

The Kent and Medway Growth and Infrastructure Framework (GIF) examines the challenges and opportunities likely to face Kent & Medway and provides a comprehensive overview of the anticipated longer-term horizon and planning for sustainable growth.

<sup>1</sup> Source: Kent & Medway Growth & Infrastructure Framework 2018 Update

## Administrative Geography

The map below outlines the ceremonial county boundary for Kent.



The administration of the County of Kent is divided between Kent County Council (KCC) and Medway Unitary Authority, which are combined for representation at parliament. KCC is then further divided into 12 local district councils.

For reporting within this document Medway will be reported at the same level as the districts.

The map below outlines the breakdown of these areas within the County.





## Rural and Urban Classification

Kent has a wide and diverse landscape, elements of which can help us understand different needs and barriers for our communities. Some key area differences are provided by the ONS Rural and Urban Classification (RUC).

An example of this would include the consideration that:

- Rural areas have different access to transport links, are less densely populated, and have longer response times.
- Urban areas have better transport links, are more densely populated, and may receive quicker response times.

Kent as a county is classified as: **Urban with significant Rural.** <sup>2</sup>

RUC is a classification which provides a consistent and standardised method for categorising geographies as either rural or urban, based on address density, physical settlement form, population size and relative access to major towns and cities (populations of over 75,000 people). It does not classify geographies or features which may contribute to a rural or urban identity, such as landscape, economic, social, historical, or cultural characteristics.

England and Wales are divided into 188,880 OAs, the lowest level of census statistical geography, each representing around 100 to 625 people.

OAs are the base level of geography for the 2021 RUC; the category assigned to each OA informs the classification for all higher-level geographies (Lower Super Output Areas, Middle Super Output Areas and Local Authority District (LAD))

Areas are defined as urban if they have a high density of residential addresses, or if they intersect with amalgamated built-up areas with a resident population of 10,000 or more.

Other areas that intersect with populations of less than 10,000, or that have lower densities of addresses, are assigned to the larger or smaller rural settlement categories.

All output areas are also distinguished by whether they are nearer to or further from a major town or city. Based on estimated travel times, each category is then divided into a relative access class.

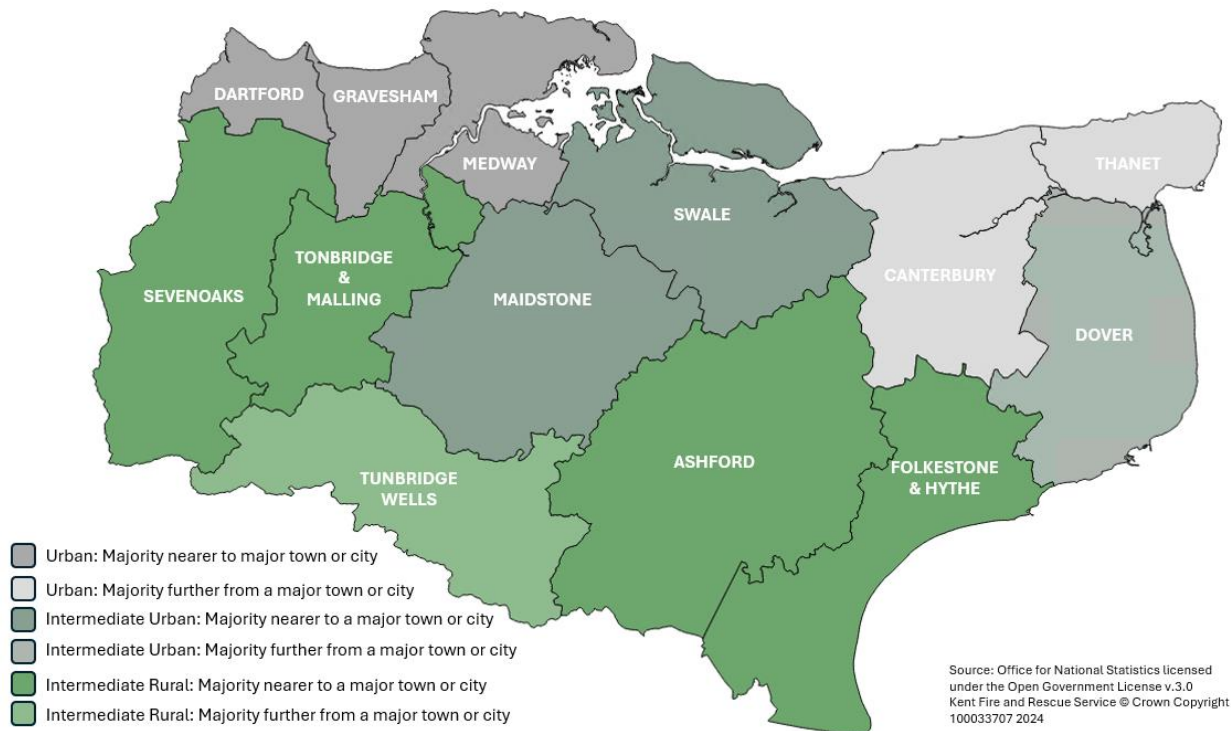
When combined, it provides the following six types of categorisations for an output area

- Urban: Nearer to a major town or city
- Urban: Further from a major town or city
- Larger Rural: Nearer to a major town or city
- Larger Rural: Further from a major town or city
- Smaller Rural: Nearer to a major town or city
- Smaller Rural: Further from a major town or city

<sup>2</sup> Source: Office for National Statistics licensed under the Open Government Licence v.3  
Source: 2021 Rural and Urban Classifications, Office for National Statistics



The map below shows the relevant LAD classifications for Medway and the twelve districts.



Kent has 5,734 output areas across the county following the changes made during the 2021 census. The current profile consists of:

Number of output areas	Percentage output areas	Output areas classification	How we classify areas
3,032	53%	Urban: Nearer to a major town or city	Urban
1,340	23%	Urban: Further from a major town or city	Urban
565	10%	Larger Rural: Nearer to a major town or city	Rural
120	2%	Larger Rural: Further from a major town or city	Rural
526	9%	Smaller Rural: Nearer to a major town or city	Rural
151	3%	Smaller Rural: Further from a major town or city	Rural

The Department for Levelling Up, Housing and Communities has also published new experimental data examining the different land uses across local authorities in England. The land is classified into two groups. Developed land, also known as brownfield sites, and non-developed land, also known as greenfield sites. This data may be able to enrich our understanding of land use, the change in urban and rural interface and how this links to urbanisation and rurality.<sup>3</sup>

Further information regarding Land use in Kent can be found within the KCC Kent Analytics Statistical Bulletin, [Land use in Kent local authorities: April 2022](#).

<sup>3</sup> KCC Kent Analytics Statistical Bulletin, Land use in Kent local authorities: April 2022.





## Infrastructure

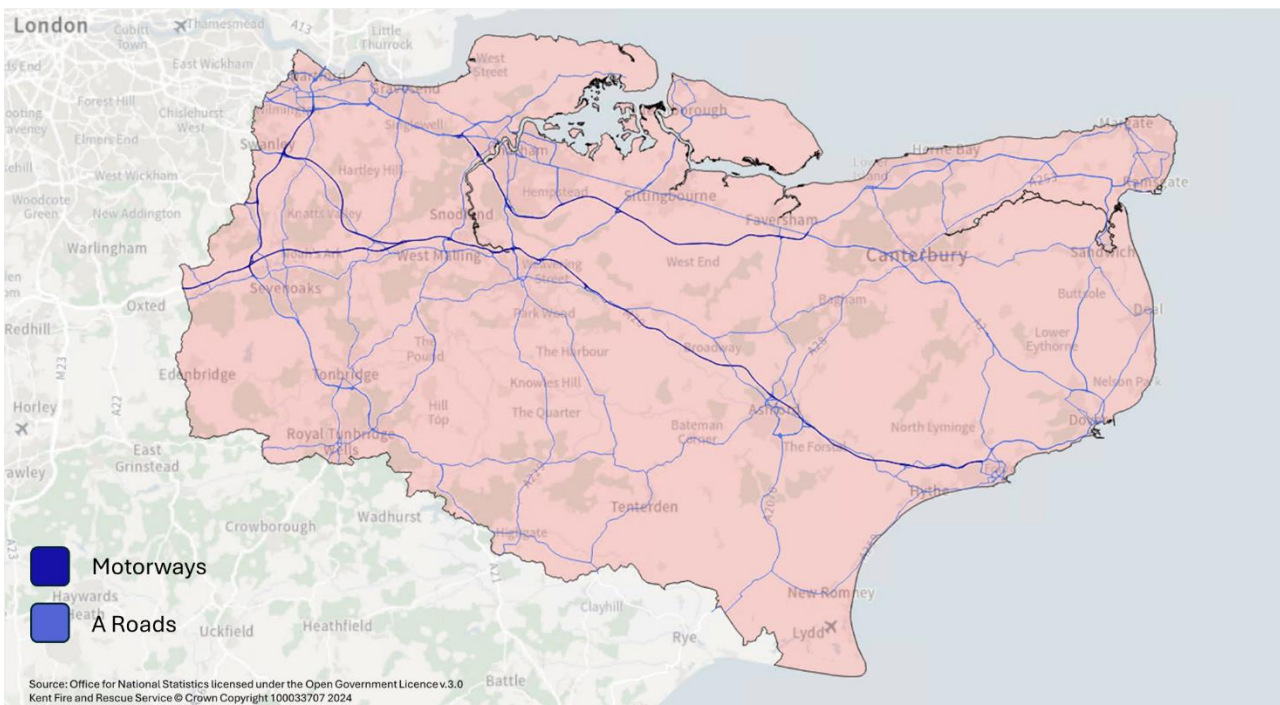
With Kent's proximity to both London and mainland Europe, the counties infrastructure has significant demands and volume placed on it from domestic travel, commercial use, and the tourism industry. Access from London and Kent to mainland Europe is provided by two cross-channel ports as well as high speed rail lines utilising the Channel Tunnel.

## Roads

Kent has a high number of motorway miles which enable easy access to and from the cross-channel ports, channel tunnel and provide key connections to other strategic transport links. Combined with the rural make-up of the county this provides us with a wide variety of road types, with many parts of the county being accessed by single track roads.

In total Kent has 6,355 <sup>4</sup> miles of road, of which 107 miles is motorway and 204 miles are classed as part of the Strategic Road Network.

The Department for Transport indicate that 9.4 billion vehicle miles were travelled on Kents roads in 2023. The map below outlines Kents primary road network.



<sup>4</sup> This figure may differ from previous publications. The Department of Transport has identified discrepancies between the road length data held by Ordnance Survey and that of local authorities which is under investigation. We will aim to provide the most accurate estimate available at the time of publication.



## Rail

Many parts of Kent and Medway provide easy access to the city of London, which makes the county an attractive area for commuters into the city for work along with a top destination for tourism and traffic for mainland Europe, all of which provides vital economic prosperity to the region.

Kent and Medway are served by South-eastern Rail whose network covers London, Kent and parts of East Sussex, operating over 1,700 trains a day, carrying more than 400,000 passengers. Alongside the domestic and commuter traffic, the Kent rail network also carries a large volume of freight traffic and is one of the busiest and most congested routes in the country.

In total Kent and Medway have 106 Railway stations. Kent is also home to the High Speed 1 (HS1) and Channel Tunnel Rail Link (CTRL) which consists of 67 miles of high-speed rail line from the channel tunnel to London St Pancras station.

There are two key intermediate stations, Ashford international and Ebbsfleet. international, although both are not currently being used as embarkation or disembarkation points for high-speed services.

## Aviation

Currently in Kent there is only one Civil Aviation Authority (CAA) certified airport located at Lydd. Lydd provides a mix of private, corporate, air taxi and cargo aviation. The old Manston airport is no longer running as a commercial entity and is not currently listed by the CAA.

There is an airport at Rochester which is used predominantly by light aircraft, training schools and helicopters and does not operate at night.

There are a further 85 current and dormant airfields/airstrips within the county including helipads at varying locations throughout the county. One of note is Headcorn Aerodrome which hosts many light aircraft, vintage wartime planes and has a large parachuting and skydiving community.

## Ports

Kent has a significant coastline which has supported coastal trades and shipping for many years. There are 5 main ports in operation around the Kent coast, which are:

- Port of Medway
- Port of Whitstable
- Port of Ramsgate
- Port of Dover
- Port of Folkestone

The Ports of Dover and Folkestone provide the bulk of the marine traffic and are located at the end of two major road links within the county, these provide easy access from the ports to the rest of the country, Folkestone is predominantly disused presently, but the



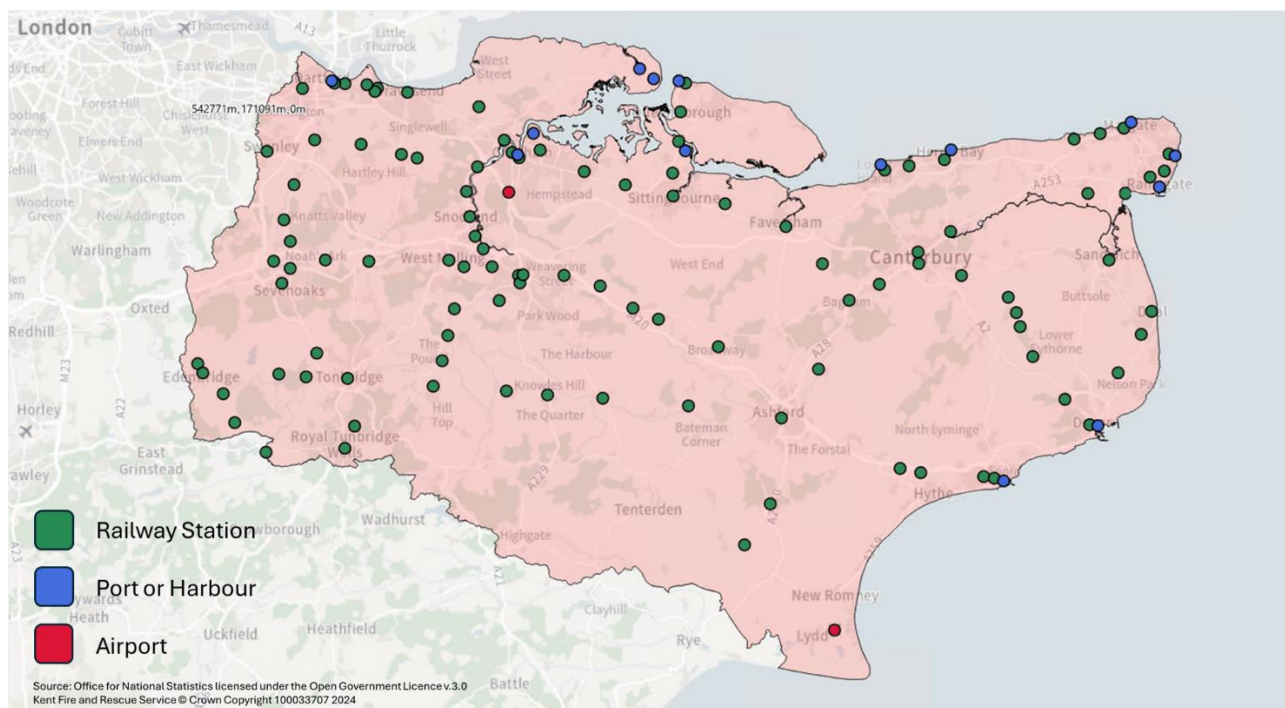
Port of Dover provides a large number of Ferry, Commercial/Cargo as well as Cruise traffic.

The Port of Medway located in Sheerness allows an entry point into the county for (predominantly) fresh produce coming into the country, most of the traffic into this port is commercial.

The Port of Whitstable's traffic consists of fishing and small commercial vessels, which is similar to the Port of Ramsgate which has an addition of a lifeboat

Kent also features a number of key harbours which support local business, tourism and commercial marine activities.

The map below outlines the main aviation, ports and rail infrastructure within Kent.







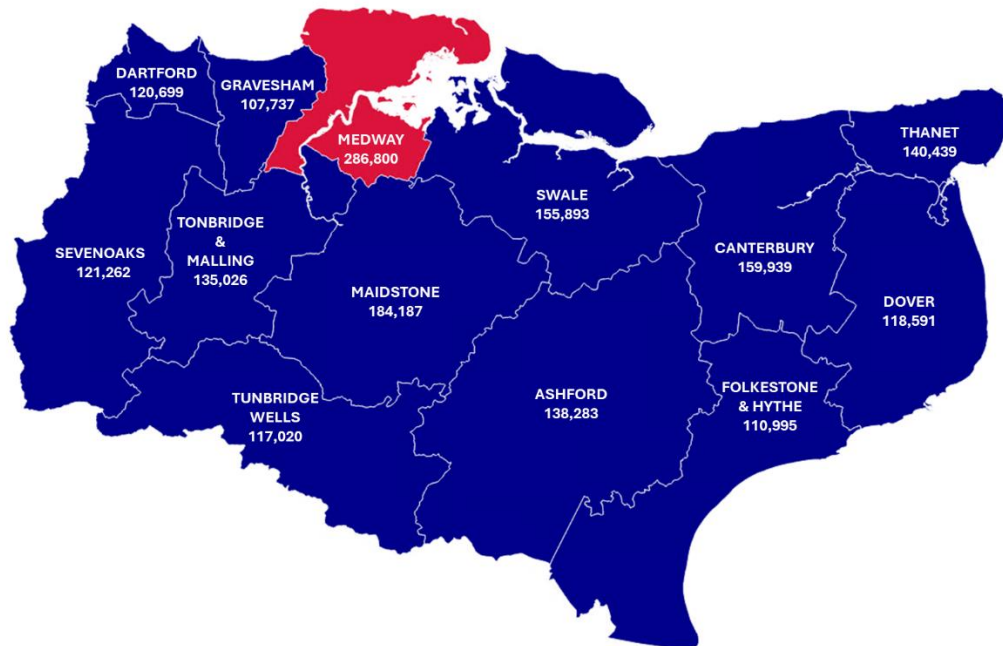
## Population

The Office of National Statistics (ONS) collect national statistical data via Census which was last conducted in 2021. The profile and population of Kent is continually changing, so we review mid-year population estimates provided by ONS to help us understand our communities.

The 2021 Census recorded the population of Kent as 1,576,100 and Medway as 279,800 giving the county a total population of 1,855,900. This is a 7.19 % rise on the 2011 Census population of 1,731,351.

The Current Mid-Year Estimate for June 2023 indicates the estimated population of Kent to be 1,610,251, a 2.17% rise and Medway as 286,800, a 2.5 % rise giving the county a total population of 1,897,051. The overall county population increased by an estimated 41,151 which is 2.2% higher than the 2021 Census and 9.57% higher than the 2011 Census.













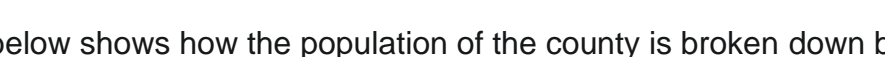
The map and table below outline the 2023 Mid-Year Estimate of population and percentage by district.



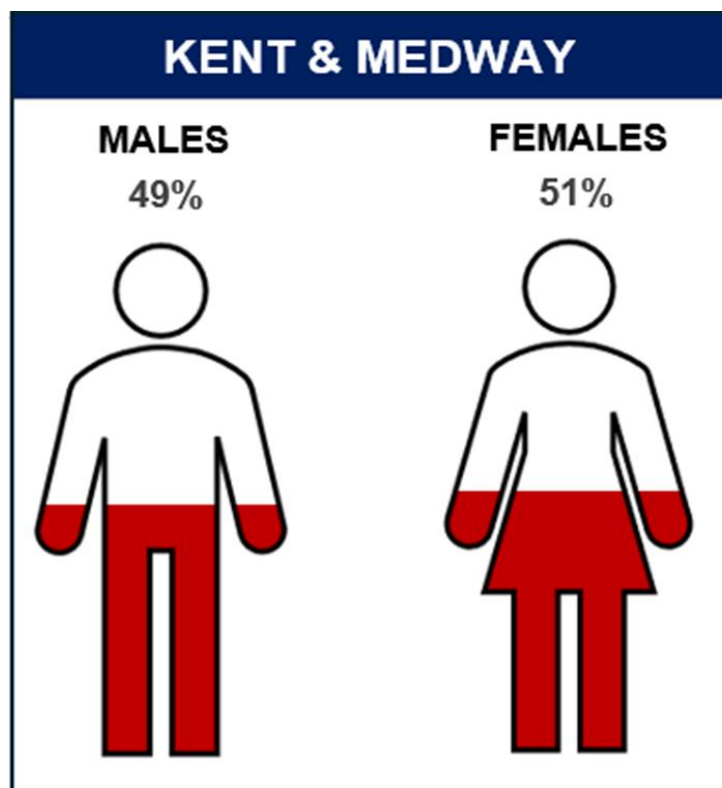
Source: Office for National Statistics licensed under the Open Government Licence v.3.0  
Kent Fire and Rescue Service © Crown Copyright 100033707 2024





## PERCENTAGE OF POPULATION BY DISTRICT

Medway		15%
Ashford		7%
Canterbury		8%
Dartford		6%
Dover		6%
Folkestone and Hythe		6%
Gravesham		6%
Maidstone		10%
Sevenoaks		6%
Swale		8%
Thanet		7%
Tonbridge and Malling		7%
Tunbridge Wells		6%

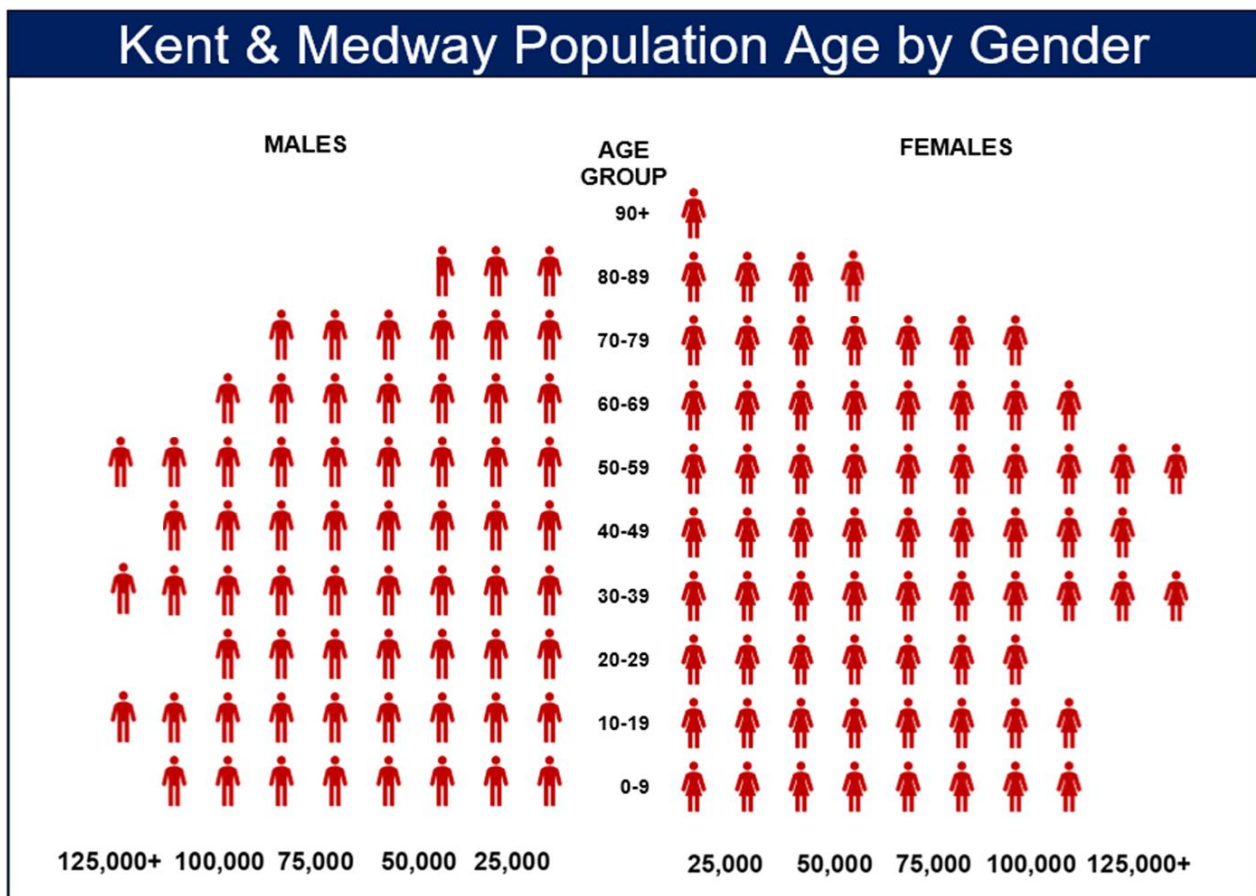
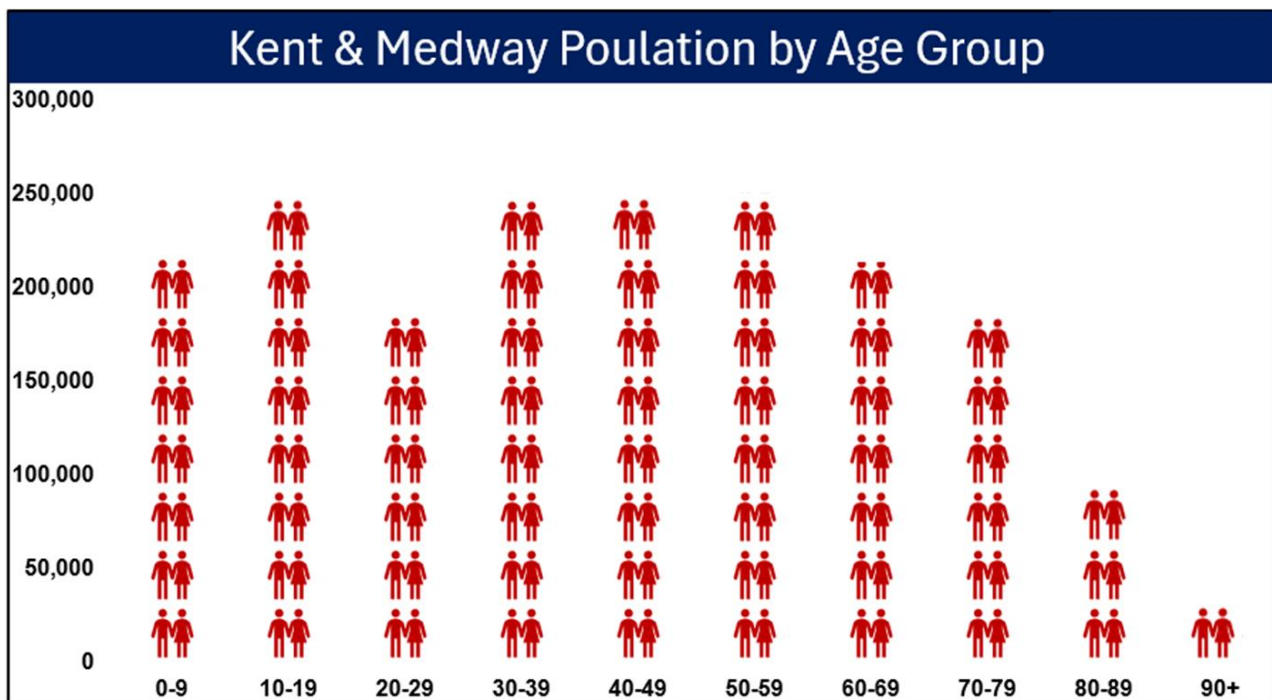
The chart and table below shows how the population of the county is broken down by male and females. The county profile is similar to all the districts.



DISTRICT	MALES 	FEMALES 
Medway	49%	51%
Ashford	49%	51%
Canterbury	48%	52%
Dartford	49%	51%
Dover	49%	51%
Folkestone and Hythe	49%	51%
Gravesham	49%	51%
Maidstone	49%	51%
Sevenoaks	48%	52%
Swale	50%	50%
Thanet	48%	52%
Tonbridge and Malling	49%	51%
Tunbridge Wells	49%	51%



The tables below provide an overview of the breakdown of population by age and gender.







Kent has a diverse population and our understanding of the different communities that make up our county's population helps us to provide the right services. Religion and Ethnicity are key metrics that can be used to understand the variety of diversity within our communities.

Data is available from the national Census<sup>5</sup> which was last conducted in 2021 and is based upon the group that the person completing the census feels they belong to.

The table below outlines the breakdown of Kents & Medway residents by religion.

<b>Kent &amp; Medway Population by Religion</b>	
<b>No religion</b>	<b>764498</b>
<b>Christian</b>	<b>889813</b>
<b>Buddhist</b>	<b>9748</b>
<b>Hindu</b>	<b>22412</b>
<b>Jewish</b>	<b>2266</b>
<b>Muslim</b>	<b>33251</b>
<b>Sikh</b>	<b>16672</b>
<b>Other religion</b>	<b>11277</b>
<b>Not answered</b>	<b>105902</b>

The table below outlines the breakdown of Kents & Medway residents by ethnic group.

<b>Kent &amp; Meday Population by Ethnicity</b>	
<b>Asian, Asian British or Asian Welsh: Bangladeshi</b>	<b>7,298</b>
<b>Asian, Asian British or Asian Welsh: Chinese</b>	<b>8,928</b>
<b>Asian, Asian British or Asian Welsh: Indian</b>	<b>34,133</b>
<b>Asian, Asian British or Asian Welsh: Pakistani</b>	<b>6,822</b>
<b>Asian, Asian British or Asian Welsh: Other Asian</b>	<b>29,243</b>
<b>Black, Black British, Black Welsh, Caribbean or African: African</b>	<b>41,676</b>
<b>Black, Black British, Black Welsh, Caribbean or African: Caribbean</b>	<b>8,508</b>
<b>Black, Black British, Black Welsh, Caribbean or African: Other Black</b>	<b>6,573</b>
<b>Mixed or Multiple ethnic groups: White and Asian</b>	<b>14,097</b>
<b>Mixed or Multiple ethnic groups: White and Black African</b>	<b>7,089</b>
<b>Mixed or Multiple ethnic groups: White and Black Caribbean</b>	<b>11,576</b>
<b>Mixed or Multiple ethnic groups: Other Mixed or Multiple ethnic groups</b>	<b>11,865</b>
<b>White: English, Welsh, Scottish, Northern Irish or British</b>	<b>1,530,048</b>
<b>White: Irish</b>	<b>12,718</b>
<b>White: Gypsy or Irish Traveller</b>	<b>6,222</b>
<b>White: Roma</b>	<b>2,723</b>
<b>White: Other White</b>	<b>93,045</b>
<b>Other ethnic group: Arab</b>	<b>3,258</b>
<b>Other ethnic group: Any other ethnic group</b>	<b>20,028</b>

<sup>5</sup> Office for National Statistics (ONS), released 29 November 2022, ONS website, statistical bulletin, Ethnic group, England and Wales: Census 2021



The table below outlines the breakdown of ethnicity groups across the districts within Kent.

District Ethnicity by Percentage																																						
District	Asian, Asian British or Asian Welsh: Bangladeshi		Asian, Asian British or Asian Welsh: Chinese		Asian, Asian British or Asian Welsh: Indian		Asian, Asian British or Asian Welsh: Pakistani		Asian, Asian British or Asian Welsh: Other Asian		Black, Black British, Black Welsh, Caribbean or African: African		Black, Black British, Black Welsh, Caribbean or African: Caribbean		Black, Black British, Black Welsh, Caribbean or African: Other Black		Mixed or Multiple ethnic groups: White and Asian		Mixed or Multiple ethnic groups: White and Black African		Mixed or Multiple ethnic groups: White and Black Caribbean		Mixed or Multiple ethnic groups: Other Mixed or Multiple ethnic		White: English, Welsh, Scottish, Northern Irish or British		White: Irish		White: Gypsy or Irish Traveller		White: Roma		White: Other White		Other ethnic group: Arab		Other ethnic group: Any other ethnic group	
	Medway	0.7	0.5	2.7	0.8	1.2	4	0.9	0.7	0.8	0.5	0.9	0.7	78.3	0.7	0.3	0.2	4.9	0.2	1.3																		
	Ashford	0.3	0.4	1.3	0.3	3.5	1.9	0.4	0.3	0.7	0.3	0.6	0.6	82.6	0.6	0.5	0.1	4.3	0.2	1.2																		
	Canterbury	0.3	0.9	1.3	0.3	1.3	1.9	0.4	0.2	0.9	0.4	0.6	0.8	82.5	0.8	0.2	0.1	5.5	0.4	1.1																		
	Dartford	0.9	1	4.4	0.7	2.9	8.4	1	1.1	0.8	0.6	0.9	0.8	67.3	0.7	0.3	0.1	6.1	0.2	1.8																		
	Dover	0.1	0.3	0.5	0	1.2	0.5	0.2	0.1	0.5	0.3	0.4	0.4	90.3	0.6	0.2	0.2	3.6	0.1	0.7																		
	Gravesham	0.6	0.3	7.6	0.8	1.9	4.9	0.8	0.8	0.7	0.5	0.7	0.7	68.3	0.7	0.3	0.3	7	0.1	2.9																		
	Maidstone	0.4	0.4	1.2	0.3	2.4	1.5	0.4	0.2	0.7	0.3	0.6	0.6	82	0.6	0.6	0.2	6.5	0.1	1																		
	Sevenoaks	0.2	0.6	1.1	0.2	0.8	1.1	0.3	0.2	1.1	0.3	0.5	0.7	85.6	0.9	0.4	0.1	5.2	0.1	0.6																		
	Folkestone and Hythe	0.2	0.3	0.4	0.2	2.7	0.4	0.2	0.1	0.6	0.3	0.5	0.5	88	0.7	0.1	0.1	3.6	0.1	0.9																		
	Swale	0.3	0.2	0.5	0.1	0.4	1.7	0.3	0.3	0.5	0.3	0.5	0.5	88.6	0.6	0.6	0.1	4	0.1	0.4																		
	Thanet	0.2	0.3	0.7	0.2	1	0.6	0.3	0.1	0.6	0.4	0.7	0.6	87.3	0.8	0.1	0.3	4.4	0.2	1																		
	Tonbridge and Malling	0.3	0.5	1.2	0.2	0.8	0.7	0.2	0.1	0.8	0.3	0.5	0.6	88.3	0.6	0.3	0.1	3.9	0.1	0.5																		
	Tunbridge Wells	0.5	0.6	1.5	0.3	1.1	0.7	0.2	0.1	1.1	0.3	0.4	0.7	84.2	0.8	0.3	0.1	6.2	0.2	0.7																		

Further details on ethnicity and household ethnic composition in your area can be found within the interactive map and charts at:

Office for National Statistics (ONS), released 29 November 2022, ONS website, statistical bulletin, [Ethnic group, England and Wales: Census 2021](https://www.ons.gov.uk/peoplepopulationandcommunity/ethnicity/bulletins/c21ethgroup)



## Housing

Housing statistics can help us to understand how the profile of houses within Kent is changing and how this links to growth, demography, and demand. Information from the Valuation Office agency (VOA)<sup>6</sup>, Office for National Statistics<sup>7</sup> (ONS) and our partners at Kent County Council (KCC) provide a valued insight into the type of housing and tenure we have across the county and districts.

The tables below outline the breakdown of dwellings across Kent by type and Council Tax bands.

Dwellings by Type									
Districts	Total Dwellings	Bungalow	Flat / Maisonette	Terraced House	Semi-Detached House	Detached House	Annexe	Caravan/ Houseboat/ Mobile Home	Unknown
Ashford	58980	6220	8320	14630	13370	14450	560	870	560
Canterbury	71590	12790	15630	14300	14170	13080	230	790	600
Dartford	49870	3140	13310	16690	11860	4470	70	240	90
Dover	55460	6450	9810	17630	12330	8090	180	250	720
Folkestone and Hythe	53500	7880	13900	12350	9400	9010	210	270	480
Gravesham	44860	3690	9840	15620	10780	4460	60	210	200
Maidstone	78020	6860	14980	18980	20150	15290	320	990	450
Medway UA	120580	8080	22250	49860	27170	11810	130	890	390
Sevenoaks	52470	5530	8220	12800	11890	12510	410	880	230
Swale	66830	8240	8190	21680	16020	10890	130	980	700
Thanet	69430	10090	20640	17060	13330	7560	90	240	420
Tonbridge and Malling	56830	4320	8630	13600	17300	12130	250	290	310
Tunbridge Wells	52440	3030	13720	9740	13490	11440	280	250	490

Percentage of Dwellings by Council Tax Band and Tenure												
Districts	A	B	C	D	E	F	G	H	Owned	Mortgage or Loan	Private Rent	Social rent
Ashford	7%	24%	23%	17%	12%	10%	6%	0%	40%	29%	17%	7%
Canterbury	11%	20%	29%	19%	11%	6%	3%	0%	42%	25%	22%	11%
Dartford	4%	14%	31%	29%	15%	6%	2%	0%	36%	32%	19%	13%
Dover	13%	31%	26%	14%	8%	5%	3%	0%	42%	25%	19%	17%
Folkestone and Hythe	13%	24%	27%	16%	10%	5%	4%	0%	42%	24%	24%	11%
Gravesham	8%	16%	34%	24%	11%	5%	2%	0%	38%	27%	19%	17%
Maidstone	6%	12%	27%	26%	14%	8%	6%	1%	40%	29%	17%	13%
Medway	9%	32%	29%	16%	8%	4%	1%	0%	39%	33%	21%	7%
Sevenoaks	4%	7%	22%	23%	15%	12%	15%	3%	45%	28%	14%	13%
Swale	15%	25%	27%	18%	9%	4%	2%	0%	39%	29%	18%	14%
Thanet	24%	29%	26%	12%	6%	2%	1%	0%	40%	23%	25%	12%
Tonbridge and Malling	3%	7%	28%	25%	17%	10%	9%	1%	41%	31%	13%	15%
Tunbridge Wells	7%	10%	27%	21%	14%	10%	11%	1%	39%	27%	20%	14%

<sup>6</sup> Source: VOA Table CTSOP3

<sup>7</sup> ONS Housing Analysis: Contains public sector information licensed under Open Government Licence v3.0.





## Demographic Segmentation

Segmentation is dividing your data into groups which are defined by individual characteristics. Grouping different people into different segments gives us greater flexibility with our data in understanding our customers and their needs. It can also provide us with insight into how best to communicate and engage with our communities.

Demographic segmentation is used to classify and characterise neighbourhoods or localities based on profiling. We use a product called Mosaic which is supplied by Experian.

Mosaic is a lifestyle profiling tool which provides a wide range of information about people's lifestyle and lifestyle choices, based on a profile of the area they live in. Developed from a commercial marketing tool, Mosaic is now available to help public service organisations gain a detailed understanding of the communities they serve and improve engagement in those communities.

Using this information allows us to understand the demographics, lifestyle, preferences, and behaviours of people within Kent and Medway to support targeting those who need us most.

Mosaic divides the UK population into 15 Groups and 66 more detailed types. It uses over 2000 data variables and paints a unique picture of UK consumers based on their demographic characteristics, lifestyles and behaviour. Some households do not have a profile as they have only just been built or have not been occupied for long enough. The current Mosaic data contains 831,687 households that are profiled within Kent & Medway.

Top 3 Mosaic Groups Across Kent and Medway are:



1st



2nd



3rd



The table on the following page provides a breakdown of the households across Kent & Medway by their Mosaic groups and description.

Households	Mosaic Group	Description
64,469	Country Living	Well-off owners in rural locations enjoying the benefits of country life
73,532	Prestige Positions	Established families in large, detached homes living upmarket lifestyles
5,095	City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards
66,462	Domestic Success	Thriving families who are busy bringing up children and following careers
68,247	Suburban Stability	Mature suburban owners living settled lives in mid-range housing
95,206	Senior Security	Elderly people with assets who are enjoying a comfortable retirement
51,109	Rural Reality	Householders living in less expensive homes in village communities
112,992	Aspiring Homemakers	Younger households settling down in housing priced within their means
27,571	Urban Cohesion	Residents of settled urban communities with a strong sense of identity
66,210	Rental Hubs	Educated young people privately renting in urban neighbourhoods
33,953	Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles
37,537	Transient Renters	Single people renting low-cost homes for the short term
59,559	Family Basics	Families with limited resources who budget to make ends meet
51,988	Vintage Value	Elderly people with limited pension income, mostly living alone
17,756	Municipal Tenants	Urban residents renting high density housing from social landlords



## Deprivation

Since the 1970s the Department for Communities and Local Government and its predecessors have calculated local measures of deprivation in England. It is important to note that these are a measure of relative deprivation, not affluence, and to recognise that not every person in a highly deprived area will themselves be deprived. Likewise, there will be some deprived people living in the least deprived areas.

The English Indices of Deprivation 2019 are based on 39 separate indicators, organised across seven distinct domains of deprivation which are combined, using appropriate weights, to calculate the Index of Multiple Deprivation 2019.

This is an overall measure of multiple deprivation experienced by people living in an area and is calculated for every Lower layer Super Output Area.

More information about the indices of deprivation can be found within:

[The English Indices of Deprivation 2019 – Statistical Release](#)

Currently within Kent there are 1,107 LSOA's<sup>8</sup> and these rank between 4 and 32,788 nationally.

It is common to describe how relatively deprived a small area is by saying whether it falls among the most deprived 10 per cent, 20 per cent or 30 per cent of small areas in England.

To help with this, deprivation 'deciles' are published alongside ranks. Deciles are calculated by ranking the small areas in England from the most deprived to least deprived and dividing them into 10 equal groups.

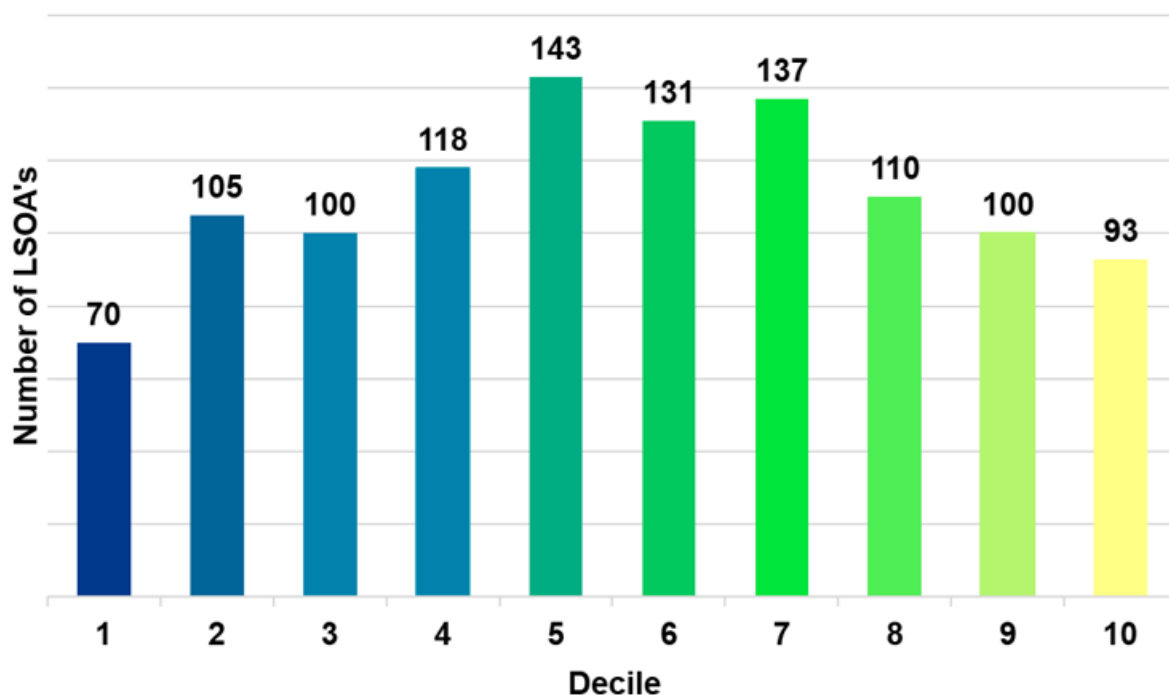
The graph below shows the number of LSOA's within Kent that fall within each IMD decile.

<sup>8</sup> This number of LSOA's is based on the 2021 Census data release. IMD data was last released in 2019 and allocation of deciles has been undertaken using a ONS 2011 to 2021 LSOA Look Up to match the data.

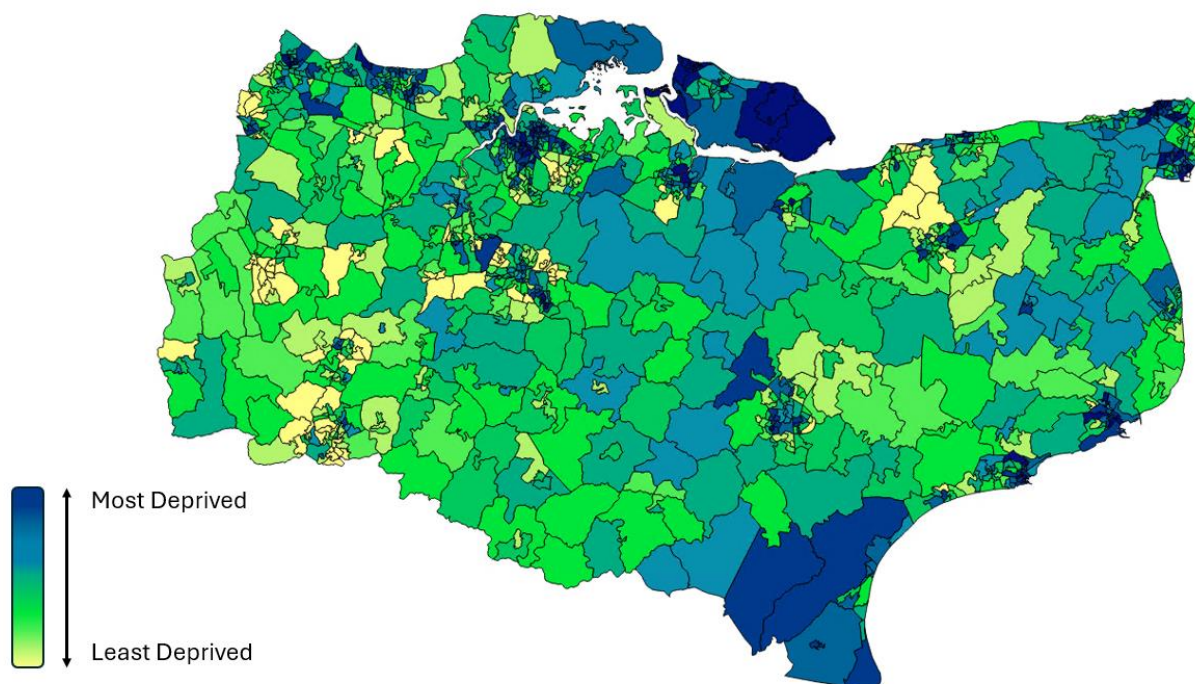




## Kent & Medway 2019 IMD



The map below provides a visual representation of the distribution of current IMD deciles across Kent.



Source: Office for National Statistics licensed under the Open Government Licence v.3.0  
Kent Fire and Rescue Service © Crown Copyright 100033707 2024



## Environment

Kent has a wide and diverse environment ranging from large, urbanised areas to open marshland and its iconic white cliffs.

The county has many Areas of Outstanding Natural Beauty (AONB's) including the Kent Downs and High Weald. With such a varied range of landscapes and biodiversity such as ancient woodlands, heathlands, nature reserves, conservation areas, monuments, historical gardens, parks, and a wide variety of agriculture, it is important that we ensure we support the understand these areas and what may affect them.

Kent County Council provide a wide range of information on Kent's landscape, if you are interested in further information regarding the county landscape, links are provided below that will take you to the information available via Kent County Council website and for AONB's:

- [Kent's Landscape Assessment](#)
- [Kent Landscape Information System](#)
- [Kent Downs AONB](#)
- [High Weald AONB](#)

The geology and infrastructure in Kent, combined with alterations in climatic conditions, is increasing the likelihood of flooding in areas of Kent.

There are a number of distinct types of flooding, these are.

- Flash floods – often caused by cloud bursts and only affect certain areas
- Coastal floods – often caused by the sea over-topping sea defenses
- Urban floods – blocking of drains
- River (fluvial) flooding
- Ponding (pluvial) flooding – rising of groundwater or rainwater laying in a low area.
- Groundwater flooding – when the water table reaches ground level and is saturated
- Unnatural flooding - structures failing, such as burst pipe or main.

The five main rivers and their tributaries within Kent are listed below:

### **River Medway**

*River Eden  
River Grom  
River Bourne  
River Tiese  
River Beult  
River Loose  
River Len  
Wateringbury Stream*

### **River Stour**

*East Stour  
Little Stour  
River Wantsum  
Whitewater Dyke  
Ruckinge Dyke  
Ayelsford Stream*

### **River Darent**

*River Cay*

### **River Dour**

### **River Rother**



You can view the [Environment Agency Main River Map](#) by clicking on this link.

The River Medway divides the county and runs from east to west for a total length of just over 70 miles. The River Stour has a length of just short of 50 miles whilst the River Darent covers 20 miles, and the River Dour is approximately 4 miles long.

Flooding has been identified as a community risk, further information relating to flooding can be found in our [Creating a Safer Future Together – Risk Assessment](#).

You can view flood zones in Kent via Kent [County Council Flood Maps](#)

Current flood warnings can be viewed via the government [Check for flooding in England](#) website and [Flood Warning Map](#)

There are some key environmental areas that we must be aware of due to their sensitivity and the potential impacts to the area or health, such as:

### **Sites of Specific Scientific Interest (SSSI)**

As the name suggests, Sites of Specific Scientific Interest are formal conservation designation areas which are of particular interest to science. These are often important habitats such as grasslands, parkland, and woodland areas, which contain rare species of fauna, flora, geological or physiological features.

Areas designated as SSSIs (Sites of Specific Scientific Interest) are given higher protection compared to Areas of Natural Beauty and must be managed and protected accordingly.

The distribution of SSSIs across Kent can be viewed via the [Kent Landscape Information System](#)

### **Groundwater Source Protection Zones**

Groundwater provides a third of our drinking water in England, and it also maintains the flow in many of our rivers. In some areas of Southern England, groundwater supplies up to 80% of the drinking water that you get through your taps. It is crucial that we look after these sources and ensure that your water is completely safe to drink.

The Environment Agency has defined Source Protection Zones (SPZs) for groundwater sources such as wells, boreholes and springs used for public drinking water supply. These zones show the risk of contamination from any activities that might cause pollution in the area. The closer the activity, the greater the risk. The maps show three main zones (inner, outer, and total catchment) and a fourth zone of special interest, which we occasionally apply, to a groundwater source.<sup>9</sup>

You can view the source protection zones within Kent via the Multi Agency Geographic Information for the Countryside interactive map by clicking this link: [Magic Map](#)<sup>10</sup>  
(To find the SPZs, from the table of contents on the left-hand side, select in this order: Designations- Land-based designation - non-statutory source protection zones merged)

<sup>9</sup> Source: [www.gov.uk](http://www.gov.uk), guidance, Groundwater Protection Zones (SPZs) Contains public sector information licensed under the Open Government Licence v2.0.

<sup>10</sup> © Crown Copyright and database rights 2023. Ordnance Survey 100022861





## Health

Understanding health in our communities supports our understanding of how these needs are changing and how they may impact on how we deliver our services.

There is a considerable number of people in Kent and Medway who have complex medical needs. The population within our communities is ageing and the impact on healthcare services is increasing. We are seeing an increase in the number of people experiencing mental health issues and we need to be trained and equipped to support people in need.

We see the direct effect of this, and we are now being requested to attend more calls to assist the ambulance service.

2021 Census data provides us with high-level overviews of key health profiles across our districts.

### General Health

Defined within the Census as: A person's assessment of the general state of their health from very good to very bad. This assessment is not based on a person's health over any specified period.

General Health Percentages by District					
District	Very Good	Good	Fair	Bad	Very Bad
Ashford	47.8	35	12.6	3.6	1
Canterbury	47.5	34.7	12.8	3.9	1.1
Dartford	48.4	34.5	12.6	3.5	1
Dover	45.8	34.9	13.6	4.5	1.3
Folkestone and Hythe	45.6	34.6	14	4.6	1.3
Gravesham	46.7	34.9	13.2	4.1	1.1
Maidstone	49.2	34.4	12.1	3.4	1
Medway	45.2	35.4	13.9	4.4	1.2
Sevenoaks	53.1	32.5	10.7	2.9	0.9
Swale	44.6	35.2	14.4	4.5	1.3
Thanet	43.2	35.2	14.9	5.2	1.6
Tonbridge and Malling	50.7	33.9	11.4	3.2	0.9
Tunbridge Wells	52.4	33	10.9	2.9	0.8

## Disability

Defined within the Census as: People who assessed their day-to-day activities as limited by long-term physical or mental health conditions or illnesses are considered disabled. This definition of a disabled person meets the harmonised standard for measuring disability and is in line with the Equality Act (2010).

Long-Term Health & Disability Counts by District				
District	Disabled under the Equality Act		Not disabled under the Equality Act	
	Day-to-day activities limited a lot	Day-to-day activities limited a little	Long-term physical or mental health condition day-to-day activities not limited	No long-term physical or mental health conditions
Ashford	9079	13576	9592	100500
Canterbury	12400	18470	12431	114130
Dartford	6646	9728	7148	93231
Dover	10634	14013	9063	82700
Folkestone and Hythe	10429	13531	8486	77312
Gravesham	7414	10095	6541	82850
Maidstone	11012	17013	13001	134756
Medway	20166	28406	19357	211844
Sevenoaks	7016	11072	9064	93362
Swale	12671	16966	11087	110953
Thanet	14390	17745	10392	98060
Tonbridge and Malling	7841	12383	10388	101589
Tunbridge Wells	6511	10788	9284	88728

The Department of Health & Social Care provide data across a wide range of health indicators which allow us to understand the prevalence of key health themes across the county.

## Dementia

Dementia is not a natural part of aging. Dementia describes a group of symptoms that can be caused by different diseases that over time can affect memory, problem solving, language and behaviour. Dementia is progressive which means symptoms may be mild at first but get worse over time.<sup>11</sup>

Dementia Prevalence Age 65 Years and Over	
Kent	3.61%
Medway	2.91%

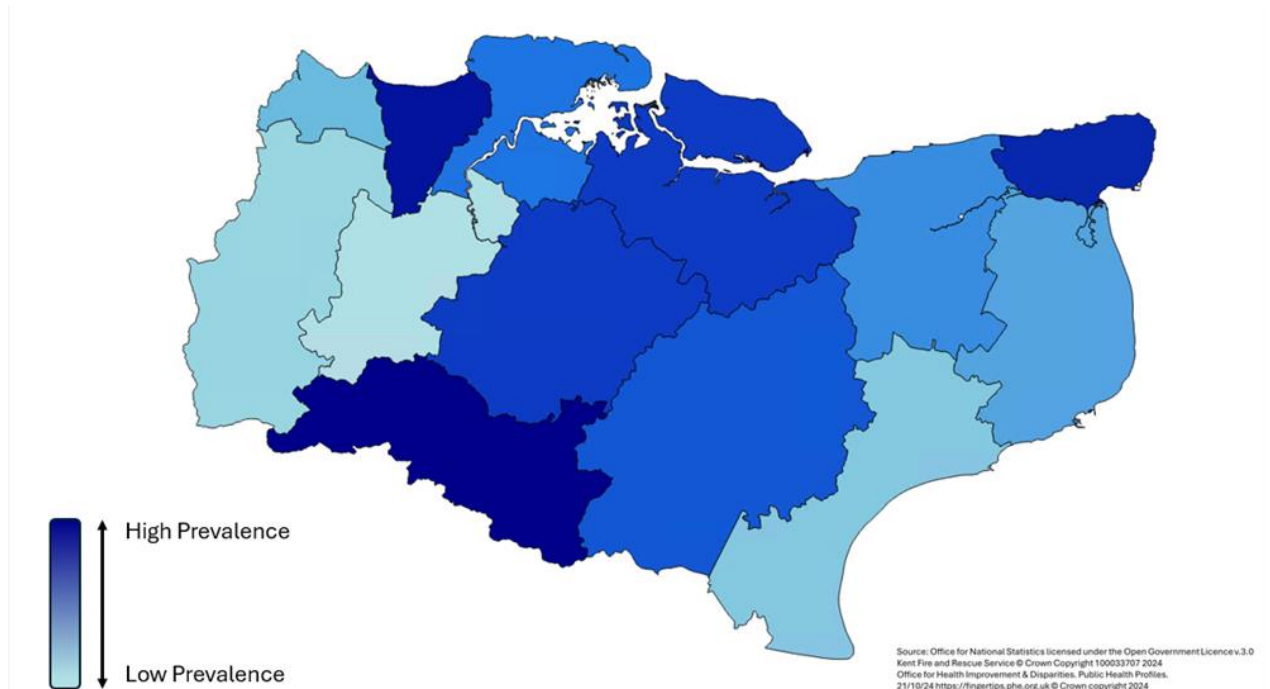
KFRS have signed up to a pledge to help people with Dementia live safely and independently for as long as possible.

<sup>11</sup> Office for Health Improvement & Disparities. Public Health Profiles.21/10/24 <https://fingertips.phe.org.uk> © Crown copyright 2024.

## Smoking

Smoking not only brings with it its general risk to health and mortality but is also one of the more common causes of fires in the home.

The map below outlines the prevalence of smoking by district:



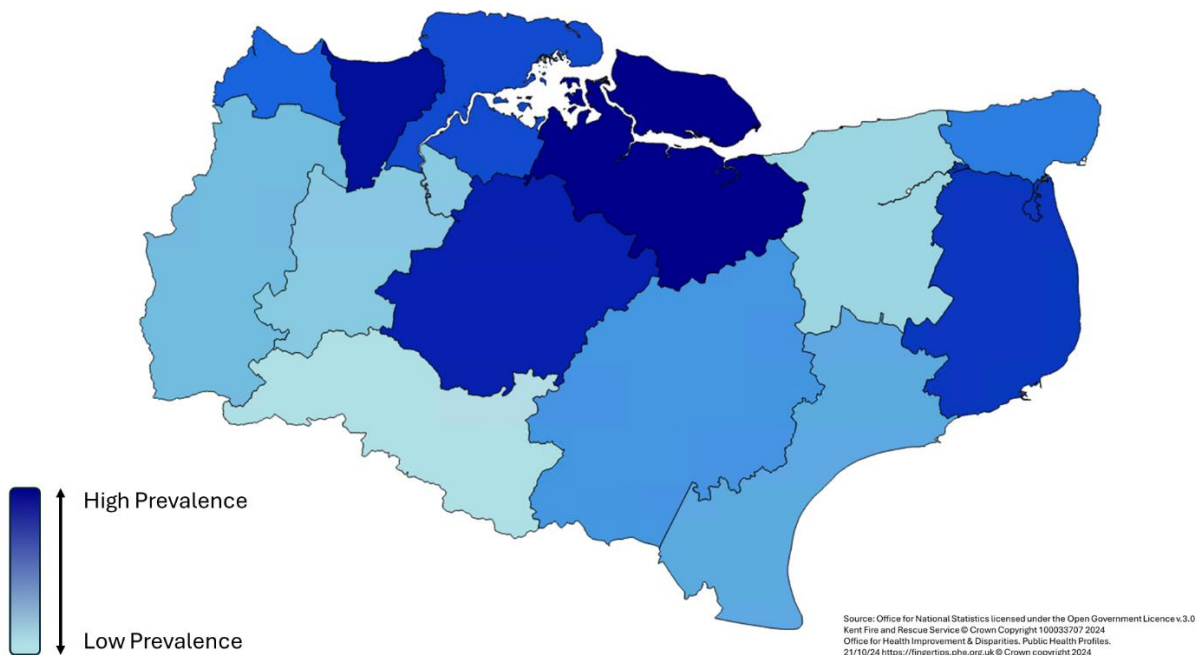
## Obesity

Obesity is one of the greatest long-term health challenges currently faced in England.

Around two-thirds of adults are above a healthy weight, and of these, half are living with obesity. Obesity prevalence is highest among the most deprived groups in society.

Children resident in the most deprived parts of the country are more than twice as likely to be living with obesity than those in the least deprived areas.

The map below outlines the prevalence of smoking by district:





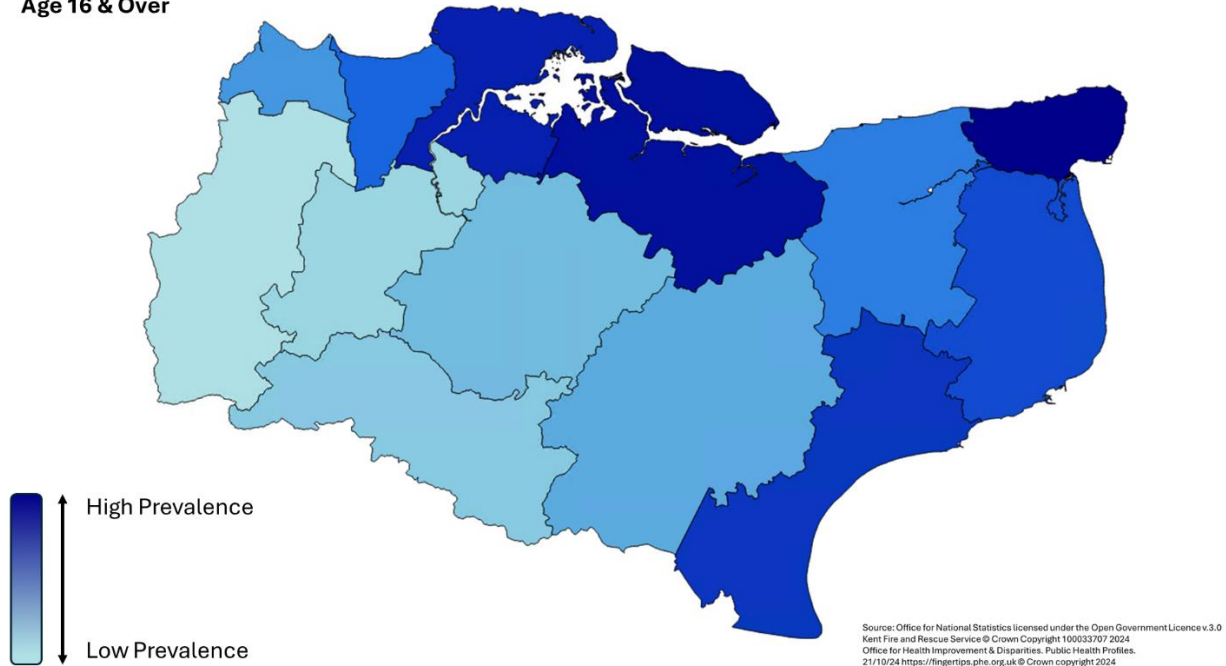


## Common Mental Health Disorders (CMHD)

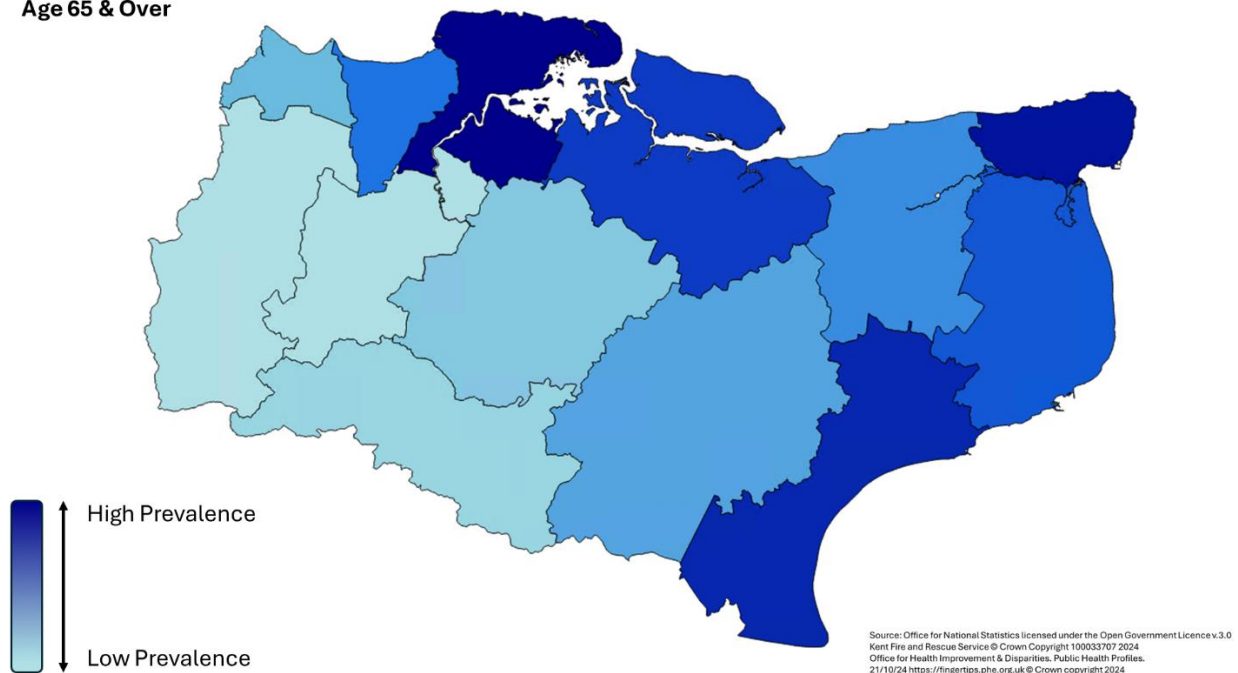
Mental Health is as important as physical health. 1 in 4 people will experience mental health problems of some kind. The incidents we respond to, including mental health issues, significantly impact both customers and our colleagues. Maintaining high-quality service for customers and tailored training for our colleagues is essential.

The maps below outline the prevalence of CMHD by district and age:

Age 16 & Over



Age 65 & Over





## Crime

Crime can be linked to indicators of risk within our communities. Crime has direct links to deprivation and is also linked to instances of deliberate fires and arson.

Kent Police are responsible for providing policing services across both Kent & Medway. The total number of crimes reported across the communities of Kent and Medway up to year ending March 2024 were 166,301 (excludes fraud). This is around 88 recorded crimes per 1,000 population. This is second highest in the south-east region and ranks 6<sup>th</sup> highest across Police forces in England and Wales.<sup>12</sup>

The table below outlines the rates of offence per 1,000 population compared to the South-East and England: <sup>13</sup>

Rate of Offence Per 1,000 Population			
Type of Crime	Kent	South-East	England
Violence against the person	38	29.8	33.1
Sexual offences	3.3	2.9	3.1
Robbery	0.6	0.6	1.4
Theft offences	24.6	23.4	29.4
Criminal damage and arson	10.2	7.3	8.0
Drug offences	2.7	2.5	3.0
Possession of weapons offences	0.9	0.9	1.0
Public order offences	5.5	6.8	7.8
Miscellaneous crimes against society	2.9	1.7	1.9

Further details relating to Crime and policing in Kent can be found at:

[CENSUS 2021 Crime in England and Wales: year ending March 2024](#)

[Kent Police](#)

<sup>12</sup> ONS Centre for Crime and Justice- Police Force Area Data Tabled YE March 2024

<sup>13</sup> ONS Centre for Crime and Justice- Police Force Area Data Tabled YE March 2024



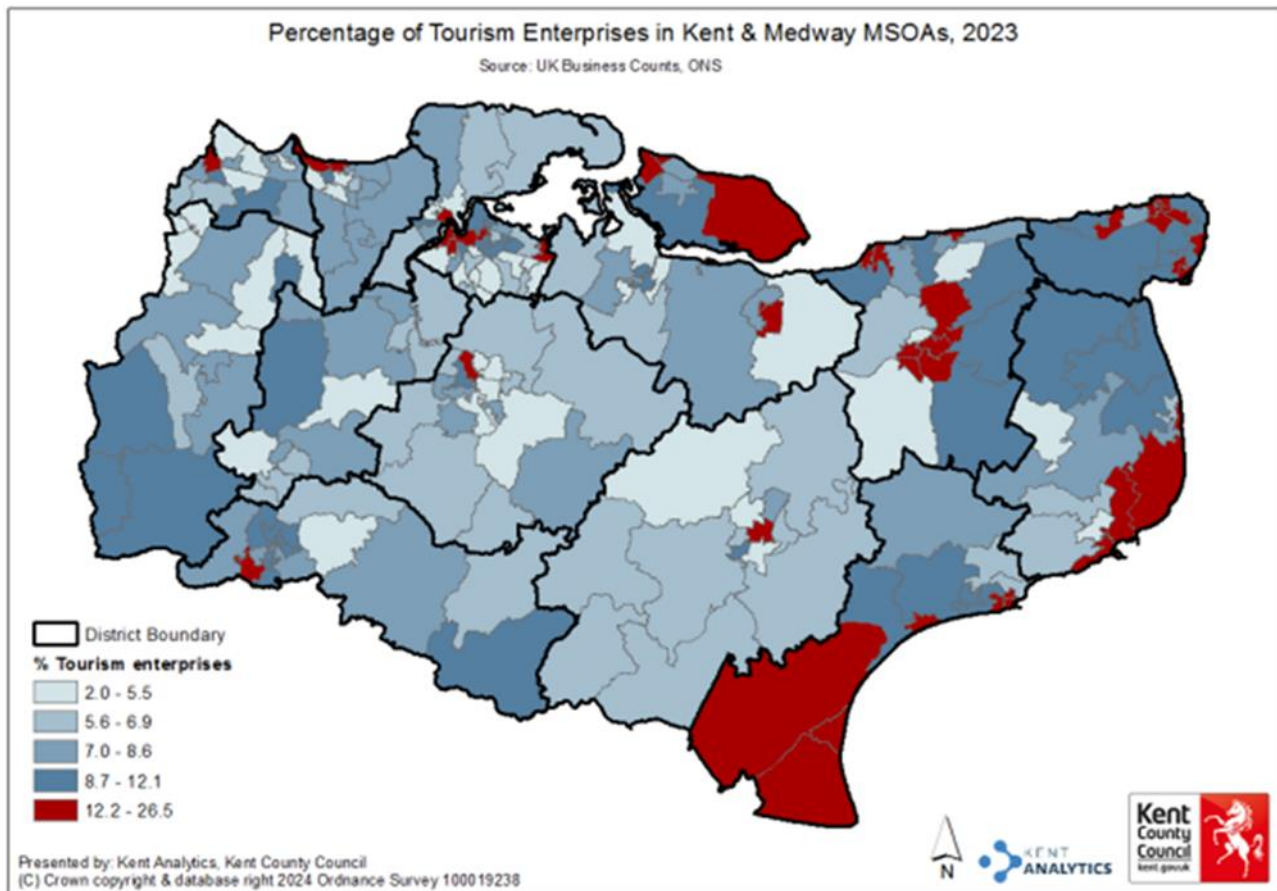
## Tourism

Tourism plays a critical role in supporting Kents economy and growth. Although the overall figures have fallen from pre-pandemic levels, the overall post pandemic numbers are now increasing back towards those seen prior.

There are approx. 60.8 million tourism-related trips to Kent each year, around 56.6 million of these are day trips and 4.2 million overnight trips with an average of 3-to-4-night stays.<sup>14</sup>

There are around 6,595 tourism-related enterprises within Kent & Medway and the sector provides around 85,000 jobs and contributes over £4.1 billion to our economy.<sup>15</sup>

The map below outlines the distribution or tourism enterprise across Kent.

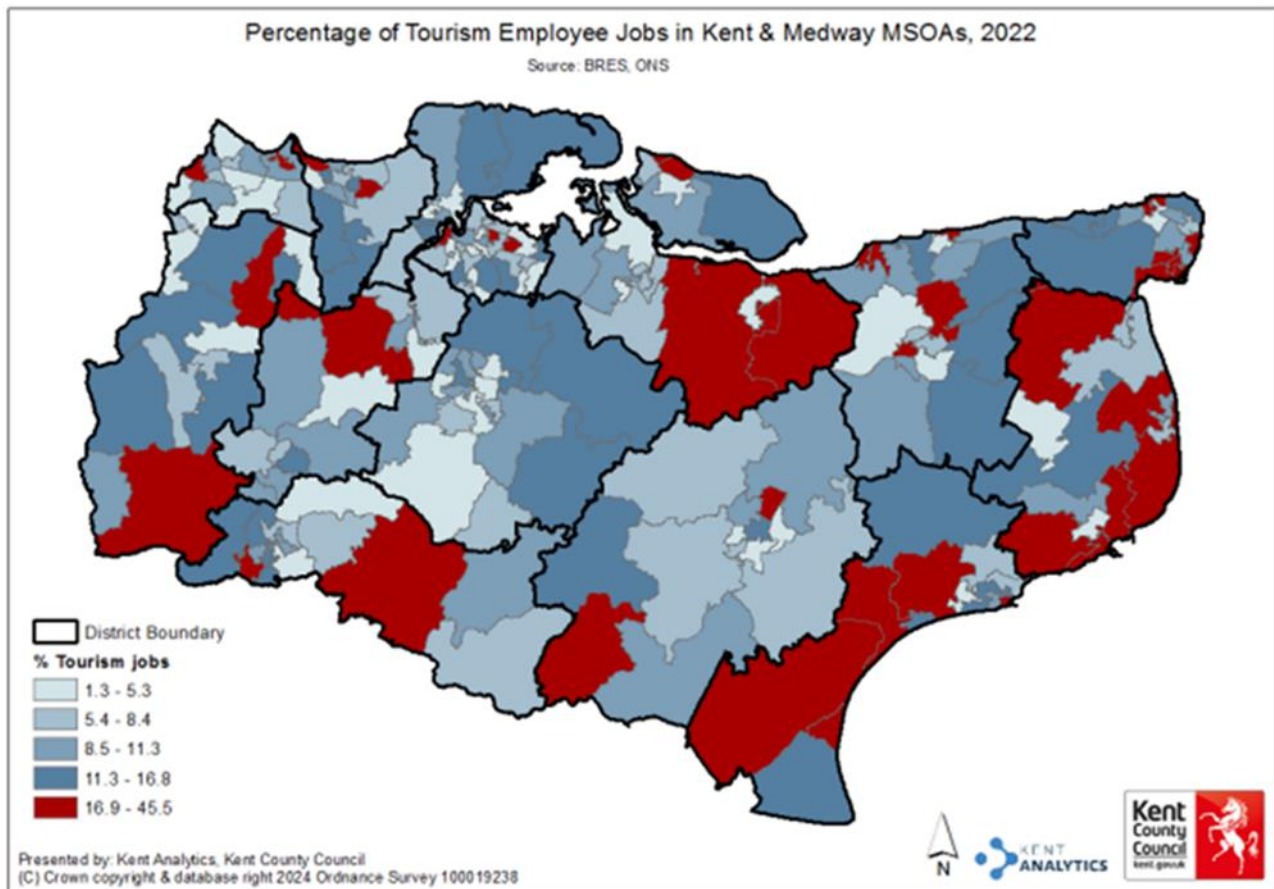


<sup>14</sup> Source: [Visit Kent Economic Impact of Tourism 2022 Results](#), published November 2023

<sup>15</sup> Source [Tourism-Industry-in-Kent-report.pdf](#)



The map below shows the distribution of tourism employees in Kent and Medway.



The map shows high proportions of tourism employee jobs around the Kent districts. Folkestone & Hythe, Dover and Swale have the largest amount of these areas. Maidstone is the only district without the highest proportion.

During peak tourism periods, Kent can see significant increases in local populations, local traffic volumes, through traffic volumes and increased usage of key transport links.

The emergence and rapid uptake of accommodation options such as Air BnB and Vrbo has also seen a rise in potentially unregulated accommodation as the regulations are more dependent on local planning restrictions, length of rentals and insurance/mortgage restrictions. It is difficult to identify where all these properties are as there is no centralised data source and it is a constantly shifting profile.

Further information on the tourism industry within Kent and Medway can be found at:

[Kent Analytics Statistical Bulletin: Tourism Industry in Kent](#)



## Future Growth




Kent's economic and infrastructure growth is key to supporting future population growth, increased demand for housing, employment, and services within Kent.

As part of our community profiling, we review future housing, population, and infrastructure growth to support our understanding of any potential increase in risk or demand for our services.

The Growth and Infrastructure Framework (GIF) has been prepared by Kent County Council (KCC) to provide a view of emerging development and infrastructure requirements to support growth across Kent and Medway. KCC has worked closely with Medway Council, districts and boroughs, and key strategic partners in the preparation and delivery of the GIF document.

The GIF provides planners, developers, and government departments at all levels with information relating to growth and infrastructure at a strategic level until 2031 with additional projections until 2050.

Key growth predictions for Kent from 2011-2050<sup>16</sup>

Future Growth of Kent & Medway			
Additional	2011-2021	2021-2031	2031-2050
 Homes	73,900	104,700	127,000
 People	197,000	199,300	229,500
 Jobs	111,900	58,500	72,100

<sup>16</sup> Source: [Kent Medway Growth & Infrastructure Framework 2018 Update](#)

## Overview of Planned Growth and Infrastructure Requirements<sup>17</sup>

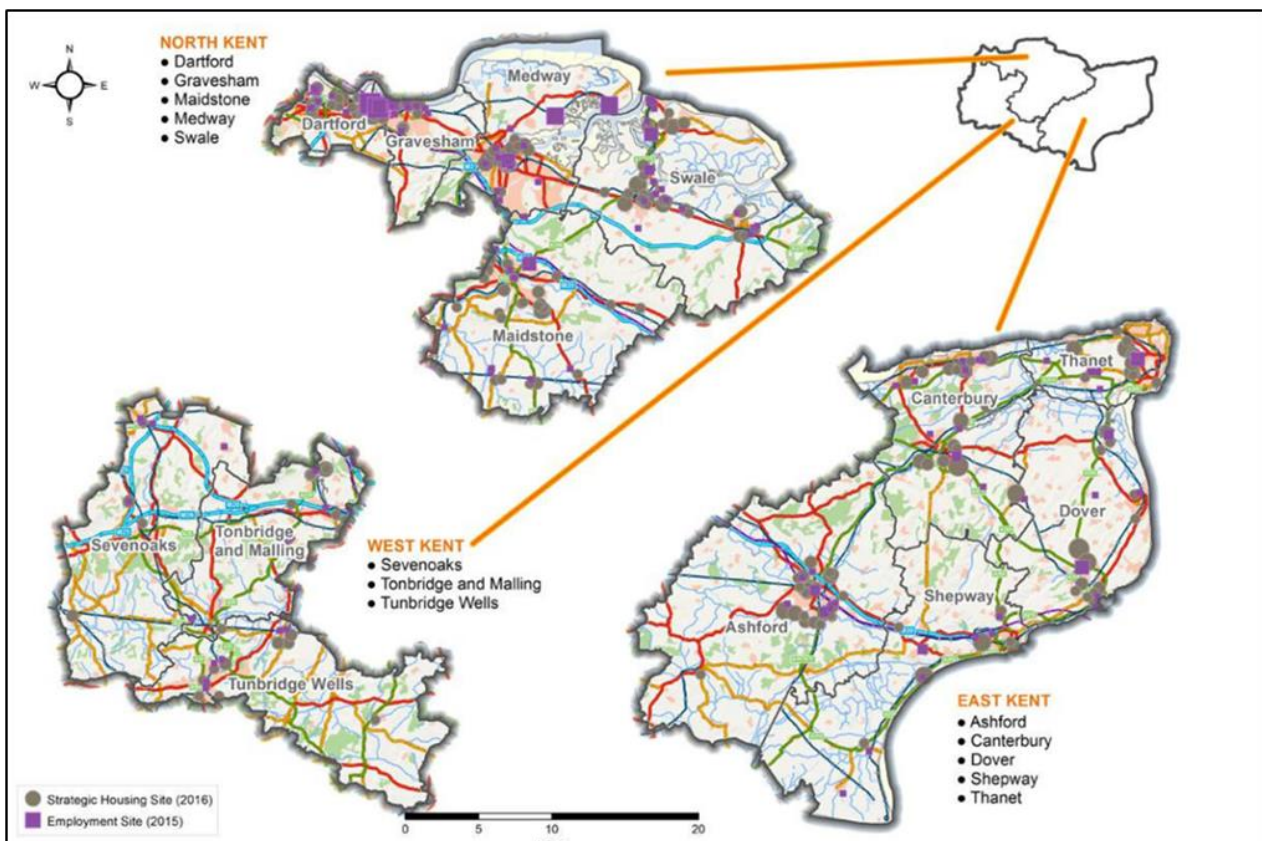
The districts and boroughs prepare Infrastructure Development Plans (IDPs) to identify the infrastructure required to meet spatial objectives and growth anticipated in the local plans to ensure that the plan is realistic and deliverable.

A range of infrastructure schemes are provided by councils, but many are provided by other bodies, both public and private, and will often extend beyond physical district boundaries. Similarly, physical constraints and socio-economic trends that will influence growth and the provision of infrastructure and services will often cover much broader areas.

Alongside the Kent and Medway analysis, the GIF also takes a sub-county approach by giving an overview of the characteristics, planned growth and infrastructure required within each sub-county area.

The Counties three sub-county groupings from the Kent & Medway Growth & Infrastructure Framework can be seen in the image below.<sup>18</sup>

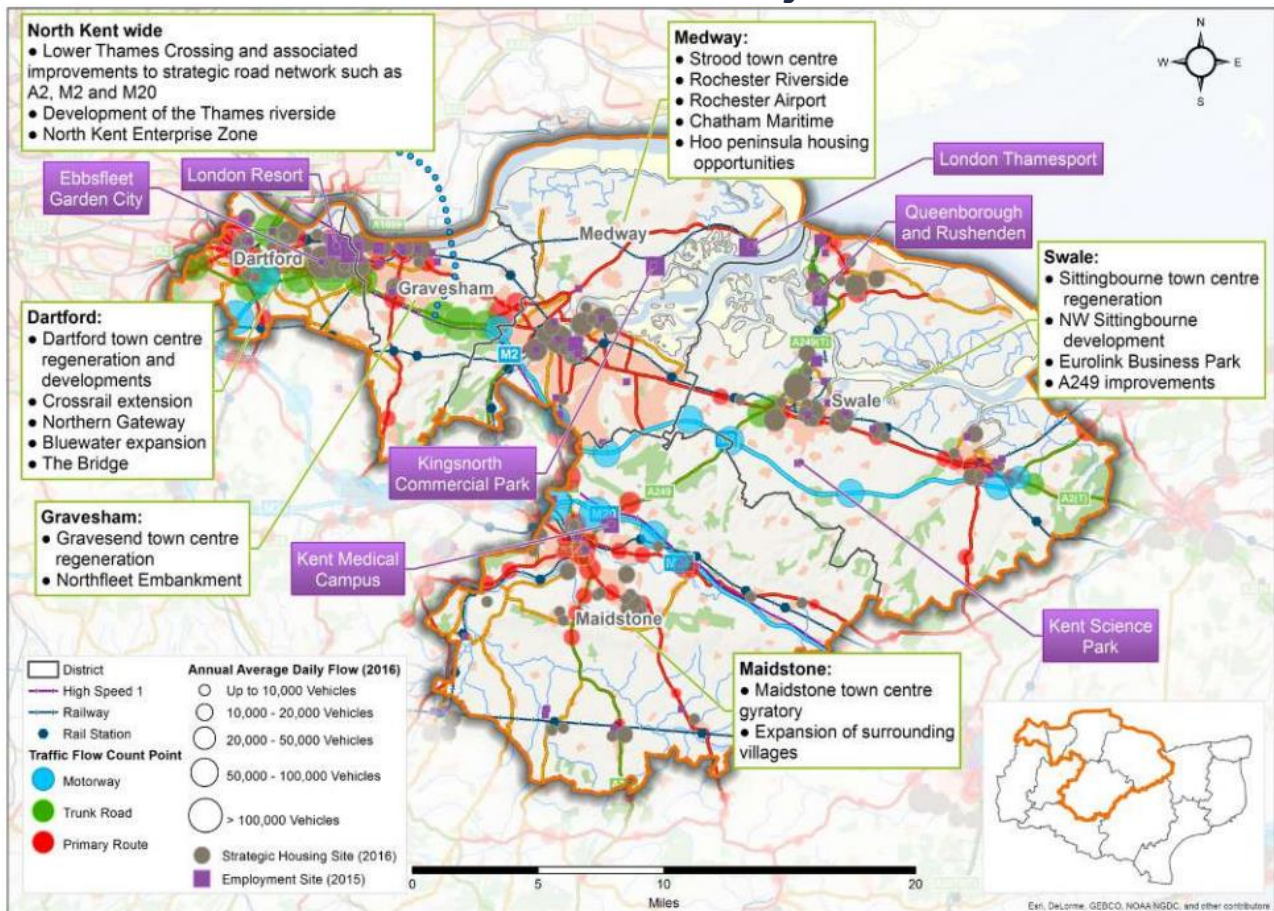
## Sub-County Groupings



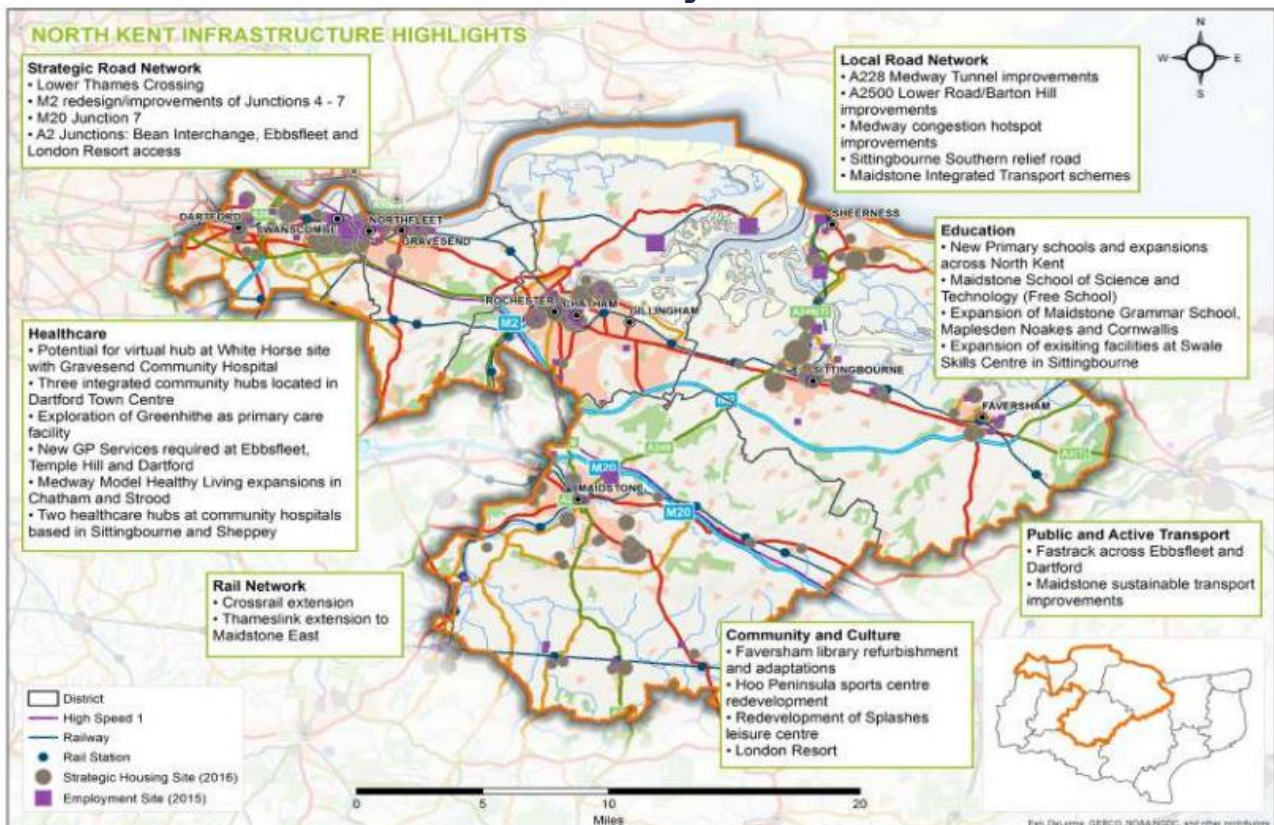
The following images provide an overview of the key infrastructure and economic growth projects for each sub-group. Full details on the sub-group projects can be found within the [Kent & Medway Growth & Infrastructure Framework 2018 Update](#)



## North Kent- Economic Growth Projects<sup>19</sup>



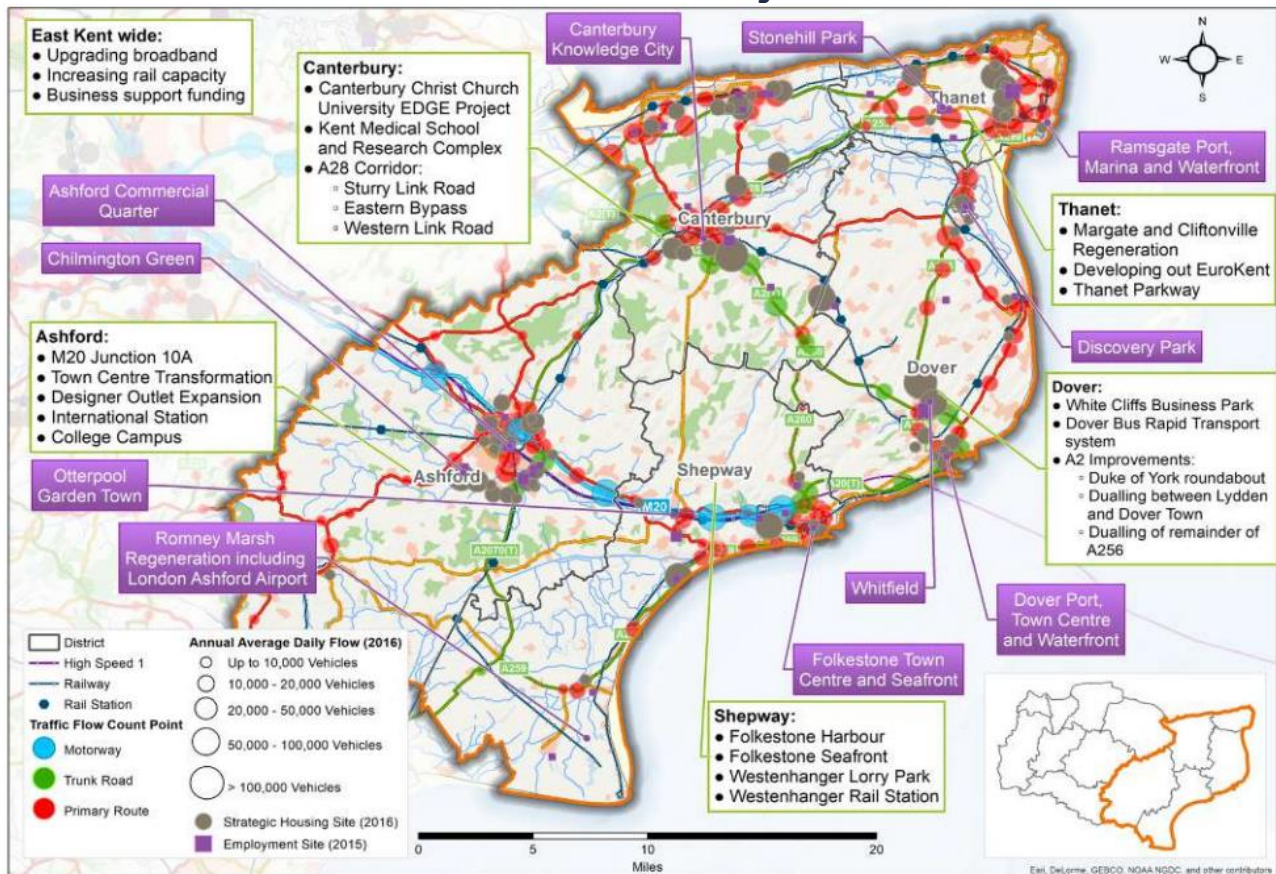
## North Kent- Infrastructure Projects<sup>14</sup>



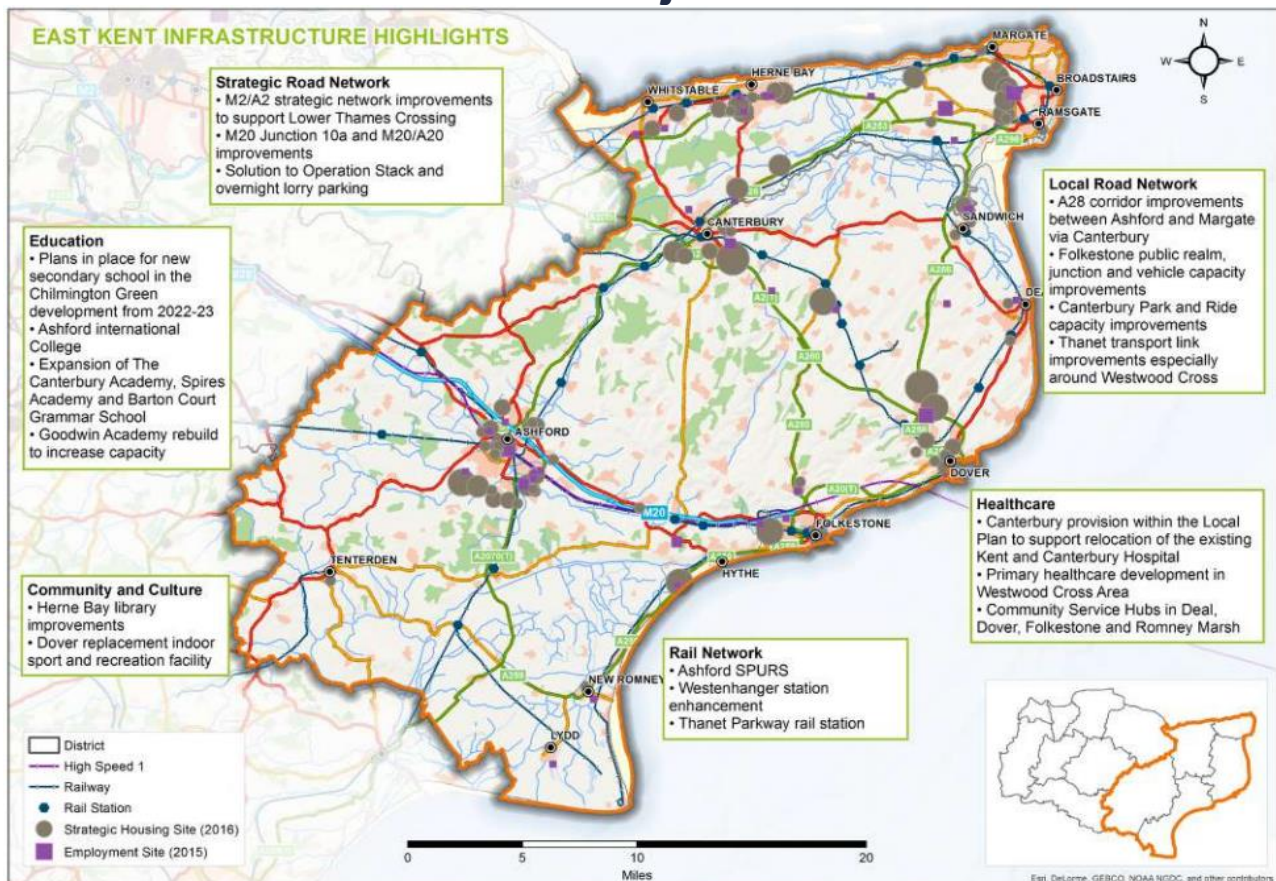
<sup>19</sup> Source: Kent & Medway Growth & Infrastructure Framework 2018 Update



## East Kent- Economic Growth Projects<sup>20</sup>



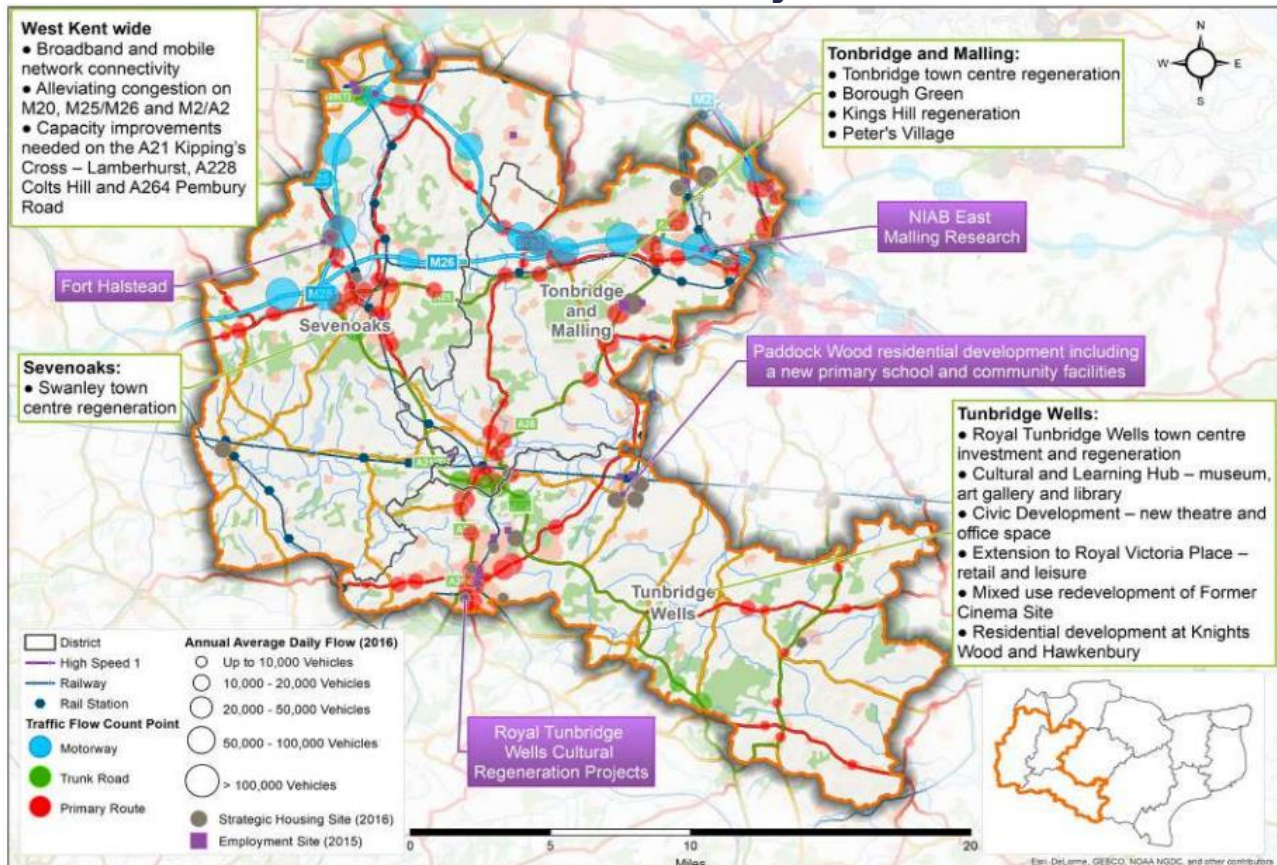
## East Kent- Infrastructure Projects<sup>15</sup>



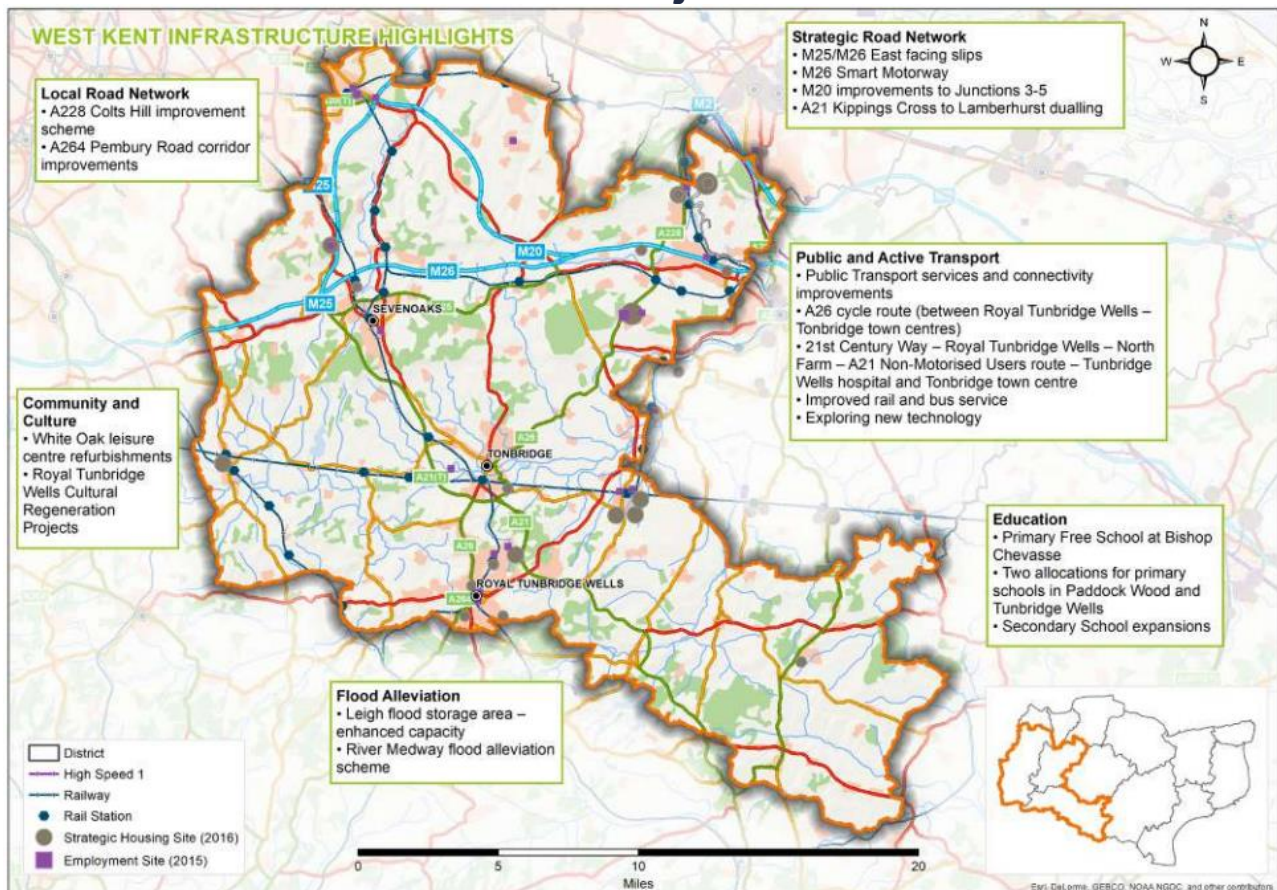
<sup>20</sup> Source: Kent & Medway Growth & Infrastructure Framework 2018 Update



## West Kent- Economic Growth Projects<sup>21</sup>



## West Kent- Infrastructure Projects<sup>16</sup>



<sup>21</sup> Source: Kent & Medway Growth & Infrastructure Framework 2018 Update





## About Us

Kent and Medway Fire and Rescue Authority (KMFR) is responsible for running the Kent Fire and Rescue Service and the provision of fire and rescue services throughout the Kent County Council and Medway Council areas. The authority consists of 25 elected councilors appointed by Kent County Council and Medway Council as well as the Kent Police and Crime Commissioner.

## Kent Fire and Rescue Service

We are Kent Fire and Rescue Service. Every minute of every day, we are here to save lives and make our county even safer.

Together with our customers we are creating a safer future for Kent and Medway. Helping people in their homes, where they work, places of education and visitors to Kent and Medway to help keep them safe – whoever they are.

We are there for our customers in times of need – whether it is a fire, a road crash, water rescue or other emergency. Every one of us helps to save lives.

We deliver our services in three keyways:



### Building Safety



### Prevention



### Response & Resilience



# Building Safety

The main role of the Building Safety team is to ensure fire safety legislation is enforced in non-domestic premises. The team also actively promotes safe practices in the workplace and educates and informs local businesses on how to be fire safety compliant.

Building Safety comprises of the following teams:

## **Fire Risk Inspection team (FRIT)**

The Fire Risk Inspection team are responsible for fire safety regulation in non-domestic premises, auditing buildings to ensure they are compliant with the Fire Safety Order 2005, The Fire Safety Act (2021); The Fire Safety (England) Regulations (2022); and section 156 of The Building Safety Act (2022).

## **Building Safety Enforcement team**

The Enforcement team supports the Fire Risk Inspection team to progress enforcement activity where premises are found to be non-compliant and supports businesses to achieve safe premises.

It also supports investigations for FRIT and case preparation for court.

## **Building Safety Coordinators**

This team is responsible for managing and inputting data for the Building Safety teams, ensuring all premises are input correctly, progressing enquires, raising cases, facilitating reports, and researching and providing data on premises for Building Safety initiatives.

This team deals with daily enquires such as: fire safety advice, licensing consultations, planning and firefighter access, community events, fire safety complaints and referrals.

## **Building Safety Engagement team**

This team engage with business owners to promote fire safety best practice and support businesses to be fire safety compliant.

They are responsible for the delivery of targeted risk reduction initiatives and will deliver content and campaigns to promote understanding and awareness of the fire safety legislation and business continuity.

## **Fire Engineering team (FET)**

The Fire Engineering team is responsible for completing statutory building regulation consultations, working with developers and local building control bodies. The team carry out consultations in line with current guidance and legislation, ensuring that buildings meet the functional requirements of fire safety and will offer fire safety advice where necessary. This happens before buildings are occupied and all observations must be submitted within 21 days of receipt of the request.

The team carry out consultations in line with current guidance and legislation, ensuring that buildings meet the functional requirements of fire safety and will offer fire safety advice where necessary. This happens before buildings are occupied and all observations must be submitted within 21 days of receipt of the request.





### Risk Information team (RIT)

The Risk Information Team (RIT) is responsible for the gathering, providing, sharing, and maintaining Site-Specific Risk Information (SSRI) to support firefighters when attending an incident.

The SSRI provided by RIT is used not only during incidents but also in training, be it professional discussions, desktop exercises, or physical activities such as Response Assessment Visits (RAV's), exercises, or station-based training to ensure that firefighters are able to develop their skills and minimise risks in an operational environment.







# Prevention

Our prevention teams focus on reducing deaths, injury and harm resulting from fires, road accidents and drownings. We target our activity at people facing the highest risks, through home fire safety visits, safe and well visits, events, and school visits. Safeguarding of children and adults at risk is at the heart of our prevention work.

Key teams consist of:

## **Safe and Well team**

The Safe and Well team work with people who are living with long-term medical conditions, dementia, a young family, are an older person or a smoker, to ensure their home is a safe place. We provide free working smoke alarms, fire retardant bedding and materials for smokers. We also give fire safety advice and help people put together a household escape plan.

The team works closely with other agencies such as social services, mental health teams, local authorities, housing associations and the police to put high risk intervention measures in place, often at very short notice.

## **Home Fire Safety Visit Task Force team**

The Home Fire Safety Visit Task Force team's complete Home Fire Safety Visits by door knocking homes we have identified as being at risk of fire. The team visit customers in their homes and focus on people's needs, providing advice, installing equipment, and making referrals for further support from KFRS teams and external agencies.

## **The Education Intervention team**

The Education Intervention team delivers KFRS education programmes and sessions to high-risk individuals or groups. The team promote our education messages to mitigate risk with high risk, vulnerable customers.

This includes fire safety intervention for young people under 18, targeted education to schools, special educational needs (SEN) schools and pupil referral units (PRUs). The team also carry out fire safety sessions to community groups where people have mobility issues, medical or learning requirements.

## **Safeguarding**

The Safeguarding team support firefighters, prevention, and Building Safety teams to identify issues and case manage a variety of different concerns involving adults and children across Kent and Medway. The team collaborate with other partners to protect children, young people and adults at risk and are responsible for making appropriate onward referrals for support.

## **Community Insight and Partnerships team**

The Community Insight and Partnerships team work closely with organisations across Kent and Medway to understand and address community risks through a partnership approach. This includes developing initiatives to prevent anti-social behavior, such as programmes aimed at reducing deliberate fires.

Through actively engaging with under-represented groups, the Community Insight and Partnerships team seeks to increase awareness of KFRS services, to ensure KFRS is recognised as an employer of choice and gather essential insights so that KFRS services are effectively tailored to meet the diverse needs of everyone.



## Resilience Team

The resilience team are Responsible for ensuring that Kent Fire and Rescue Service maintains compliance with legal duties in relation to emergency and business continuity planning, as defined under the Civil Contingencies Act (2004), through the development of policy, plans and exercises.

This includes contingency planning for civil protection and peacetime emergencies in accordance with the provisions of the Civil Contingencies Act 2004 and providing strategic and tactical advice and expert guidance during critical incidents and business continuity events in line with our Corporate Command, Control & Communications Policy.

The team provides a variety of management projects and provides advice and assistance to all other sections, other emergency services and key partners in the county.

The team coordinates KFRS resources provided for Kent & Medway Resilience Forum (KMRF) activity.



A wide range of information to support the people and communities of Kent & Medway prepare for, respond to and recover from emergencies is available via the Kent & Medway Prepared website. <https://www.kentprepared.org.uk/>

The team also encompasses our Water Services Team. Under the Fire & Rescue Services Act (FRSA) 2004 it is the responsibility of all Fire Authorities within the UK to take all reasonable measures to provide a supply of water to use in the event of a fire; fire hydrants play a key role in helping meet this requirement and so KFRS have processes in place to monitor and maintain all statutory fire hydrants in the county.

The technicians therefore undertake inspections and minor maintenance on Kent's fire hydrants, with most repairs passed to the relevant Water Company for repair, as outlined in legislation.

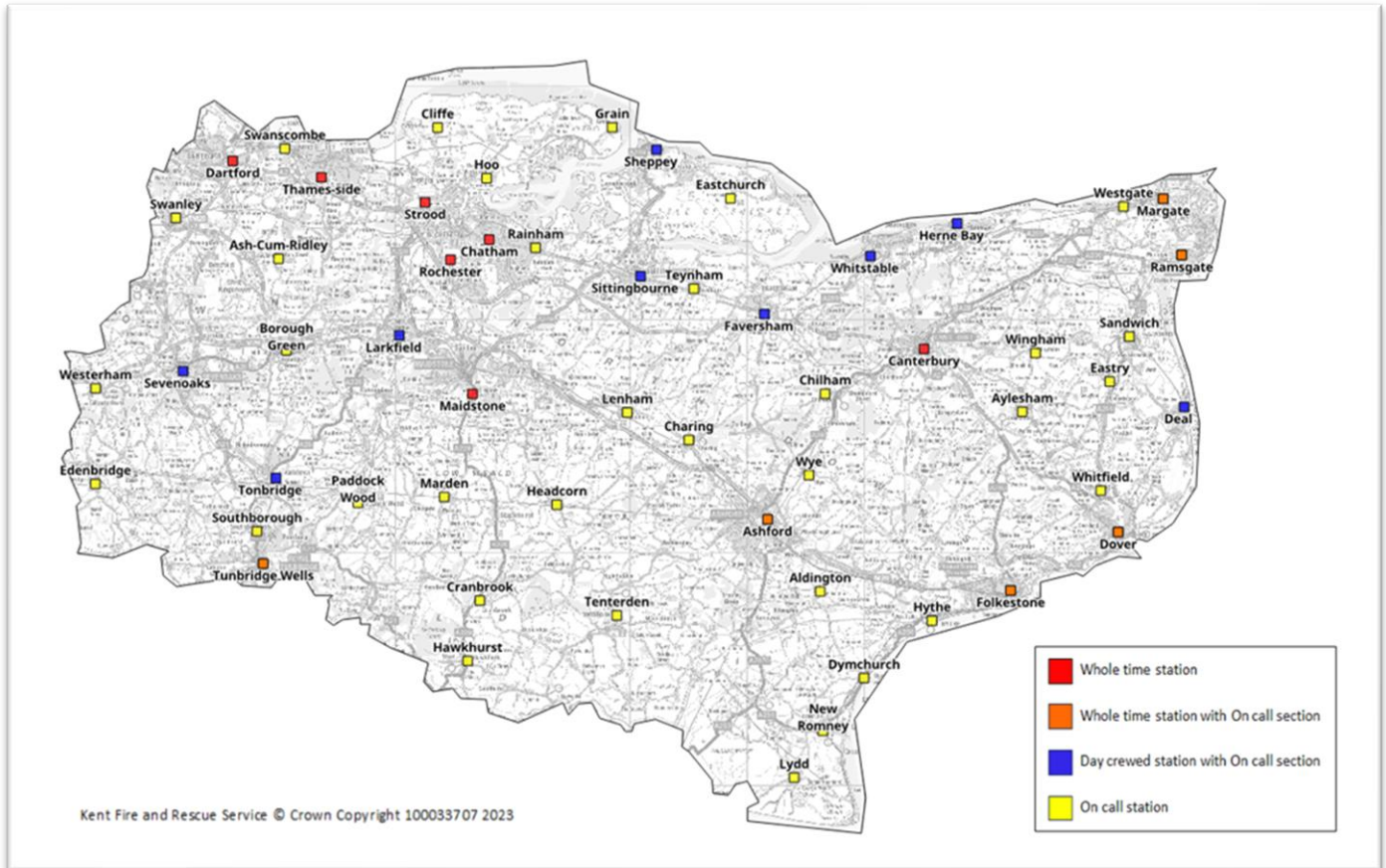
The team work on securing water for firefighting purposes on new developments (housing/industrial/commercial etc.) and in areas of low provision.

They can also provide assistance with flow testing hydrants as part of training exercises and the writing of firefighting plans for premises.

# Response

**Responding** – There for you in times of need – whether it is a fire, a road crash, water rescue or medical emergency.

There are 56 fire stations across Kent which displayed on the map below:



Our stations are crewed in three different ways:

- Whole Time Shift - Firefighters operate and respond from the station 24 hours a day.
- Day Crewed - Firefighters operate and respond from the station during the day and respond as On Call during the night.
- On Call - Firefighters are paged to respond to the station when required from other locations, such as, workplace or home.

Kent has a total of 75 fire engines of which there are three types, Heavy Rescue, Rescue and Pump each providing varying capabilities. Alongside fire engines we have other specialist vehicles and capabilities such as:

Height Vehicle  
Hose Layer  
Foam Unit  
Incident Support Unit  
Bulk Water Unit

Command Support Vehicle  
Line Rescue  
Water Safety Units  
Animal Rescue Unit  
Fire Fogging Unit





## Response Activity

The information provided below outlines the types of incidents we have attended, where they happen and when they occur. The data used is extracted from our own incident recording system. Where applicable a comparison has been made to the previous year or 5 years (April 2019 – March 2024) to provide a perspective of changes in our activity.

The three main incident categories reported include:



Fire: all incidents where a fire has occurred



Non-Fire: all incidents that require our services to rescue, assist or support

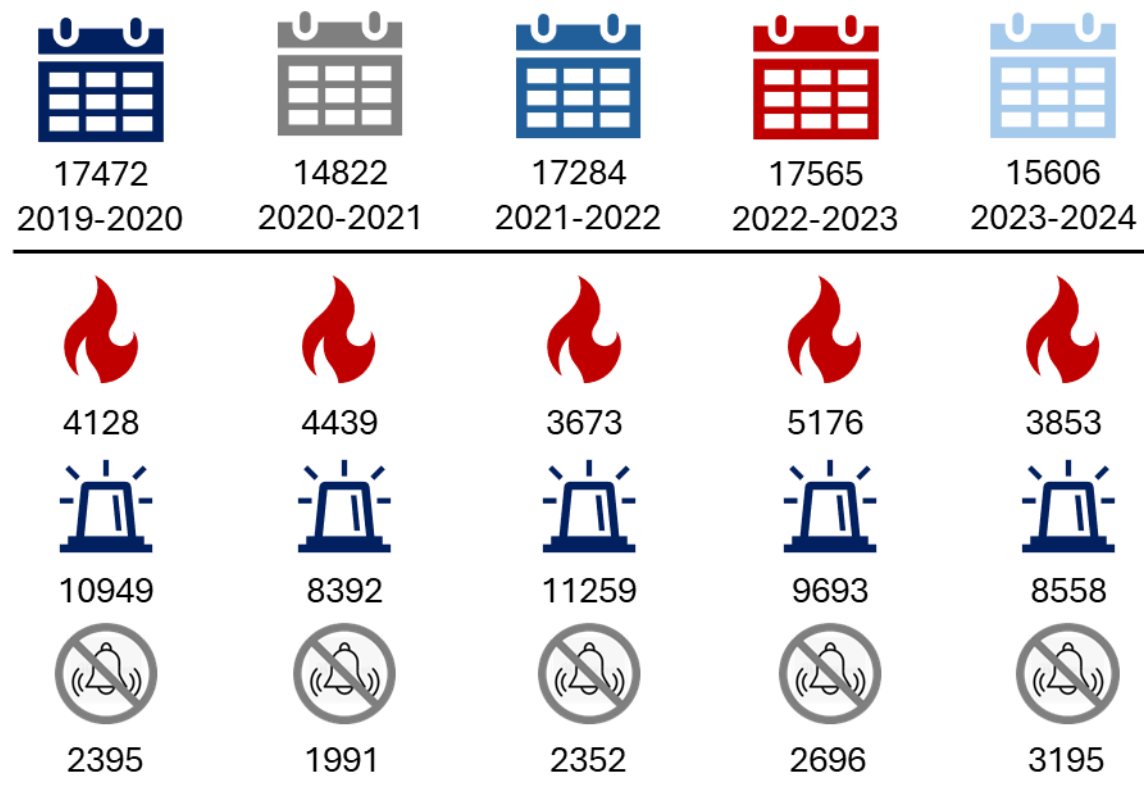


False Alarms: all incidents that were confirmed as false alarms

In addition to the levels outlined above, further analysis of separate incident types is also provided against our county wide activity, and a breakdown of this activity is also provided in our district profiles to allow you to review our activity in your area.

The graphic below provides an overview of the incidents attended by incident type over the last five fiscal years (April to March).

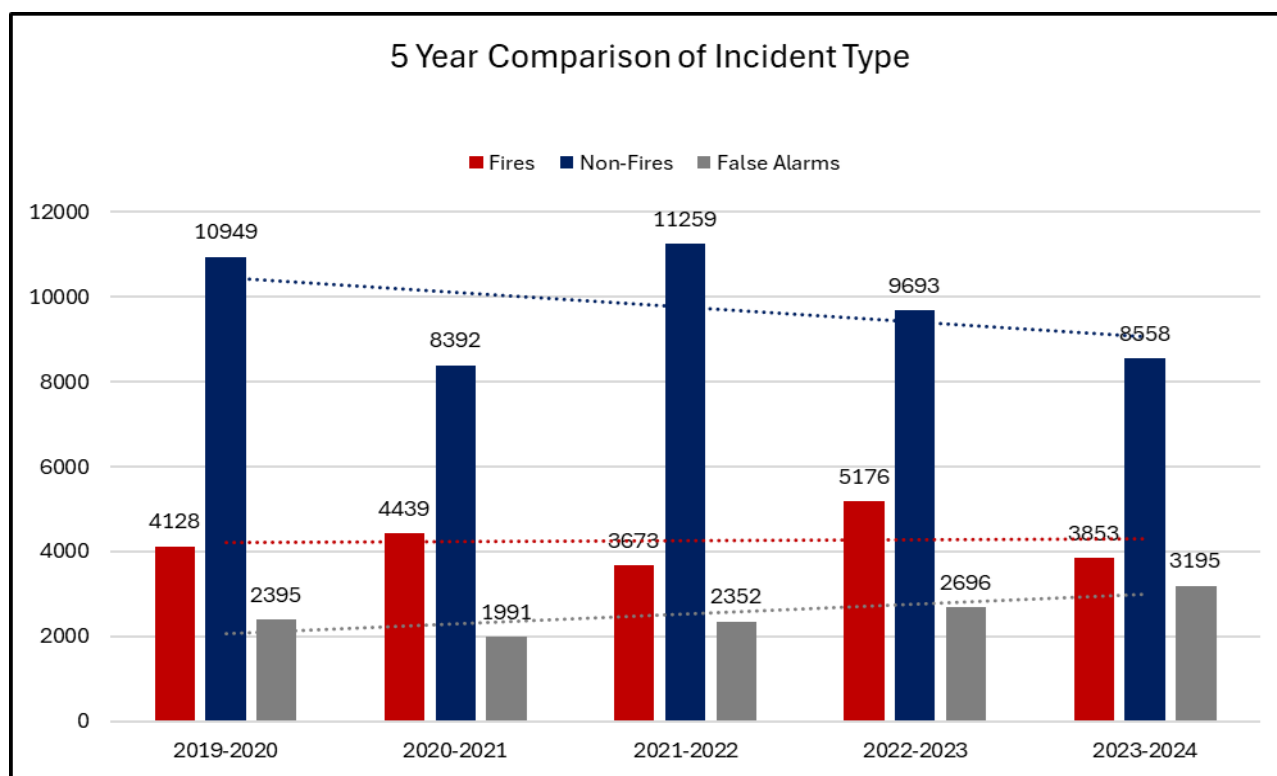
Total Incidents and Types by Financial Year



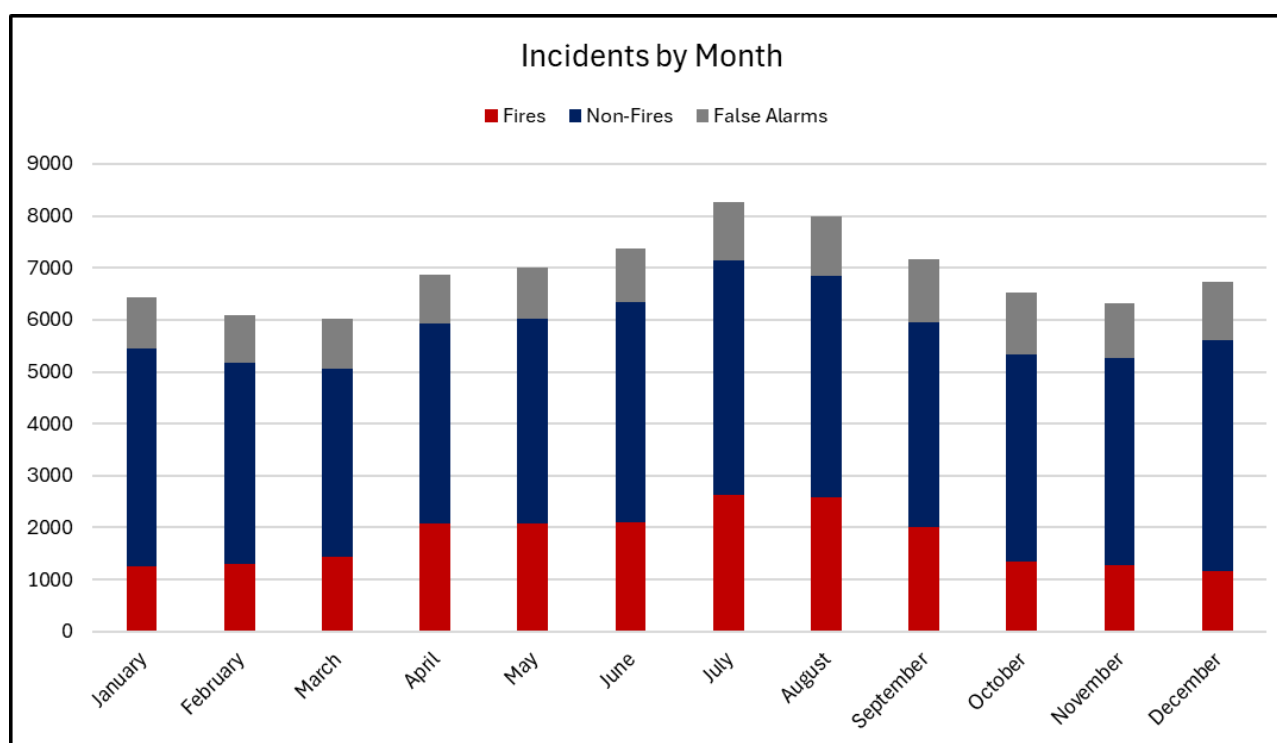
We attend significantly more Non-Fire incidents than Fire incidents. This is primarily due to our work alongside Southeast Coast Ambulance Service attending medical emergency incidents.



In the last fiscal year (April 2023-March 2024) Kent Fire and Rescue service attended 15606 Incidents across the County which is the second lowest total in the last 5 years. 2020-2021 was the lowest during this period and was heavily influenced by COVID and 2022-2023 was the highest year for incidents.



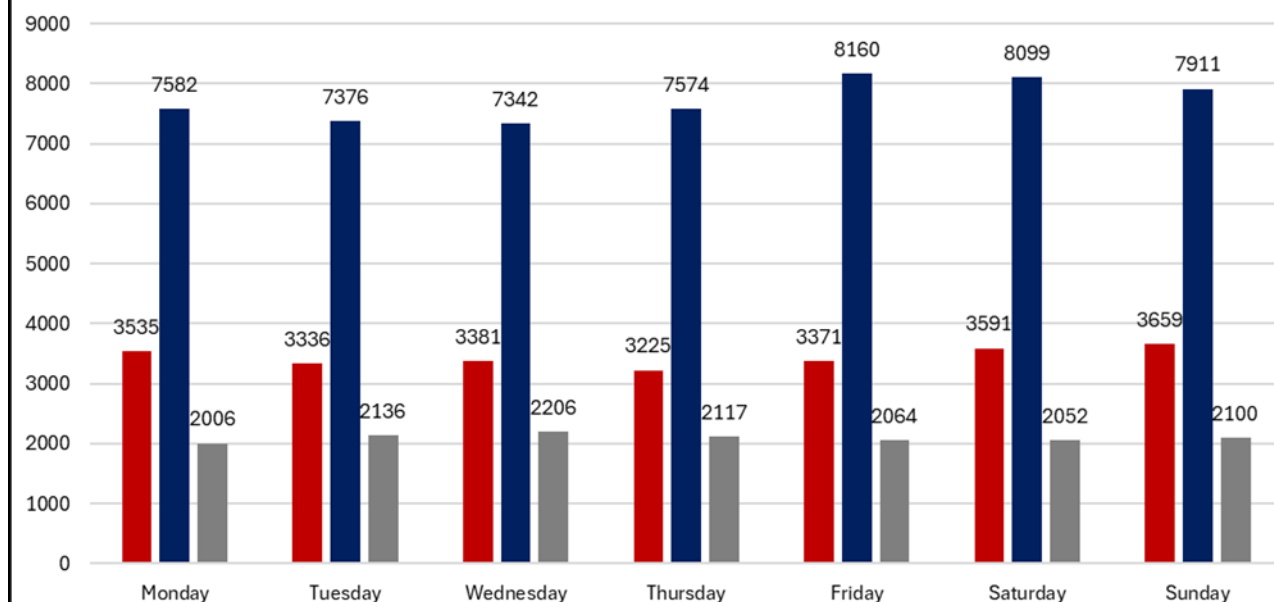
The following graphs provide an overview of when incidents have occurred by Month, Day, and Time of Day.





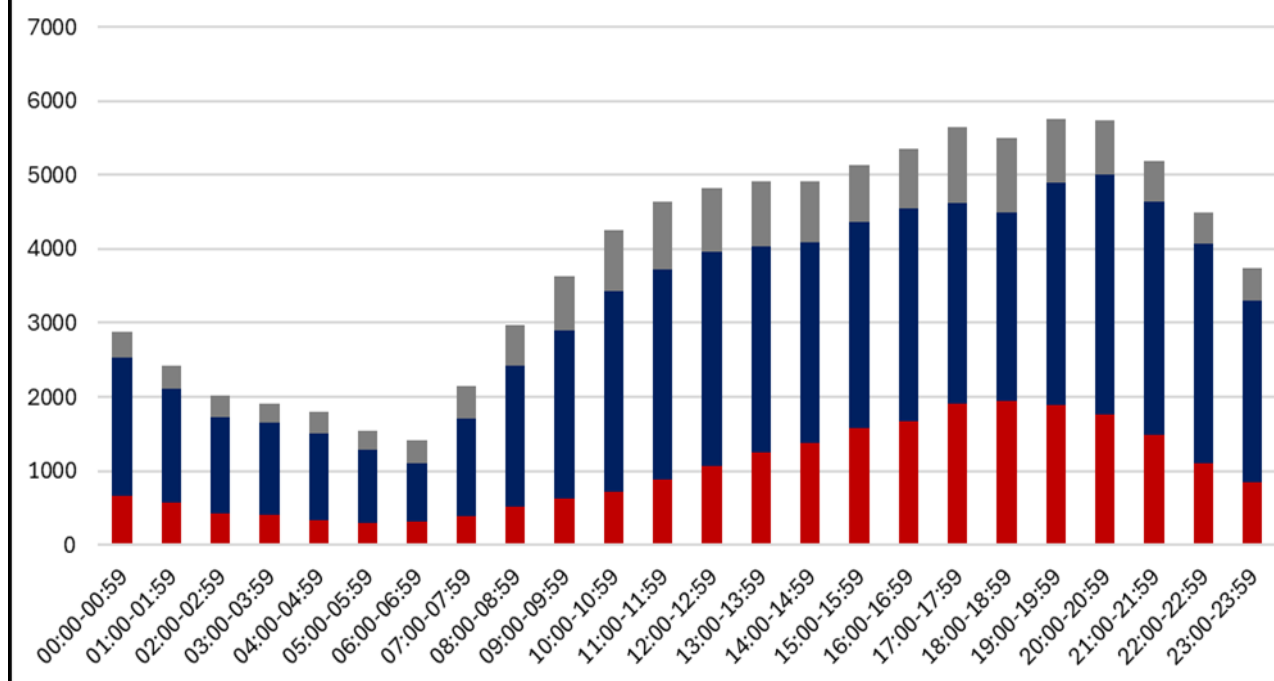
## Incidents by Day of Week

Fires Non-Fires False Alarms



## Incidents by Time of Day

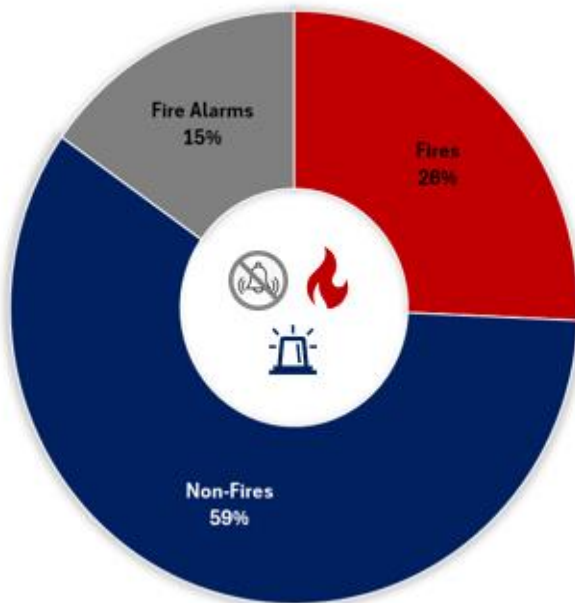
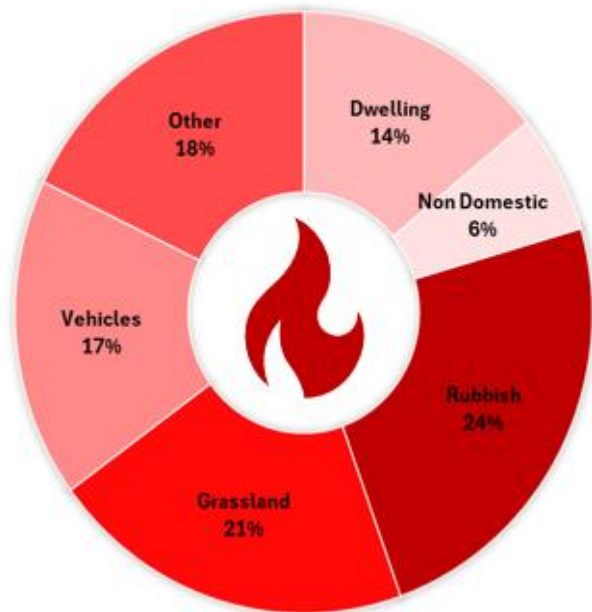
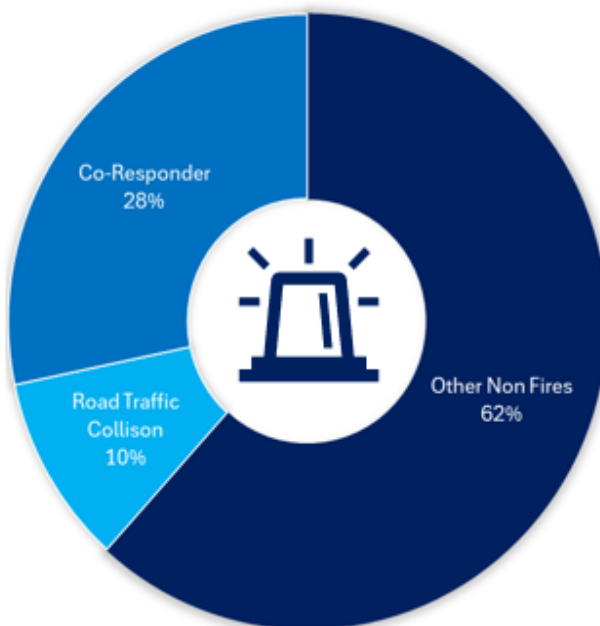
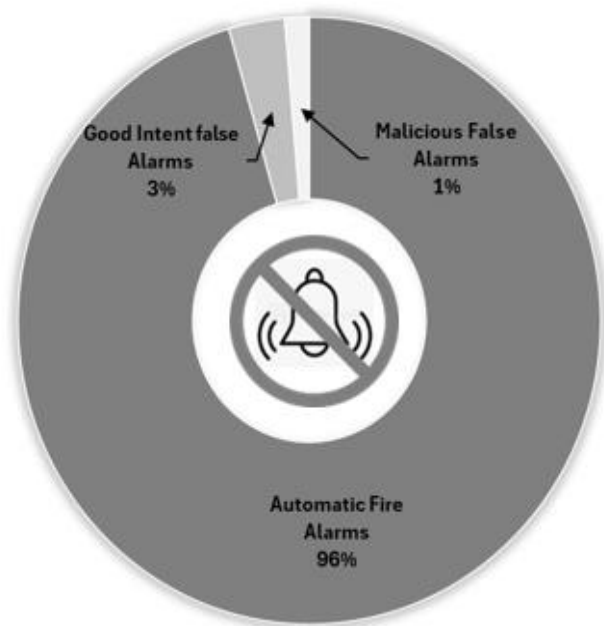
Fires Non-Fires False Alarms







The charts below provide a further breakdown of the three main incident categories and how they are made up.

**ALL INCIDENTS****FIRES****NON\_FIRES****FALSE ALARMS**



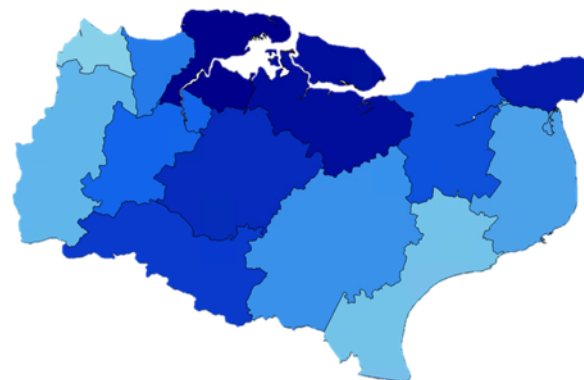
The graphic below provides an overview of all incidents across Kent and Medway

The tables and maps below provide an overview of the different incident types by District. These are ranked to inform how our activity levels compare across the districts based on the number incidents recorded within each district between April 2019 and March 2024.



## All Incidents by District

Rank	District	Total
1	Medway	10952
2	Swale	10422
3	Thanet	8208
4	Maidstone	7119
5	Tunbridge Wells	6357
6	Canterbury	6185
7	Tonbridge and Malling	5415
8	Gravesham	4843
9	Ashford	4826
10	Dover	4772
11	Sevenoaks	4689
12	Folkestone and Hythe	4551
13	Dartford	4409

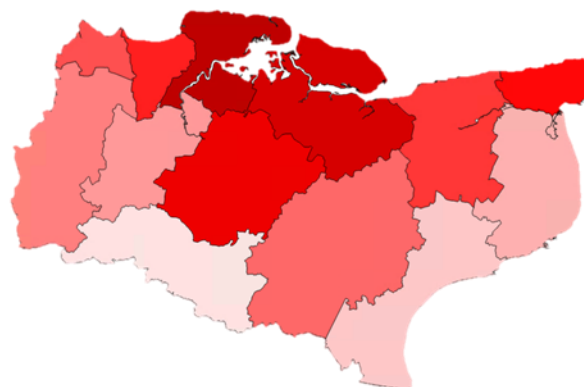


Least ← → Most



## Fires by District

Rank	District	Total
1	Medway	3223
2	Swale	2352
3	Maidstone	1933
4	Thanet	1742
5	Gravesham	1610
6	Canterbury	1587
7	Dartford	1551
8	Ashford	1534
9	Sevenoaks	1311
10	Tonbridge and Malling	1258
11	Dover	1130
12	Folkestone and Hythe	1075
13	Tunbridge Wells	963

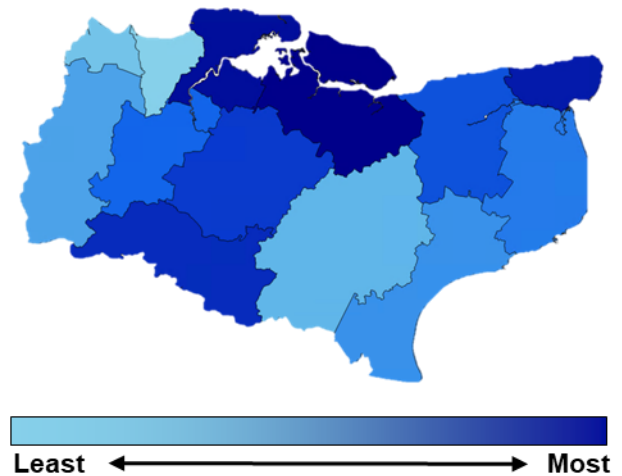


Least ← → Most



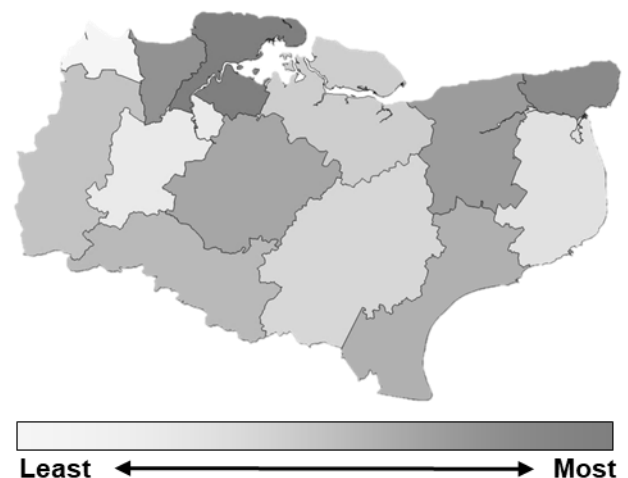
## Non-Fires by District

Rank	District	Total
1	Swale	7195
2	Medway	6336
3	Thanet	5186
4	Tunbridge Wells	4454
5	Maidstone	4193
6	Canterbury	3574
7	Tonbridge and Malling	3409
8	Dover	2825
9	Folkestone and Hythe	2491
10	Sevenoaks	2479
11	Ashford	2449
12	Dartford	2255
13	Gravesham	2004



## False Alarms by District

Rank	District	Total
1	Medway	1393
2	Thanet	1280
3	Gravesham	1229
4	Canterbury	1024
5	Maidstone	993
6	Folkestone and Hythe	985
7	Tunbridge Wells	940
8	Sevenoaks	899
9	Swale	875
10	Ashford	843
11	Dover	817
12	Tonbridge and Malling	748
13	Dartford	603



Further information about your district can be found within the infographic district profiles which include geography, census profiles, demographics alongside information on where our response resources are located and what type of incident activity has occurred in your area.

We also provide rankings so you can see how your district compares to others within the county using the ranking scale below.

