

# A Needs Assessment relating to the Provision of Natural Greenspace in areas with Low Levels of Physical Activity



Report for Maidstone Borough Council

20 May 2016

Report to:  
Kent Nature Partnership  
Health & Nature Subgroup

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with Low Levels of Physical Activity**

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# 1. Introduction

This report is one in a series regarding a needs assessment of natural greenspace provision in areas of Kent where the population is physically inactive. It presents the results covering the Borough of Maidstone. The methodology is reported separately. The background to the study and the results for the whole of Kent are covered in the Main Report.

This study set out to establish the proximity, accessibility and naturalness of greenspace in areas of Kent where the population is characterised by low levels of physical activity. Subsequently, this assessment was used to prioritise areas for future action and investment, based on levels of population deprivation, size and need.

Throughout the report 'accessibility to greenspace' (including 'access of greenspace') refers to a site being accessible via some form of public right of way. However, this does not necessarily mean that the site is accessible to all sectors of society (e.g. individuals with a physical disability); accounting for the quality of the access route was beyond the scope of this project.

Greenspace is defined as '*places where human control and activities are not intensive so that a feeling of naturalness is allowed to predominate*' (as described by Natural England<sup>1</sup>). Greenspace includes '*all open space of public value, including not just land, but also areas of water such as rivers, canals, lakes and reservoirs which offer important opportunities for sport and recreation and can also act as a visual amenity*'<sup>2</sup>.

Physical activity is defined on the basis of '*body movement that expends energy and raises the heart rate*'<sup>3</sup>.

The specific objectives for the Kent-wide project were to:

1. Produce a needs assessment that identified accessible greenspace within the Lower Super Output Areas (LSOAs) of Kent, particularly those with the highest levels of deprivation and where a high proportion of the population are physically

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<sup>1</sup> Natural England (2010) '*Nature Nearby*' *Accessible Natural Greenspace Guidance*. <http://webarchive.nationalarchives.gov.uk/20160323000001/http://publications.naturalengland.org.uk/publication/40004>. Accessed 24/3/16.

<sup>2</sup> ODPM (2002) *Planning Policy Guidance 17: Planning for open space, sport and recreation*. HMSO

<sup>3</sup> Public Health England (2014) *Everybody active, every day: An evidence-based approach to physical activity*.

inactive. The methods used were to be transparent and repeatable, thus facilitating future updates for Kent or application of the same approach in different counties.

2. Stratify and prioritise LSOAs where future action should be taken to improve provision of greenspace or increase use of existing greenspace in order to improve population health by promoting increased outdoor physical activity and engagement with the natural environment.

## 2. Method summary

A more detailed description of the methodology can be found in the dedicated Methodology report, as well as the Main Report for Kent. An outline of the methods used is provided here to assist in data interpretation.

The study used four types of spatial data for Kent covering boundaries, access routes, greenspace (Figure 1) and population. Interpretation of a 'feeling of naturalness' is guided by a four stage rating as a proxy for measuring naturalness<sup>4</sup> (Box 1). This guidance was used to assign a level of naturalness to each area of greenspace.

### **Box 1: Naturalness levels according to Natural England (2010) 'Nature Nearby' Accessible Natural Greenspace Guidance.**

Categories for 'feeling of naturalness'<sup>5</sup>:

#### **Level 1**

- Nature conservation areas, including Sites of Special Scientific Interest (SSSIs)
- Local sites, including local wildlife sites, Regionally Important Geological Sites (RIGS)
- Local Nature Reserves (LNRs)
- National Nature Reserves (NNRs)
- Woodland
- Remnant countryside (within urban and urban fringe areas)

#### **Level 2**

- Formal and informal open space
- Unimproved farmland
- Rivers and canals
- Unimproved grassland
- Disused/derelict land, mosaics of formal and informal areas of scrub etc
- Country parks
- Open access land

#### **Level 3**

- Allotments
- Church yards and cemeteries
- Formal recreation space

#### **Level 4**

- Improved farmland

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<sup>4</sup> Natural England (2010) 'Nature Nearby' Accessible Natural Greenspace Guidance.

<sup>5</sup> Ibid



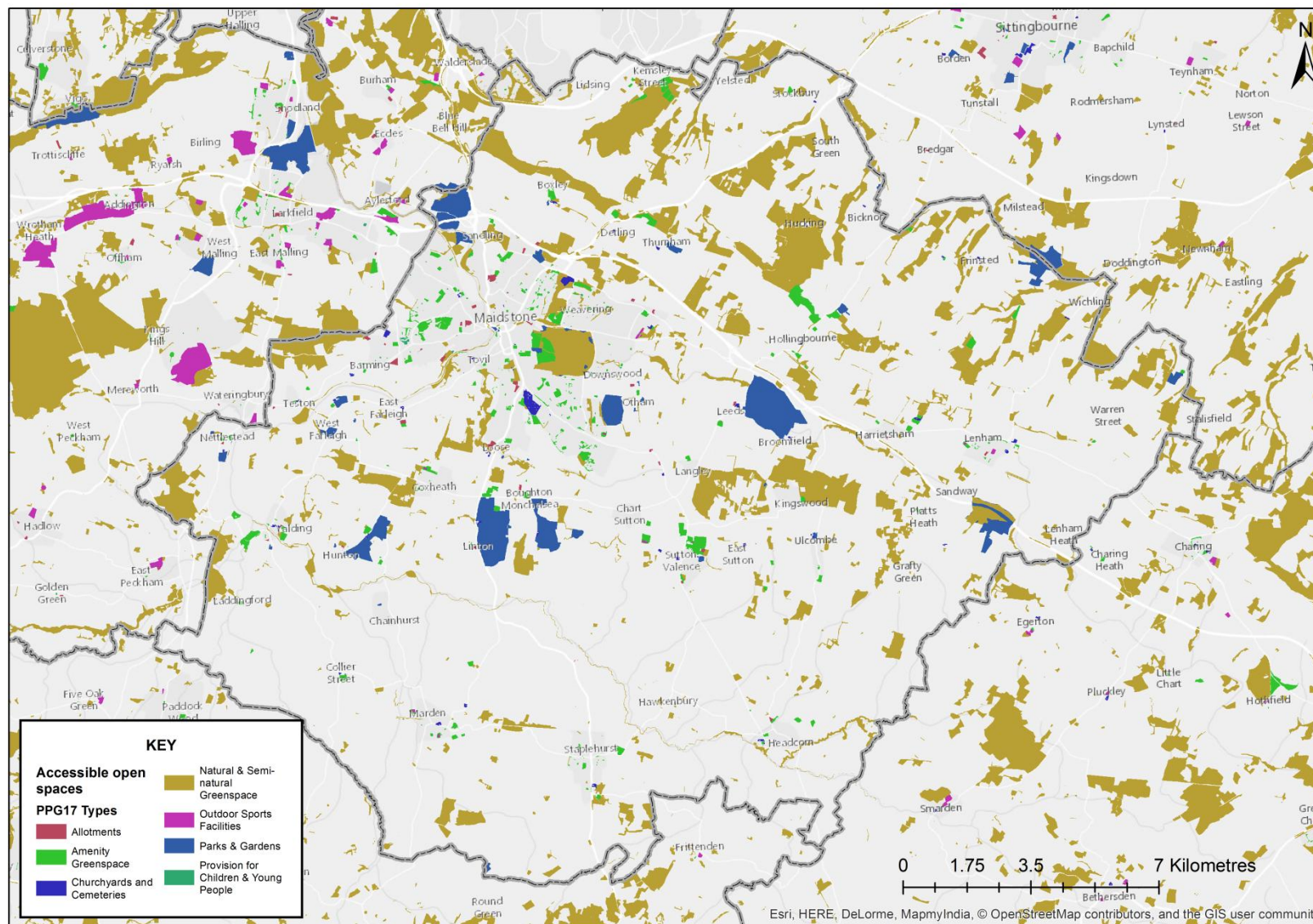


Figure 1: Greenspace in the Borough of Maidstone mapped according to PPG17 typologies.

Two sets of accessibility standards were used to identify greenspace provision for the population at each postcode: Access to Natural Greenspace Standard<sup>6</sup> (ANGSt) and Dover District Council accessibility standard<sup>7</sup> (Box 2). The analyses were repeated for two combinations of site naturalness: (i) naturalness level 1, 2 & 3 and, (ii) naturalness level 1 (more 'natural' greenspaces). The analyses used distance along access routes (footpaths and pavements) from postcodes to greenspace entrance points.

#### **Box 2: Accessibility standards used in this study**

ANGSt:

- At least 1 site >2 ha within 300 m of where people live
- At least 1 site >20 ha within 2 km of where people live
- At least 1 site >100 ha within 5 km of where people live
- At least 1 site >500 ha within 10 km of where people live

DDC accessibility standard:

- At least 1 site >0.4 ha within 300 m of where people live in urban locations or at least 1 site >2 ha within 1 km of where people live in rural locations

Three methods of assessing greenspace provision were explored:

- Service area – which determines the potential distance travelled to access a greenspace via an entry point, following an access route (this method underpins most of the presented results).
- Buffer intersection – a Euclidean, or straight-line, method which assumes that greenspace is accessible to the public at any point around the edge of the site.
- Allocation – which uses Euclidean distance from postcode to greenspace entry points, rather than assuming that a site can be entered at any point along its edge.

Each method has its pros and cons due to complexity of execution and the assumptions made (see Methodology report). Following consultation with KCC, the service area method and results are presented as the core analyses.

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<sup>6</sup> Natural England (2010) '*Nature Nearby*' Accessible Natural Greenspace Guidance.

<sup>7</sup> DDC Parks and Amenity Open Space Strategy 2013 & Land Allocations Local Plan 2015.



Data were analysed at the geographic resolution of Lower Super Output Area (LSOA) and subsequently categorised by Rural-Urban classification<sup>8</sup>, the Index of Multiple Deprivation (IMD)<sup>9</sup>, physical inactivity, district and Clinical Commissioning Group.

Physical activity is measured through Sport England's Active People Survey. The survey forms the benchmark for reporting on physical inactivity and shows that 28% of the Kent population is physically inactive<sup>10</sup>. However, these data are not available at LSOA level and so instead physical inactivity data from Experian Mosaic were used in the analyses.

In order to identify priority areas for action, LSOAs were divided into five groups based on the level of inactivity, with the highest priority given to the most physically inactive populations. Within each priority group, LSOAs were ordered by level of deprivation (most deprived LSOAs listed first) followed by the percentage population meeting accessibility standards (with the lowest percentage population meeting standards listed first).

Recommendations are made for improving access to greenspace based on the priorities.

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<sup>8</sup> <http://www.ons.gov.uk/ons/guide-method/geography/products/area-classifications/2011-rural-urban/index.html>.

<sup>9</sup> <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>.

<sup>10</sup> <http://www.phoutcomes.info/public-health-outcomes-framework#gid/1000042/pat/6/ati/102/page/0/par/E12000008/are/E10000016>

### 3. Results covering the Borough of Maidstone

The results presented here should be interpreted bearing in mind the following important methodological caveats:

- Accessible greenspace provision for LSOAs near the county border will be an underestimate, as sites over the Kent border<sup>11</sup> were not included in the analyses.
- The population defined as active might not be using greenspace for physical activity, using indoor facilities instead (e.g. gyms) or being outdoors but restricting their exercise to built-up areas (e.g. running along residential streets).
- It is likely that the service area method will underestimate greenspace provision in rural locations.
- It is likely that the service area method will increasingly underestimate accessible greenspace provision as ANGSt distances get larger, as access routes excluded roads, assuming that people would travel to a site on foot.
- The ANGSt and DCC standards, as investigated in this report, are met by the first applicable greenspace per postcode. Variation in physical activity could be due to the proximity/accessibility of multiple greenspace, which is not taken into account in these analyses.
- Many other social factors influence the attractiveness of a greenspace as a location for undertaking physical activity, such as people's perceptions of the area (e.g. due to the available facilities, litter, graffiti, fear of crime).

All reported results have been derived using the service area method, unless otherwise stated. Fewer postcodes meet accessibility standards using the service area method when compared to the buffer intersection (Maidstone Borough Council Report Appendix A) and allocation methods (Maidstone Borough Council Report Appendix B).

#### 3.1 Populations meeting accessibility standards

Comparisons were made of the results obtained for populations meeting accessibility standards for naturalness level 1, 2 & 3 and naturalness level 1 greenspace (Table 1) using the service area method. These data can be compared with the Kent figures (Maidstone Borough Council Report Appendix C).

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<sup>11</sup> In Essex, East Sussex, Surrey, Greater London and Medway.

**Table 1: Percentage of population in the Borough of Maidstone meeting accessibility standards.**

<b>Greenspace accessibility criteria</b>	<b>Naturalness levels 1, 2 &amp; 3</b>	<b>Naturalness level 1</b>
ANGSt		
At least 1 site >2 ha within 300 m	32% (Figure 2)	11%
At least 1 site >20 ha within 2 km	68% (Figure 3)	56%
At least 1 site >100 ha within 5 km	78% (Figure 4)	75%
At least 1 site >500 ha within 10 km	1% (Figure 5)	1%
DDC standard		
At least 1 site >0.4 ha within 300 m in urban areas or at least 1 site >2 ha within 1 km in rural areas	55% (Figures 6 & 7)	21%

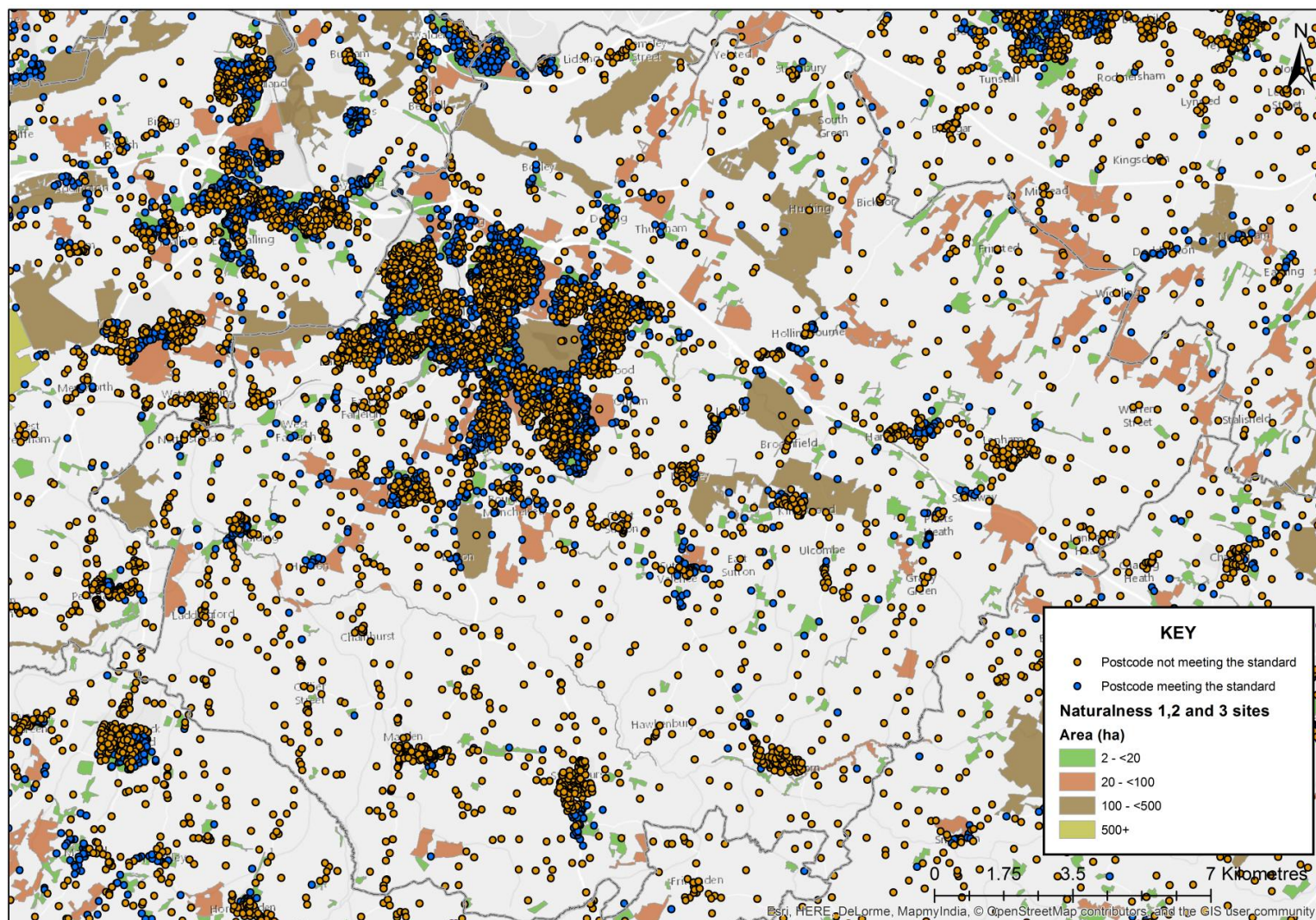


Figure 2: Maidstone Borough postcodes meeting and not meeting ANGSt for naturalness level 1, 2 & 3 greenspace of at least 2 ha within 300 m.



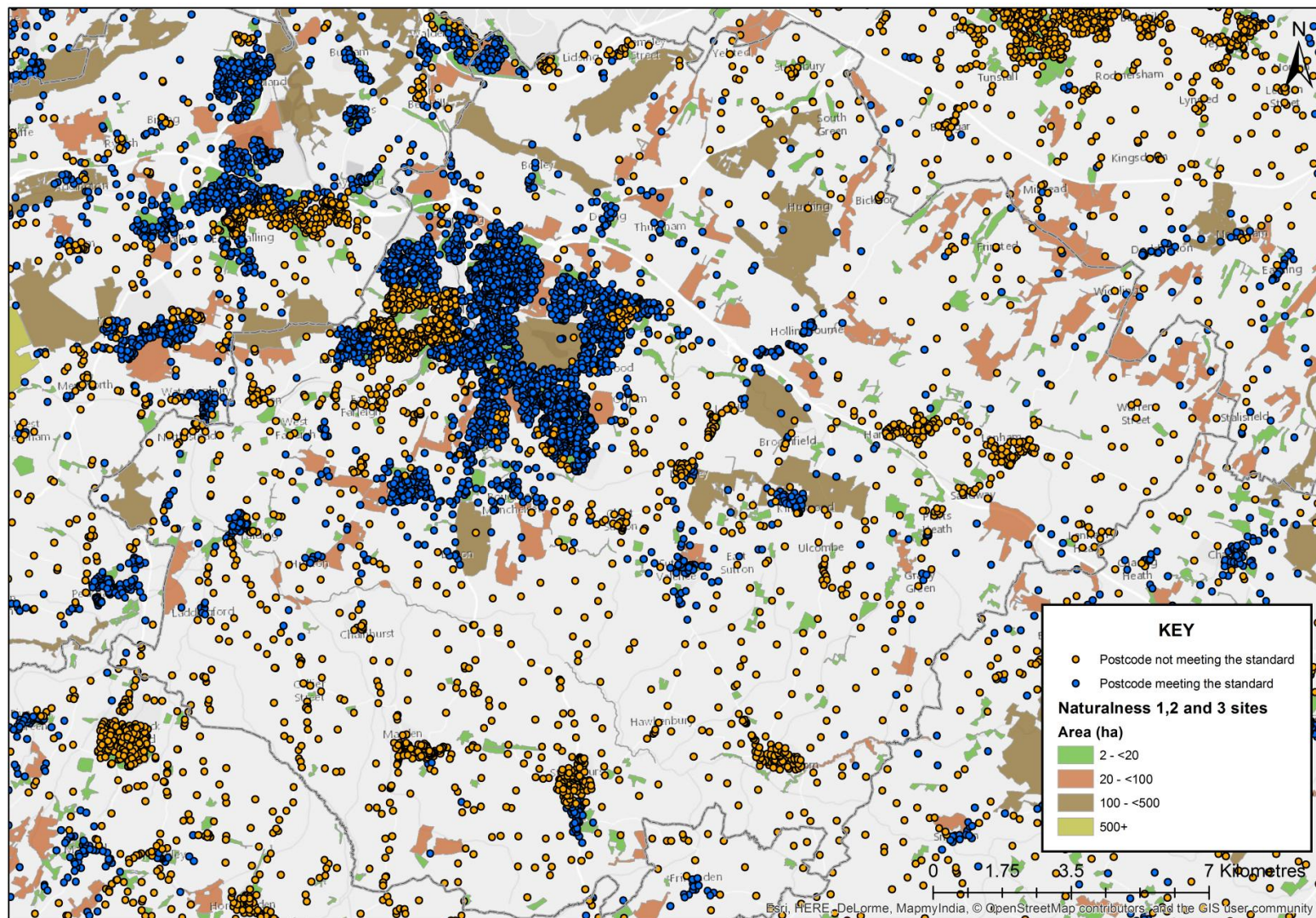


Figure 3: Maidstone Borough postcodes meeting and not meeting ANGSt for naturalness level 1, 2 & 3 greenspace of at least 20 ha within 2 km.



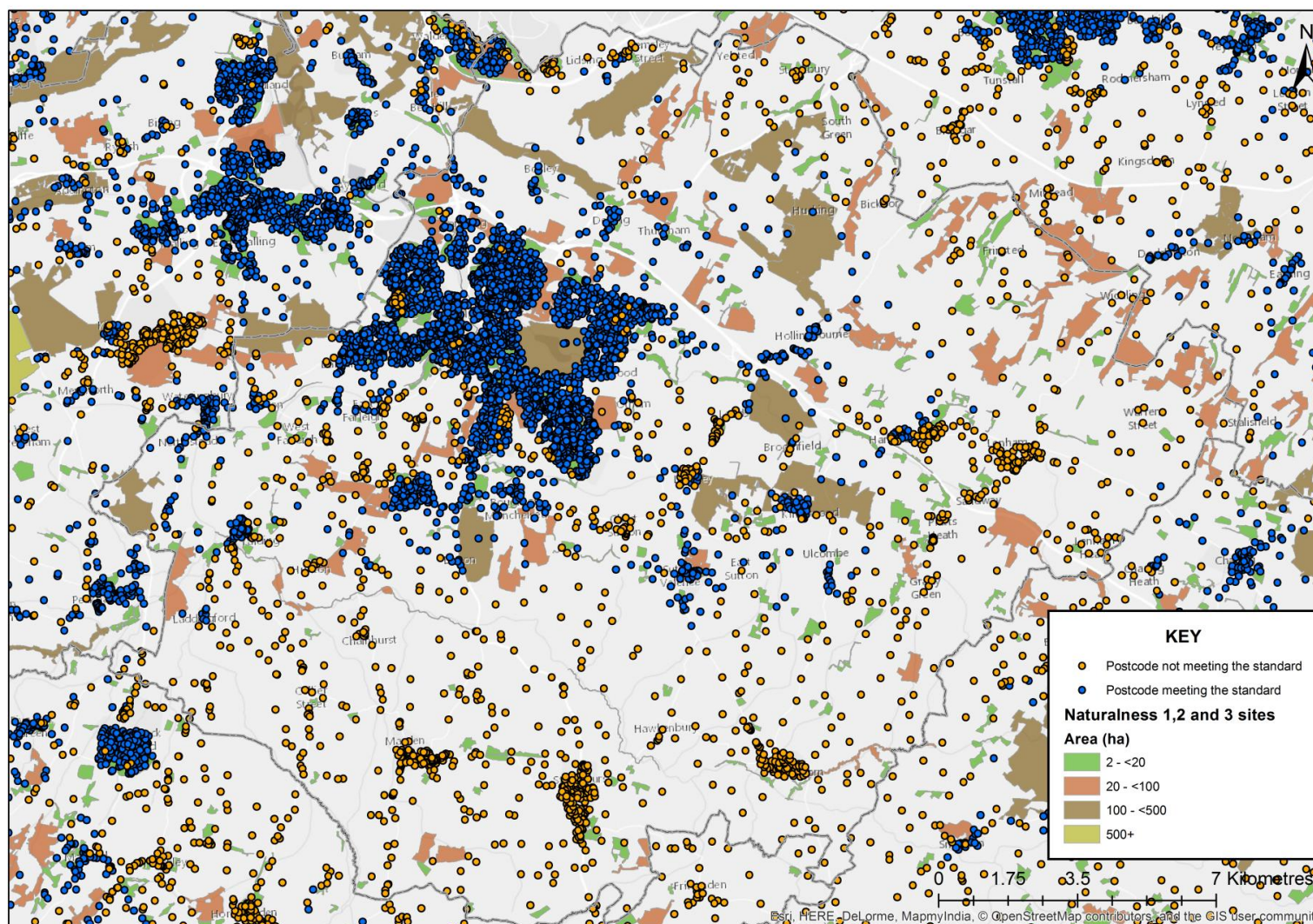


Figure 4: Maidstone Borough postcodes meeting and not meeting ANGSt for naturalness level 1, 2 & 3 greenspace of at least 100 ha within 5 km.



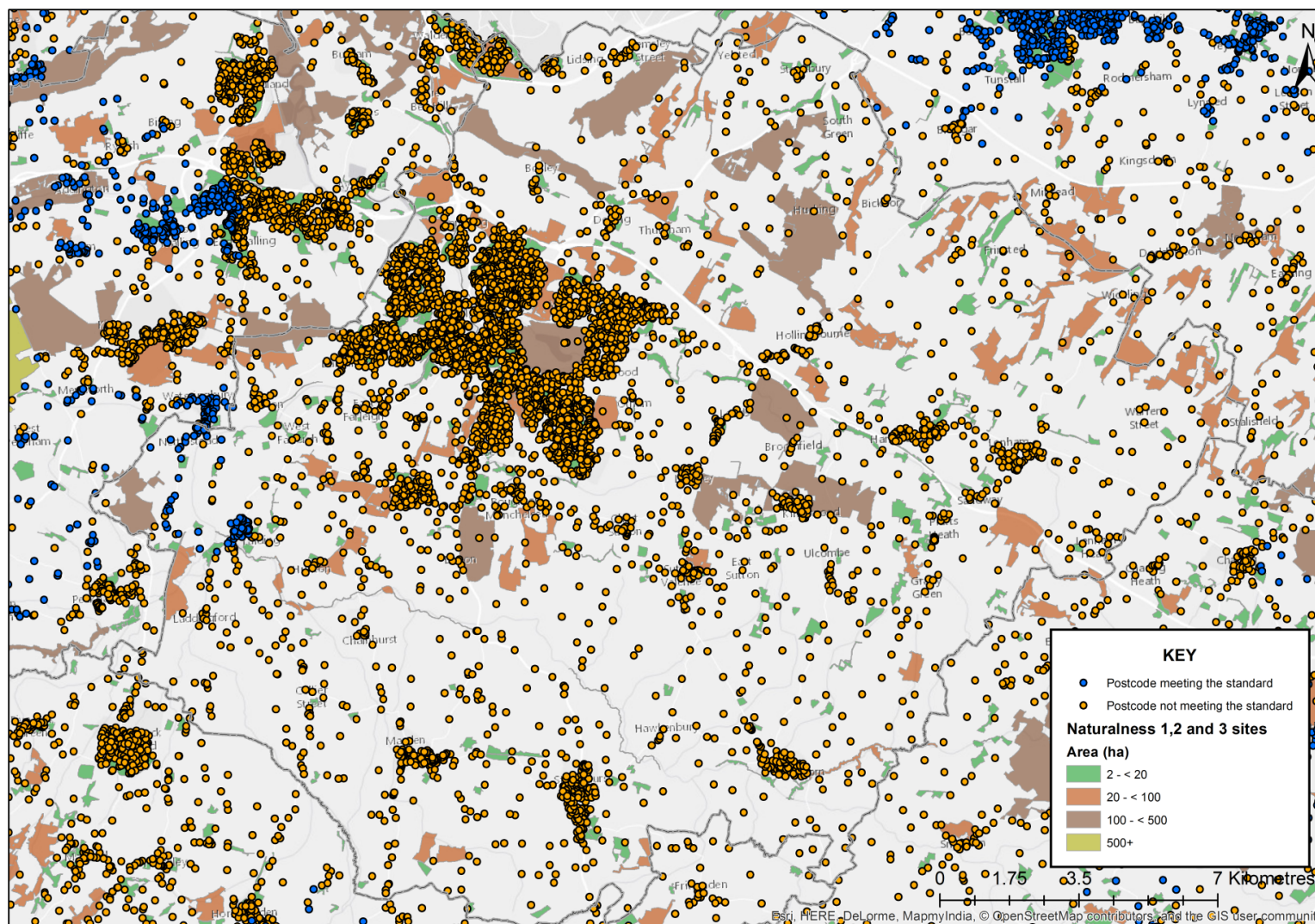


Figure 5: Maidstone Borough postcodes meeting and not meeting ANGSt for naturalness level 1, 2 & 3 greenspace of at least 500 ha within 10 km.

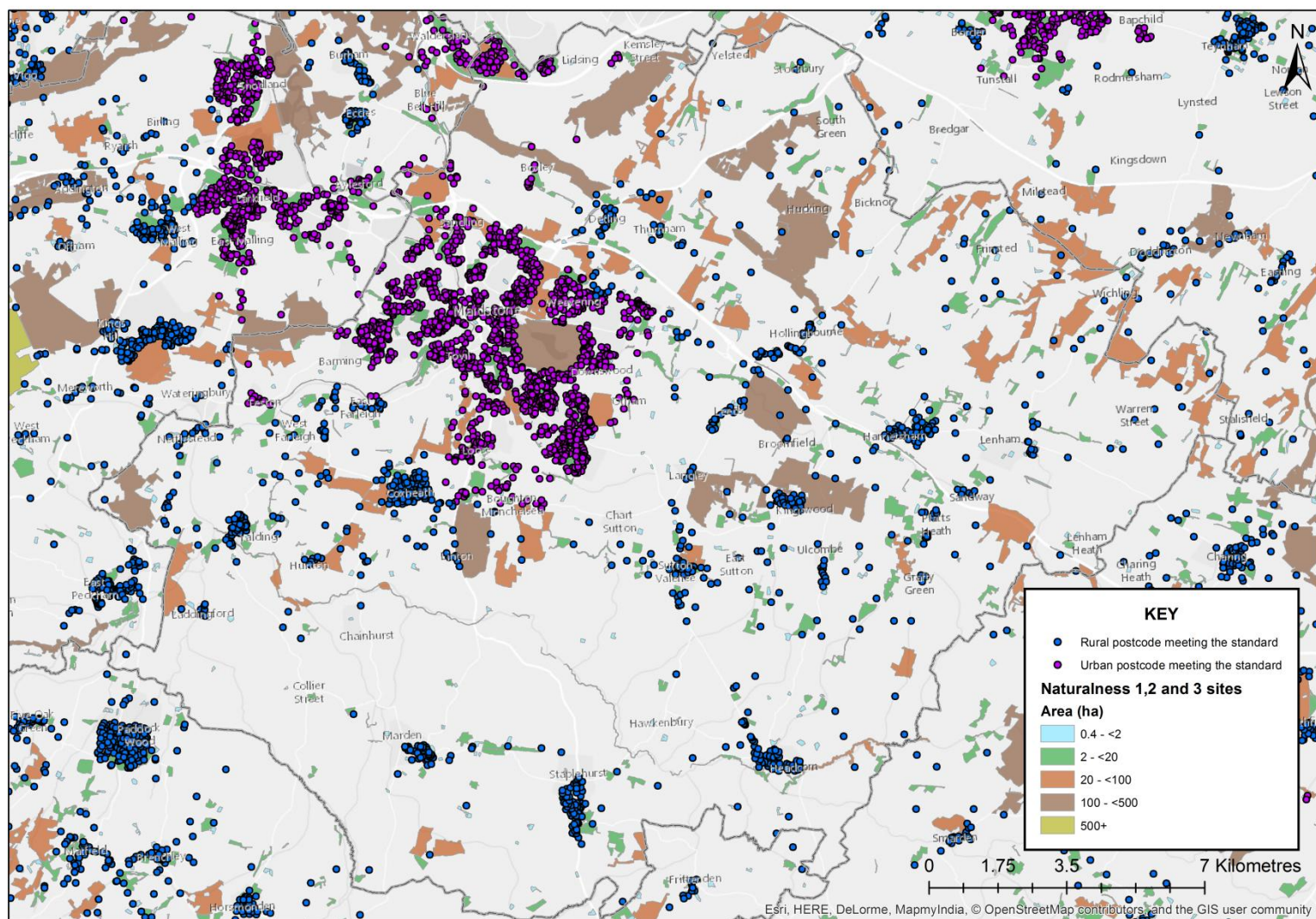


Figure 6: Maidstone Borough postcodes meeting the DDC standard for naturalness level 1, 2 & 3 greenspace of at least 0.4 ha within 300 m in urban areas or at least 2 ha within 1 km in rural areas.



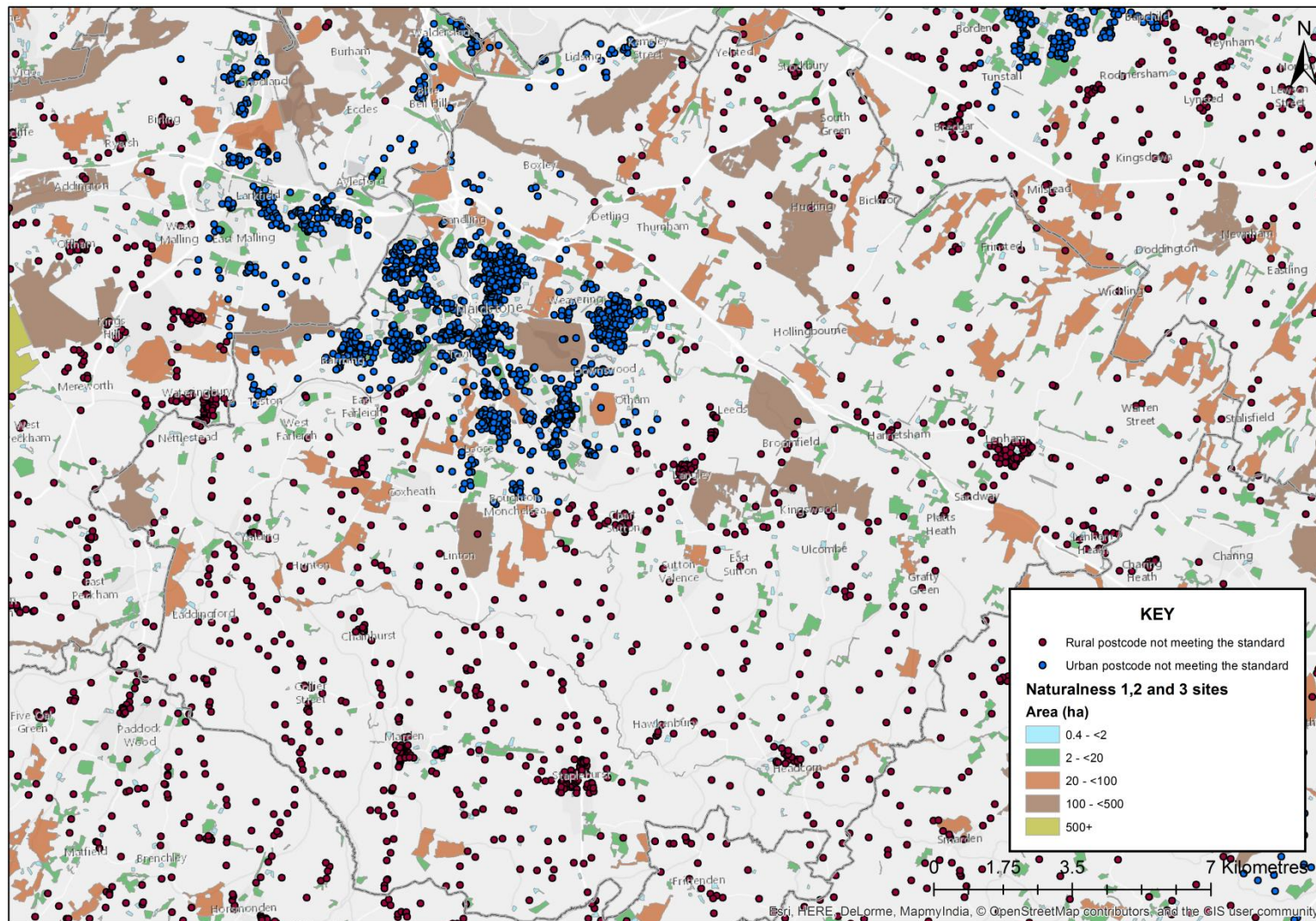


Figure 7: Maidstone Borough postcodes not meeting the DDC standard for naturalness level 1, 2 & 3 greenspace of at least 0.4 ha within 300 m in urban areas or at least 2 ha within 1 km in rural areas.

## **3.2 Populations which are physically inactive**

The Experian Mosaic data used in this study shows that 20% (based on 2013 population estimates) of the population across the Borough of Maidstone are considered physically inactive.

## 4. Prioritisation of areas for action

LSOA populations have been grouped and prioritised according to the proportion that is physically inactive (Table 2 and Maidstone Borough Council Report Appendix D).

**Table 2: Physically inactive priority groupings and reference to matrices for the Borough of Maidstone.**

Priority	Population grouping	Number of LSOAs	Matrix
Physically inactive priority 1	>80% population physically inactive	1	Matrix 1
Physically inactive priority 2	>60% to 80% of the population physically inactive	4	Matrix 2
Physically inactive priority 3	>40% to 60% of the population physically inactive	9	Matrix 3
Physically inactive priority 4	>20% to 40% of the population physically inactive	22	Matrix 4
Physically inactive priority 5	0% to 20% of the population physically inactive	59	Matrix 5

Measures have been proposed for increasing opportunities for physical activity in greenspace across the Borough of Maidstone, associated with each priority (Table 3).

In addition, the results from the analyses and evidence from the literature point to some general actions which could be taken in Maidstone Borough to improve provision/access to greenspace and encourage physical activity in greenspace:

- Evidence from the scientific literature has shown that people are more likely to visit natural greenspace in close proximity to where they live<sup>12,13,14</sup>. We therefore propose that priority should be given to increasing accessible greenspace in LSOAs where less than 50% of the population was found to meet ANGSt for greenspace of at least 2 ha within 300 m of home.

<sup>12</sup> Carter, M. and P. Horwitz (2014). "Beyond proximity: the importance of green space useability to self-reported health." *Ecohealth* **11**(3): 322-332.

<sup>13</sup> Dallimer, M., Davies, Z.G., Irvine, K.N., Maltby, L., Warren, P.H., Gaston, K.J. & Armsworth, P.R. (2014) What Personal and Environmental Factors Determine Frequency of Urban Greenspace Use? *International Journal of Environmental Research and Public Health*, **11**: 7977-7992.

<sup>14</sup> Giles-Corti, B., Broomhall, M.H., Knuiman, M., Collins, C., Douglas, K., Ng, K., Lange, A. & Donovan, R.J. (2005) Increasing walking: how important is distance to, attractiveness, and size of public open space? *American Journal of Preventative Medicine* **28**(2): 169–176

- Nearly half (45%) of the population did not meet the DDC accessibility standard (for naturalness level 1, 2 & 3 greenspace of at least 0.4 ha within 300 m of home in urban areas or 2 ha within 1 km in rural areas). In urban LSOAs, where less than 10% of the population met the DDC standard, creation of greenspace of at least 0.4 ha is recommended.
- The percentage of the population that is physically inactive was higher in urban areas across Kent compared to rural. Creation of new greenspace and/or increasing accessibility to existing greenspace in urban compared to rural areas.
- Analyses of data for Kent found a significant relationship was found between physical inactivity and the accessibility of naturalness level 1 greenspace of at least 2 ha within 300 m of where people live in urban areas. Again, creation of new greenspace and/or increasing accessibility to existing greenspace in urban LSOAs should be prioritised over rural LSOAs.
- In some LSOAs the percentage of the population meeting ANGSt for naturalness level 1, 2 & 3 greenspace of at least 2 ha within 300 m of home was found to be much lower using the service area compared to the buffer intersection method. In these areas we suggest that, where possible, improvements are made to increase access routes to the existing available greenspace.
- In line with other studies we found that populations in Kent who are not active enough for good health are more likely to have higher levels of deprivation. Promoting physical activity outdoors in deprived areas where there is adequate provision of accessible greenspace is recommended.
- High levels of physical inactivity occur despite availability of accessible greenspace (see Matrix 1). In addition to encouraging physical activity in these areas, it is important to identify the barriers stopping people from using their local greenspace for physical activity.
- Some research suggests that people with an existing "orientation" towards nature are more likely to walk or travel to parks and greenspace<sup>15</sup>. Therefore, long-term approaches to increase people's interest in the natural environment should be considered, as a means of encouraging physical activity in greenspace.

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<sup>15</sup> Lin BB, Fuller RA, Bush R, Gaston KJ, Shanahan DF (2014) Opportunity or Orientation? Who Uses Urban Parks and Why. PLoS ONE 9(1): e87422. doi:10.1371/journal.pone.0087422



**Table 3: Interpretation of the colour coding used in the matrices and proposed measures for increasing opportunities for physical activity in greenspace within 300 m of where people live (and the number of LSOAs in each category in the Borough of Maidstone to which the interpretation and measures apply).**

Naturalness 1, 2 & 3				Naturalness level 1		Interpretation	Primary proposed intervention	Secondary proposed intervention	Number of LSOAs				
Service area		Buffer intersection		Service area	Buffer intersection				Matrix				
ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha				1	2	3	4	5
0% to 10%	0% to 10%					Accessibility to greenspace extremely low 10% or less of the population has a naturalness level 1, 2 & 3 greenspace of at least 2 ha within 300 m walking distance from home <u>and</u> less than 10% meet the DDC accessibility standard (greenspace of at least 0.4 ha within 300 m walking distance in urban areas or 2 ha within 1 km in rural areas).	Create new accessible greenspace of at least 0.4 ha within urban LSOAs.	Encourage physical activity in greenspace.	0	0	0	1	2
0% to 10%						Accessibility to greenspace very low Less than 10% of the population has a naturalness level 1, 2 & 3 greenspace of at least 2 ha within 300 m walking distance from home.	Create new accessible greenspace of at least 2 ha within LSOA.	Encourage physical activity in greenspace.	0	0	0	2	9
0% to 10%		>50%				Accessibility to greenspace very low but greenspace present in vicinity Less than 10% of the population has a naturalness level 1, 2 & 3 greenspace of at	Create accessible greenspace of at least 2 ha	Encourage physical activity in greenspace.	0	0	2	0	3

Naturalness 1, 2 & 3				Naturalness level 1		Interpretation	Primary proposed intervention	Secondary proposed intervention	Number of LSOAs				
Service area		Buffer intersection		Service area	Buffer intersection				Matrix				
ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha				1	2	3	4	5
						least 2 ha within 300 m walking distance from home <u>but</u> more than 50% are within a 300 m buffer of such sites.	within LSOA and/or, if possible, improve access to existing sites.						
>10% to 50%						<u>Accessibility to greenspace low</u> Between >10% and 50% of the population has a naturalness level 1, 2 & 3 greenspace of at least 2 ha within 300 m walking distance from home (service area method).	Create new accessible greenspace of at least 2 ha within LSOA.	Encourage physical activity in greenspace.	0	2	0	3	8
>10% to 50%		>50%				<u>Accessibility to greenspace low but greenspace present in vicinity</u> Between >10% and 50% of the population has a naturalness level 1, 2 & 3 greenspace of at least 2 ha within 300 m walking distance from home (service area method) <u>but</u> more than 50% are within a 300 m buffer of such sites.	Create accessible greenspace of at least 2 ha within LSOA and/or, if possible, improve access to existing sites.	Encourage physical activity in greenspace.	0	1	4	12	25

Naturalness 1, 2 & 3				Naturalness level 1		Interpretation	Primary proposed intervention	Secondary proposed intervention	Number of LSOAs				
Service area		Buffer intersection		Service area	Buffer intersection				Matrix				
ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha				1	2	3	4	5
>50% to 90%						<u>Accessibility to greenspace relatively high</u> Between >50% and 90% of the population has a naturalness level 1, 2 & 3 greenspace of at least 2 ha within 300 m walking distance from home.	Encourage physical activity in greenspace.	Create more accessible greenspace of at least 2 ha within LSOA.	1	1	2	4	9
>90%						<u>Accessibility to greenspace very high</u> Over 90% of the population has a naturalness level 1, 2 & 3 greenspace of at least 2 ha within 300 m walking distance from home.	Encourage physical activity in greenspace.		0	0	1	0	3

## Appendix A: Maidstone Borough buffer intersection results

Comparisons were made of the results obtained for populations meeting accessibility standards for naturalness level 1, 2 & 3 and naturalness level 1 greenspace (Table A1).

**Table A1: Percentage of population in the Borough of Maidstone meeting accessibility standards using the buffer intersection method.**

<b>Greenspace accessibility criteria</b>	<b>Naturalness levels 1, 2 &amp; 3</b>	<b>Naturalness level 1</b>
ANGSt		
At least 1 site >2 ha within 300 m	67%	26%
At least 1 site >20 ha within 2 km	97%	91%
At least 1 site >100 ha within 5 km	97%	94%
At least 1 site >500 ha within 10 km	29%	29%
DDC standard		
At least 1 site >0.4 ha within 300 m in urban areas or at least 1 site >2 ha within 1 km in rural areas	94%	50%

## Appendix B: Maidstone Borough allocation results

Comparisons were made of the results obtained for populations meeting ANGSt for naturalness level 1, 2 & 3 and naturalness level 1 greenspace (Table B2).

**Table B2: Percentage of population in the Borough of Maidstone meeting accessibility standards using the allocation method.**

<b>Greenspace accessibility criteria</b>	<b>Naturalness levels 1, 2 &amp; 3</b>	<b>Naturalness level 1</b>
ANGSt		
At least 1 site >2 ha within 300 m	56%	22%
At least 1 site >20 ha within 2 km	95%	90%
At least 1 site >100 ha within 5 km	96%	94%
At least 1 site >500 ha within 10 km	25%	25%

## Appendix C: Population across Kent meeting accessibility standards

Kent data using the service area method (Table C1) provided for comparison with Maidstone Borough data.

**Table C1: Percentage of population in Kent meeting accessibility standards using the service area method.**

Greenspace accessibility criteria	Naturalness levels 1, 2 & 3	Naturalness level 1
ANGSt		
At least 1 site >2 ha within 300 m	34% (Figures 9 & 10)	15%
At least 1 site >20 ha within 2 km	72% (Figures 11 & 12)	64%
At least 1 site >100 ha within 5 km	85% (Figures 13 & 14)	79%
At least 1 site >500 ha within 10 km	46% (Figures 15 & 16)	44%
DDC standard		
At least 1 site >0.4 ha within 300 m in urban areas or at least 1 site >2 ha within 1 km in rural areas	56% (Figures 17 & 18)	27%



## Appendix D: Maidstone Borough prioritisation matrices 1, 2, 3, 4 & 5

Maidstone Borough Matrix 1: More than 80% of the population with prevalence for physically inactivity – 1 LSOA.

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
E01024390	Maidstone 013B	Park Wood	West Kent CCG	Maidstone	Urban city and town	1	72%	86%	96%	98%	16%	28%

**Maidstone Borough Matrix 2: More than 60% and less than or equal to 80% of the population with prevalence for physical inactivity – 4 LSOAs.**

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
E01024397	Maidstone 013D	Shepway South	West Kent CCG	Maidstone	Urban city and town	1	20%	26%	57%	100%	0%	0%
E01024389	Maidstone 013A	Park Wood	West Kent CCG	Maidstone	Urban city and town	1	36%	87%	44%	100%	0%	0%
E01024395	Maidstone 010D	Shepway North	West Kent CCG	Maidstone	Urban city and town	3	67%	75%	100%	100%	26%	71%
E01024326	Maidstone 007A	Bearsted	West Kent CCG	Maidstone	Urban city and town	10	24%	24%	36%	36%	24%	27%

**Maidstone Borough Matrix 3: More than 40% and less than or equal to 60% of the population with prevalence for physical inactivity – 9 LSOAs.**

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
E01024391	Maidstone 013C	Shepway North	West Kent CCG	Maidstone	Urban city and town	2	5%	46%	100%	100%	0%	0%
E01024398	Maidstone 013E	Shepway South	West Kent CCG	Maidstone	Urban city and town	2	16%	62%	51%	100%	0%	0%
E01024374	Maidstone 009C	High Street	West Kent CCG	Maidstone	Urban city and town	2	20%	58%	96%	100%	0%	32%
E01024399	Maidstone 013F	Shepway South	West Kent CCG	Maidstone	Urban city and town	3	100%	100%	100%	100%	86%	100%
E01024400	Maidstone 013G	Shepway South	West Kent CCG	Maidstone	Urban city and town	5	57%	79%	84%	100%	0%	11%
E01024371	Maidstone 010A	High Street	West Kent CCG	Maidstone	Urban city and town	6	53%	74%	84%	100%	26%	66%
E01024351	Maidstone 005E	East	West Kent CCG	Maidstone	Urban city and town	8	50%	97%	71%	100%	4%	41%
E01024323	Maidstone 003D	Allington	West Kent CCG	Maidstone	Urban city and town	10	8%	26%	59%	81%	0%	0%
E01024341	Maidstone 003F	Bridge	West Kent CCG	Maidstone	Urban city and town	10	25%	56%	82%	100%	0%	0%

**Maidstone Borough Matrix 4: More than 20% and less than or equal to 40% of the population with prevalence for physical inactivity – 22 LSOAs.**

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
E01024352	Maidstone 004A	East	West Kent CCG	Maidstone	Urban city and town	2	0%	12%	0%	31%	0%	0%
E01024396	Maidstone 010E	Shepway North	West Kent CCG	Maidstone	Urban city and town	2	67%	95%	100%	100%	0%	0%
E01024384	Maidstone 004E	North	West Kent CCG	Maidstone	Urban city and town	3	72%	75%	100%	100%	9%	12%
E01024392	Maidstone 010B	Shepway North	West Kent CCG	Maidstone	Urban city and town	3	72%	78%	100%	100%	61%	100%
E01024342	Maidstone 016A	Coxheath and Hunton	West Kent CCG	Maidstone	Rural town and fringe	4	19%	98%	43%	100%	10%	33%
E01024358	Maidstone 008B	Fant	West Kent CCG	Maidstone	Urban city and town	4	38%	38%	98%	100%	0%	0%
E01024393	Maidstone 010C	Shepway North	West Kent CCG	Maidstone	Urban city and town	5	56%	56%	74%	89%	46%	56%
E01024360	Maidstone 009A	Fant	West Kent CCG	Maidstone	Urban city and town	6	26%	26%	92%	92%	0%	18%
E01024361	Maidstone 011A	Harrietsham and Lenham	West Kent CCG	Maidstone	Rural town and fringe	7	1%	7%	4%	100%	1%	4%

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
E01024405	Maidstone 012E	South	West Kent CCG	Maidstone	Urban city and town	7	49%	60%	86%	100%	0%	12%
E01024328	Maidstone 007C	Bearsted	West Kent CCG	Maidstone	Urban city and town	8	41%	56%	83%	99%	21%	49%
E01024354	Maidstone 002B	East	West Kent CCG	Maidstone	Urban city and town	8	46%	88%	81%	100%	0%	0%
E01024409	Maidstone 019D	Staplehurst	West Kent CCG	Maidstone	Rural town and fringe	9	49%	90%	67%	100%	12%	47%
E01024321	Maidstone 003B	Allington	West Kent CCG	Maidstone	Urban city and town	10	9%	29%	22%	64%	9%	22%
E01024325	Maidstone 014A	Barming	West Kent CCG	Maidstone	Urban city and town	10	13%	24%	34%	69%	2%	26%
E01024324	Maidstone 003E	Allington	West Kent CCG	Maidstone	Urban city and town	10	14%	35%	87%	100%	14%	24%
E01024386	Maidstone 002E	North	West Kent CCG	Maidstone	Urban city and town	10	19%	19%	51%	62%	0%	0%
E01024320	Maidstone 003A	Allington	West Kent CCG	Maidstone	Urban city and town	10	21%	42%	100%	100%	14%	73%
E01024353	Maidstone 002A	East	West Kent CCG	Maidstone	Urban city and town	10	21%	44%	38%	82%	11%	18%
E01024322	Maidstone 003C	Allington	West Kent CCG	Maidstone	Urban city and town	10	28%	35%	80%	100%	0%	2%

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
E01024344	Maidstone 016C	Coxheath and Hunton	West Kent CCG	Maidstone	Rural town and fringe	10	47%	100%	64%	100%	0%	23%
E01024327	Maidstone 007B	Bearsted	West Kent CCG	Maidstone	Urban city and town	10	50%	95%	55%	100%	50%	55%



**Maidstone Borough Matrix 5: 0% to 20% of the population with prevalence for physical inactivity – 59 LSOAs.**

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
E01033090	Maidstone 004F	High Street	West Kent CCG	Maidstone	Urban city and town	2	30%	40%	31%	63%	0%	0%
E01033092	Maidstone 004G	High Street	West Kent CCG	Maidstone	Urban city and town	3	15%	76%	17%	100%	15%	17%
E01024372	Maidstone 009B	High Street	West Kent CCG	Maidstone	Urban city and town	3	21%	46%	50%	98%	0%	0%
E01024373	Maidstone 006E	High Street	West Kent CCG	Maidstone	Urban city and town	4	6%	16%	92%	97%	0%	0%
E01024377	Maidstone 014C	Marden and Yalding	West Kent CCG	Maidstone	Rural village and dispersed	4	16%	65%	36%	100%	3%	11%
E01024387	Maidstone 011D	North Downs	West Kent CCG	Maidstone	Rural village and dispersed	4	26%	51%	63%	100%	22%	49%
E01024382	Maidstone 004C	North	West Kent CCG	Maidstone	Urban city and town	4	34%	34%	61%	90%	0%	0%
E01024339	Maidstone 006A	Bridge	West Kent CCG	Maidstone	Urban city and town	4	53%	76%	100%	100%	0%	0%
E01024381	Maidstone 018D	Marden and Yalding	West Kent CCG	Maidstone	Rural town and fringe	5	2%	46%	23%	100%	0%	0%
E01024379	Maidstone	Marden and	West Kent CCG	Maidstone	Rural village and	5	3%	11%	16%	83%	2%	7%

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
	018B	Yalding			dispersed							
E01024364	Maidstone 017A	Headcorn	West Kent CCG	Maidstone	Rural town and fringe	5	9%	55%	35%	99%	9%	34%
E01024366	Maidstone 017C	Headcorn	West Kent CCG	Maidstone	Rural village and dispersed	5	12%	63%	56%	100%	7%	34%
E01024356	Maidstone 006C	Fant	West Kent CCG	Maidstone	Urban city and town	5	18%	37%	93%	100%	0%	45%
E01033089	Maidstone 008G	Heath	West Kent CCG	Maidstone	Urban city and town	5	40%	70%	100%	100%	0%	0%
E01033087	Maidstone 006F	Fant	West Kent CCG	Maidstone	Urban city and town	5	46%	46%	100%	100%	0%	0%
E01024383	Maidstone 004D	North	West Kent CCG	Maidstone	Urban city and town	5	51%	51%	95%	96%	0%	6%
E01024406	Maidstone 019A	Staplehurst	West Kent CCG	Maidstone	Rural town and fringe	6	0%	2%	4%	95%	0%	2%
E01024357	Maidstone 008A	Fant	West Kent CCG	Maidstone	Urban city and town	6	4%	22%	71%	78%	0%	0%
E01024340	Maidstone 006B	Bridge	West Kent CCG	Maidstone	Urban city and town	6	17%	66%	56%	95%	0%	0%
E01033091	Maidstone 006G	Fant	West Kent CCG	Maidstone	Urban city and town	6	18%	38%	96%	100%	0%	19%
E01024346	Maidstone	Coxheath and	West Kent CCG	Maidstone	Rural village and	6	21%	53%	53%	100%	2%	28%

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
	014B	Hunton			dispersed							
E01024410	Maidstone 015E	Sutton Valence and Langley	West Kent CCG	Maidstone	Rural village and dispersed	6	22%	37%	56%	100%	11%	43%
E01024363	Maidstone 011C	Harrietsham and Lenham	West Kent CCG	Maidstone	Rural town and fringe	6	29%	81%	80%	100%	3%	35%
E01024335	Maidstone 001C	Boxley	West Kent CCG	Maidstone	Urban city and town	6	30%	56%	86%	92%	21%	65%
E01024367	Maidstone 008C	Heath	West Kent CCG	Maidstone	Urban city and town	6	31%	52%	94%	100%	0%	6%
E01024345	Maidstone 018A	Coxheath and Hunton	West Kent CCG	Maidstone	Rural village and dispersed	6	52%	67%	83%	100%	23%	35%
E01024401	Maidstone 009D	South	West Kent CCG	Maidstone	Urban city and town	6	71%	77%	100%	100%	24%	71%
E01024355	Maidstone 002C	East	West Kent CCG	Maidstone	Urban city and town	7	0%	1%	0%	86%	0%	0%
E01024380	Maidstone 018C	Marden and Yalding	West Kent CCG	Maidstone	Rural town and fringe	7	0%	23%	11%	96%	0%	2%
E01024332	Maidstone 015A	Boughton Monchelsea and Chart Sutton	West Kent CCG	Maidstone	Rural village and dispersed	7	7%	16%	26%	91%	0%	12%
E01024375	Maidstone 015C	Leeds	West Kent CCG	Maidstone	Rural town and fringe	7	23%	72%	92%	100%	13%	67%

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
E01024388	Maidstone 015D	Park Wood	West Kent CCG	Maidstone	Urban city and town	7	27%	58%	49%	100%	0%	11%
E01024350	Maidstone 015B	Downswood and Otham	West Kent CCG	Maidstone	Urban city and town	7	29%	59%	70%	91%	29%	69%
E01024347	Maidstone 001E	Detling and Thurnham	West Kent CCG	Maidstone	Rural village and dispersed	7	40%	81%	96%	100%	28%	60%
E01024378	Maidstone 014D	Marden and Yalding	West Kent CCG	Maidstone	Rural town and fringe	7	44%	82%	78%	100%	45%	78%
E01024411	Maidstone 017D	Sutton Valence and Langley	West Kent CCG	Maidstone	Rural village and dispersed	7	54%	84%	74%	94%	0%	2%
E01024333	Maidstone 001A	Boxley	West Kent CCG	Maidstone	Urban city and town	7	80%	80%	99%	99%	12%	12%
E01024407	Maidstone 019B	Staplehurst	West Kent CCG	Maidstone	Rural town and fringe	8	3%	25%	10%	100%	3%	7%
E01024394	Maidstone 012B	Shepway North	West Kent CCG	Maidstone	Urban city and town	8	20%	31%	100%	100%	0%	38%
E01024362	Maidstone 011B	Harrietsham and Lenham	West Kent CCG	Maidstone	Rural village and dispersed	8	20%	38%	39%	99%	11%	36%
E01024403	Maidstone 009E	South	West Kent CCG	Maidstone	Urban city and town	8	67%	81%	100%	100%	49%	98%
E01024385	Maidstone 002D	North	West Kent CCG	Maidstone	Urban city and town	8	74%	78%	94%	94%	28%	56%

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
E01033088	Maidstone 008F	Heath	West Kent CCG	Maidstone	Urban city and town	8	95%	98%	100%	100%	7%	25%
E01024349	Maidstone 007E	Downswood and Otham	West Kent CCG	Maidstone	Urban city and town	9	0%	67%	9%	100%	0%	9%
E01024369	Maidstone 008E	Heath	West Kent CCG	Maidstone	Urban city and town	9	12%	42%	87%	98%	0%	0%
E01024343	Maidstone 016B	Coxheath and Hunton	West Kent CCG	Maidstone	Rural town and fringe	9	24%	71%	89%	100%	10%	76%
E01024331	Maidstone 012A	Boughton Monchelsea and Chart Sutton	West Kent CCG	Maidstone	Urban city and town	9	29%	44%	80%	81%	12%	34%
E01024376	Maidstone 016D	Loose	West Kent CCG	Maidstone	Urban city and town	9	72%	74%	97%	99%	28%	52%
E01024338	Maidstone 001D	Boxley	West Kent CCG	Maidstone	Urban city and town	9	93%	93%	100%	100%	93%	100%
E01024334	Maidstone 001B	Boxley	West Kent CCG	Maidstone	Urban city and town	9	100%	100%	100%	100%	100%	100%
E01024365	Maidstone 017B	Headcorn	West Kent CCG	Maidstone	Rural town and fringe	10	0%	58%	34%	100%	0%	34%
E01024348	Maidstone 005D	Detling and Thurnham	West Kent CCG	Maidstone	Urban city and town	10	3%	79%	74%	100%	3%	36%
E01024408	Maidstone	Staplehurst	West Kent CCG	Maidstone	Rural town and	10	4%	45%	8%	100%	1%	8%

LSOA reference	Kent LSOA name	Ward name	CCG	Local Authority	Rural-urban	IMD decile	Naturalness 1, 2 & 3				Naturalness level 1	
							Service area		Buffer intersection		Service area	Buffer intersection
							ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	DDC: % population within urban-rural standard	ANGSt: % population within 300 m of >2 ha	ANGSt: % population within 300 m of >2 ha
	019C				fringe							
E01024329	Maidstone 007D	Bearsted	West Kent CCG	Maidstone	Urban city and town	10	12%	14%	33%	71%	10%	12%
E01024404	Maidstone 012D	South	West Kent CCG	Maidstone	Urban city and town	10	17%	22%	52%	86%	0%	0%
E01024402	Maidstone 012C	South	West Kent CCG	Maidstone	Urban city and town	10	28%	34%	82%	89%	12%	50%
E01024330	Maidstone 005A	Bearsted	West Kent CCG	Maidstone	Urban city and town	10	30%	30%	85%	86%	6%	6%
E01024336	Maidstone 005B	Boxley	West Kent CCG	Maidstone	Urban city and town	10	40%	72%	87%	100%	11%	32%
E01024337	Maidstone 005C	Boxley	West Kent CCG	Maidstone	Urban city and town	10	47%	84%	72%	100%	0%	2%