

A Spotlight Report

How people feel about
living in Medway



A spotlight report focusing on
the peninsula villages of
Allhallows, Cliffe, Cliffe
Woods, High Halstow,
Isle of Grain
and Stoke.

January
2025

A spotlight report on the Building Blocks of Life, focusing on the peninsula villages of Allhallows, Cliffe, Cliffe Woods, High Halstow, Isle of Grain and Stoke.

Contents

About Us2

Background.....2

Methodology2

Findings3

The Impact Living in Medway has on Residents.....3

 What’s good about living in your area?3

 Positive Impacts of the Area5

 What are the negatives about living in your area?7

 How does that have a negative impact on you?10

Improving the Health and Wellbeing of Medway Residents12

 When you think of health and wellbeing what comes to mind?.....12

 What would help you to improve your health and wellbeing?15

 What could be done to promote health and wellbeing within your community?18

 Where do you go to find out information for what is available locally?21

Demographic Breakdown23

Insights to Inform24



About Us

Healthwatch Medway are independent champions for health and social care in Medway. Our aim is to improve services by ensuring local voices are heard – we want to hear about health and social care experiences so to influence positive change for communities across the Medway area. We have the power to make sure NHS leaders and other decision makers listen to your feedback and improve standards of care. Healthwatch Medway is hosted by EK360.

Background

Our health and wellbeing can be affected by things that we experience in everyday life. There is increasing interest in these wider determinants of health and Healthwatch Medway wanted to understand what positively and negatively impacts the health and wellbeing of people in Medway. Medway has a range of diverse settlements, from isolated rural villages and hamlets on the peninsula to densely populated urban towns. In January 2025, we engaged with 34 residents living in rural areas on the peninsula, in Allhallows (12), Cliffe Woods (10), High Halstow (7), Isle of Grain (3), Cliffe (1) and Stoke (1).

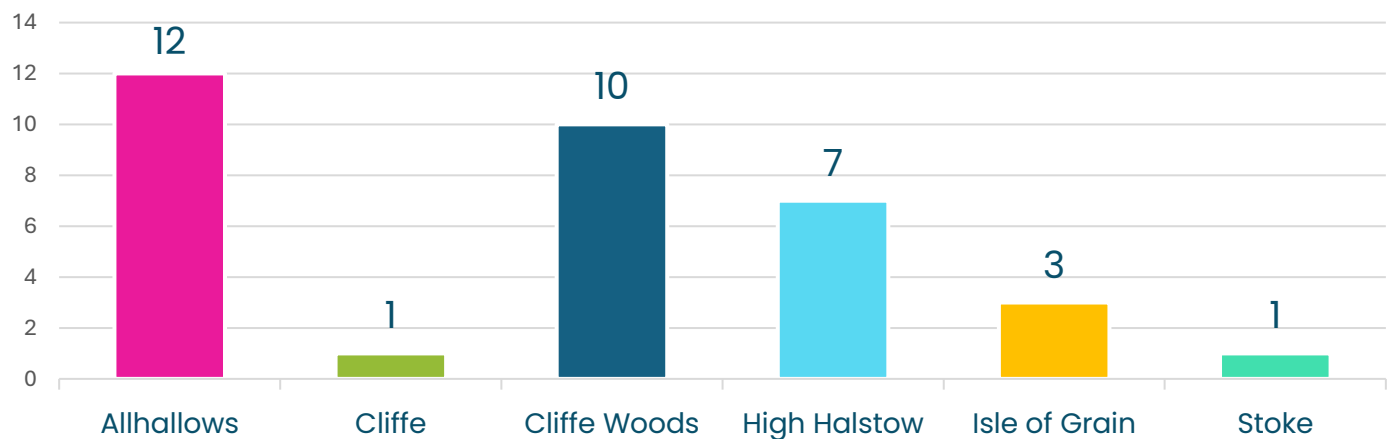


Figure 1 – Number of participants by location

Healthwatch Medway will share this report with health and social care services to help build an understanding of how the areas where people live impact on them, and how we can work together with services to improve Medway residents' quality of life. This report summarises what we have heard.

There will be 9 reports in this series coming out across 2025, as a follow on from the 9 reports in our 'Medway Areas' series in 2024.

Methodology

Using a semi-structured interview, we approached people face-to-face in local community areas. Participants were selected by a randomised sample of who was out and about in their local area on the days we were engaging.

Findings

The Impact Living in Medway has on Residents

What's good about living in your area?

We asked 34 Medway residents what they like about the area they live in.

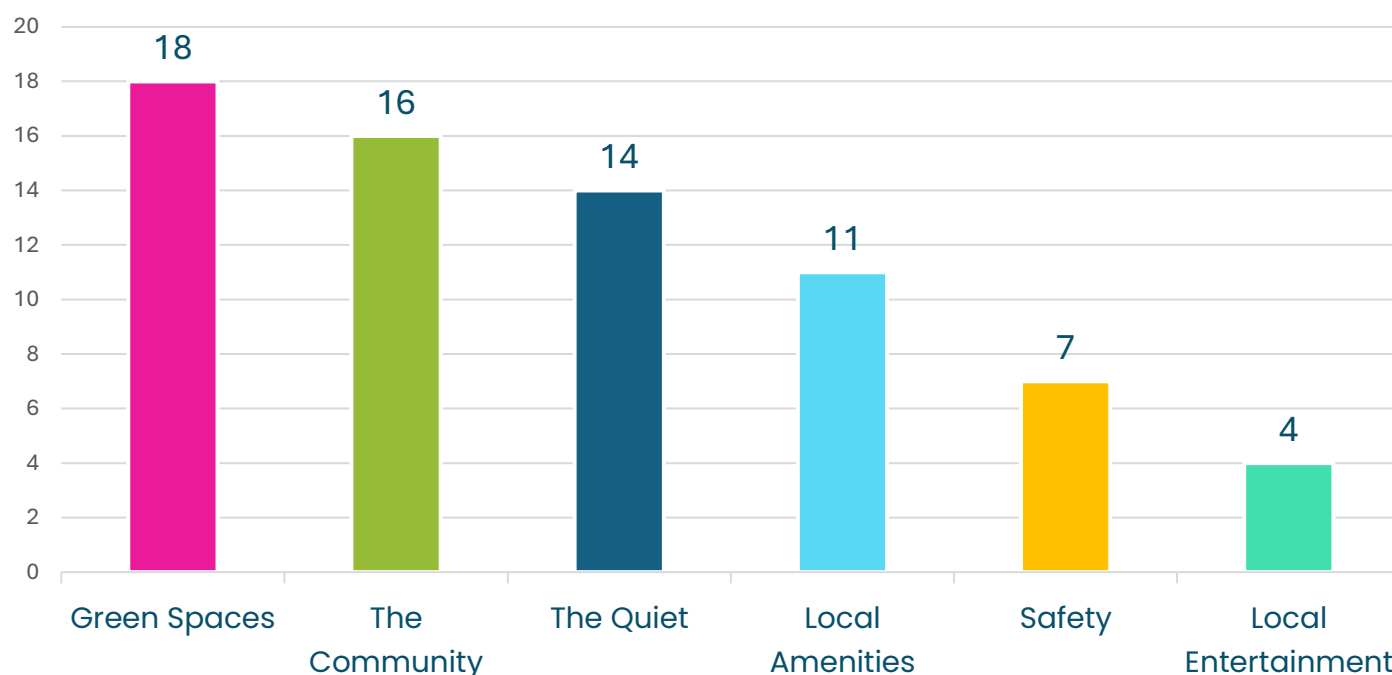


Figure 2 – Number of mentions by positive theme

Green Spaces (18 mentions)

53% of respondents mentioned that they enjoy the green spaces around the Peninsula, most notably the RSPB bird protected areas near High Halstow and Cliffe.

- “The wildlife and the marshes. We are an area of bird protection and there can be some rare species around here. We have HooCares and they sort out issues like transport and have healthy weight classes but they're not in Allhallows right now.”
- “It's quiet and you have the RSPB bits. The nature is lovely.”
- “The marshes in Cliffe are beautiful. If you haven't been there you haven't lived. It's an RSPB area for all the birds and you can see the sheep in the fields.”
- “The community feel, the quietness the nature and stuff. Things like the outdoor areas and the woods.”
- “Great to have a rural aspect in Medway. The green space.”
- “There's green spaces, the RSPB, meadow woodlands. You can walk down to Egypt Bay which is lovely, it's a beautiful area.”

The Community (16 mentions)

47% mentioned the community, how friendly locals and neighbours are.

- “Nice and quiet, get chance to know people, it's friendly, welcoming. It's lovely. Lovely neighbours.”
- “I love living here, I really do. There's a lovely community feel. I love this little play park - everyone gets together here after school, it's great for the kids to have some fresh air. There are also loads of mums here, so it's lovely and social for them too. It makes it easy to make mum friends and see each other IRL.”
- “The village feel, you see lots of people you know, everyone's friendly. You feel part of it.”
- “Everyone is lovely around here. When the kids were little, it felt like the whole village looked after and out for them.”

The Quiet (14 mentions)

41% mentioned the quiet.

- “It's quiet, the scenery, the stars at night.”
- “It's quiet - it did used to be quieter and have even nicer people. If my children are okay, I am okay.”
- “It's lovely, quiet, moved back here from Gravesend, no traffic sounds, just woodland sounds.”
- “It's a nice area, we have the countryside nearby, it's quiet.”

Local Amenities (11 mentions)

32% mentioned local amenities.

- “The church is so cheap [to come for a drink]. The church brings people together.”
- “The school is wonderful. The social club, family fun days.”
- “We do have some amenities, it's better than the other two villages.”
- “The schools are good.”
- “It's always a good thing when the mobile library works. Great for blind and deaf people and the other facilities that it has are great.”
- “It's not too overcrowded yet than we have pubs and walks and green spaces and a post office.”

Safety (7 mentions)

21% mentioned safety.

- “It's quiet and there's not a lot of crime, or at least I don't hear that there's any. Compared to London, it's very quiet.”
- “I like having a little school and play park where we can go and hang out with friends after school, it's safe.”
- “It's like living in the countryside around here and there's less trouble.”
- “There's not much trouble.”
- “It's a safe environment.”

Local Entertainment (4 mentions)

12% mentioned local entertainment and groups.

- "The summer carnival is okay."
- "We have a St Patrick's day parade where we shut off some roads, there's a summer fete and tractors decorated for Christmas. A real sense of community."
- "I enjoy village life and the social aspect of it. There's lots for the boys to do, there's the park, cubs, stuff like that."

Positive Impacts of the Area

Following up on our first question, we asked respondents, 'How does that have a positive impact on you?'

29 people out of the 34 respondents (85%) said that where they live does have a positive impact on them. 24 people specified how:

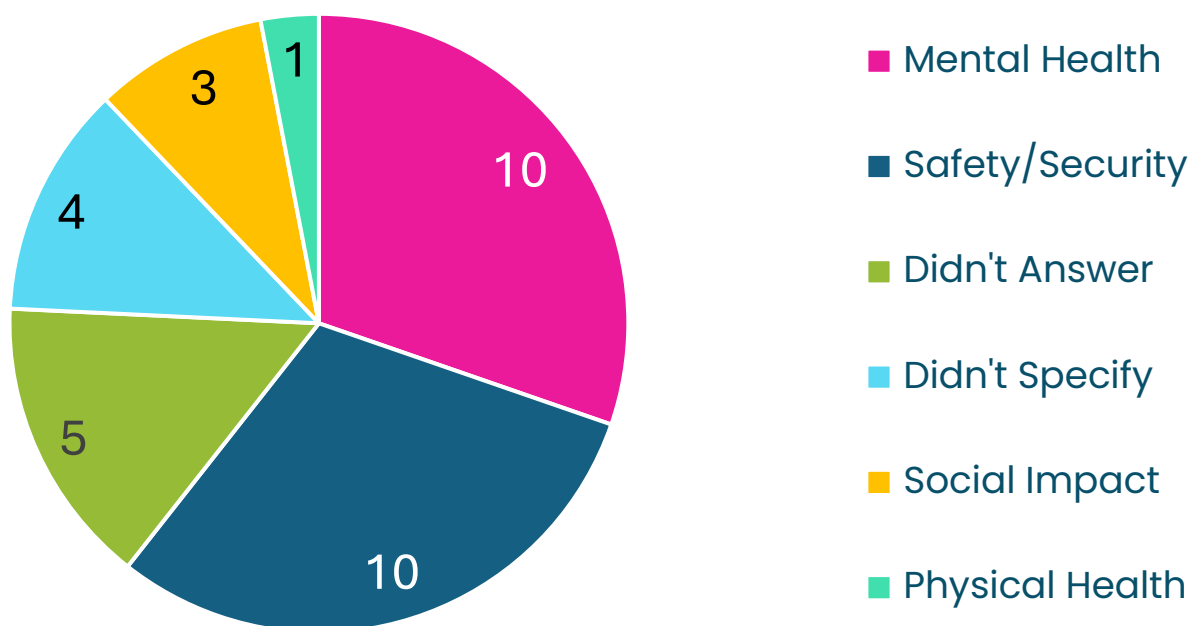


Figure 3 – Number of mentions by positive impact

Mental Health (10 mentions)

29% of respondents said that where they live had a positive impact on their mental health, making them feel happy and relaxed.

- "Good for mental health. I sit in my garden and can see down to the Thames and just listen."
- "My mental health, I don't like the hustle and bustle."
- "It does on your mental wellbeing."
- "I love it here, I feel happy. I moved to Strood for 6 months and glad to come back. People look out for each other here."

- “It makes a big difference. You walk out the front door and smile. I love the little daffodils that are starting to peek through. You also feel safe, that's important.”
- “I like the quiet, it makes me happy and relaxed.”
- “It makes me happy, I'm always happy.”
- “It means you don't have to worry and you're happy where you live.”

Safety/Security (10 mentions)

29% of respondents mentioned a positive impact of living in the area was that they felt safe.

- “I go for a stroll and people say hello, that's a good feeling. It gives a sense of security, I don't feel frightened living here.”
- “People are friendly and keep an eye on each other. This makes a difference. It makes me feel safe.”
- “I feel safe, I enjoy living here. I don't want to live anywhere else.”
- “Makes you feel safer, it's friendly.”
- “I don't feel threatened.”

Social Impact (3 mentions)

9% of people mentioned that there is a positive social impact to where they live.

- “I grew up in a village, so I like how it makes me feel. You always see a familiar face, we know everyone in the park which is great for socialising and my children's social skills.”
- “It does because you get to see the same people all the time and have nice banter within the community. That's what's missing in some places, there's a communal respect for everyone else.”

Physical Health (1 mention)

3% of people mentioned a positive physical health impact.

- “Having somewhere to take the kids out and exercising.”

What are the negatives about living in your area?

We asked respondents about the negatives of the area they live in.

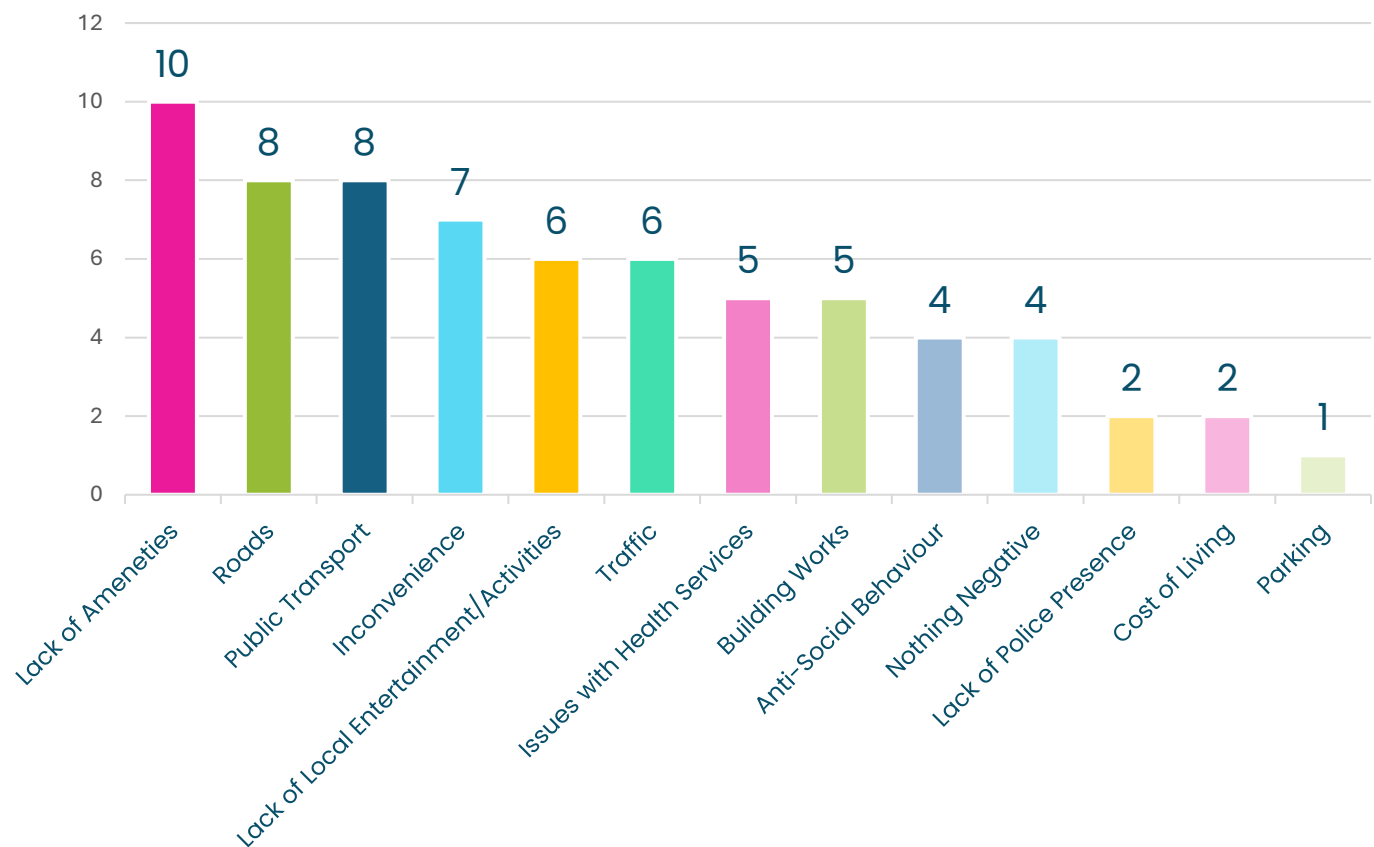


Figure 4 – Number of mentions by negative theme

Lack of Amenities (10 mentions)

29% of people mentioned the lack of local amenities where they live.

- "It could have better shops."
- "It would be lovely to have a little coffee shop here, they do have a little pop-up on a Tuesday, but a full-time one would be great."
- "I do miss the shops where I used to live in Erith. Living here it's 30 minutes to get to the shops."
- "There are a lot of older people here -it could do with a Co-op or a Spar. There is nowhere to go out for a nice meal. No decent pub nearby. There is nowhere to go swimming."

Roads (8 mentions)

24% mentioned the potholes and state of roads.

- "There are potholes in the roads and the roads need to be widened."
- "It has changed a lot - the houses, the facilities, the doctors, the roads, the infrastructure. The roads are cracking up, there are accidents."

- “Road works just appear and they are building everywhere. It's not just a small period of time, it's been a while now.”

Public Transport (8 mentions)

24% of respondents spoke about the lack of public transport.

- “There are no buses - they are only every hour and then every two hours on Sundays. They break down, they don't always turn up. They don't run late so you can't get out after 7pm. You are stuck. You really need a car to live here.”
- “You need a car - you wouldn't get out otherwise. The bus isn't regular or reliable - it took 2 hours for us to get to Maidstone the other day.”
- “The transport system and the lack of accessible things like shops, doctors and pharmacies.”

Inconvenience (7 mentions)

21% mentioned the inconvenience of where they live.

- “We are having to move out of the area because of the catchment criteria for secondary schools. There are limited choices otherwise. There is also no footpath out of the village and I am not driving at the moment because of an injury.”
- “There is work going on down the front and they've tried to block the public access pathways. They've restricted public access down there. To get wound care you have to get all the way down to Rochester.”

Lack of Local Entertainment/Activities (6 mentions)

17% mentioned that there is ‘nothing to do’ in the area that they live. A lack of things for young people to do was specifically mentioned 5 times (15%).

- “Nothing to do, it can be boring to live here as there is not much to do.”
- “Not much for youngsters to do around here, that can't be much fun for them.”
- “There's nothing for the kids to do, there's one park but there's not really anything for them.”

Traffic (6 mentions)

18% of respondents mentioned the traffic in their area.

- “I wouldn't really say it's a negative, but if Four Elms Hill is blocked, you are stuffed and it will take forever to get home.”
- “It took me 5 hours once to get back home through the village back roads.”
- “Not much, but if there is an accident on a main road, it's going to impact getting home. If there is an accident on Four Elms Hill getting home will be a problem.”
- “The main road, the amount of big traffic on it, the lorries are too big for it.”
- “It's hard to get out of Cliffe Woods, it gets very busy.”

Issues with Health Services (5 mentions)

15% mentioned issues with health services.

- “No doctors if you are ill, you've got a choice of the Air Ambulance or death. I see it fly over. There is not a good health service - you do your own thing if it's minor, but if it's anything major, then you're dead. You need a car here to get anywhere.”
- “We get left out a lot. The healthcare end of the doctors.”
- “The doctors is an annoyance. it's OK for younger people but for older people it's more of an issue.”
- “There needs to be more doctors.”
- “We have no doctors.”

Building Works (5 mentions)

A further 15% mentioned issues with building works in the area.

- “There's a shedload of building work being done. Services are being stretched and the roads are suffering.”
- “The building of all the houses.”
- “I do worry about the changes that are being made, they're building 30 houses and we have to worry about the infrastructure.”
- “The roadworks are appalling and there's too many houses going up. They're taking all of the green spaces away and the dog walking areas. They've taken all of the orchard away.”
- “Neither of us wanted to live in a town so why would we have wanted where we live now to be changed into a town? We are against all the building. Balance between industry, wildlife and people. It's all marshlands here.”

Anti-social Behaviour (4 mentions)

13% mentioned anti-social behaviour in the area.

Loitering was mentioned twice:

- “There could be more for kids to do, there can be some unruly kids as there's not much for them to do around here, only hanging around the parks.”
- “I hate the street lighting; it encourages people to hang around and loiter.”

Speeding was mentioned by one person:

- “People speed down the lanes.”

Young people were mentioned once:

- “The kids can be unruly around here, but we know why. It's because they are bored.”

Nothing Negative (4 mentions)

13% mentioned that there was nothing negative they could say about the area.

- “I can't think of anything negative, I really can't!”
- “Nothing.”
- “Not really.”

Lack of Police Presence (2 mentions)

6% of people mentioned a lack of police.

- “I don't see the police around much.”
- “We also lost our police force.”

Cost of Living (2 mentions)

6% spoke about the cost of living.

- “The shops - we don't have a huge choice. They are expensive as they are like corner shops. We could do with a Co-op like in Grain.”
- “Not a decent supermarket, only little corner shops which are not that friendly, don't have a great selection of products and are expensive.”

Parking (1 mention)

3% mentioned issues with parking.

- “The cars park up on the road and the curb outside my house and it's dangerous.”

How does that have a negative impact on you?

We followed up the previous question by asking respondents how the negatives they had identified had an impact on them. 25 people mentioned that they felt negatively impacted, 17 people specified the negative impact.

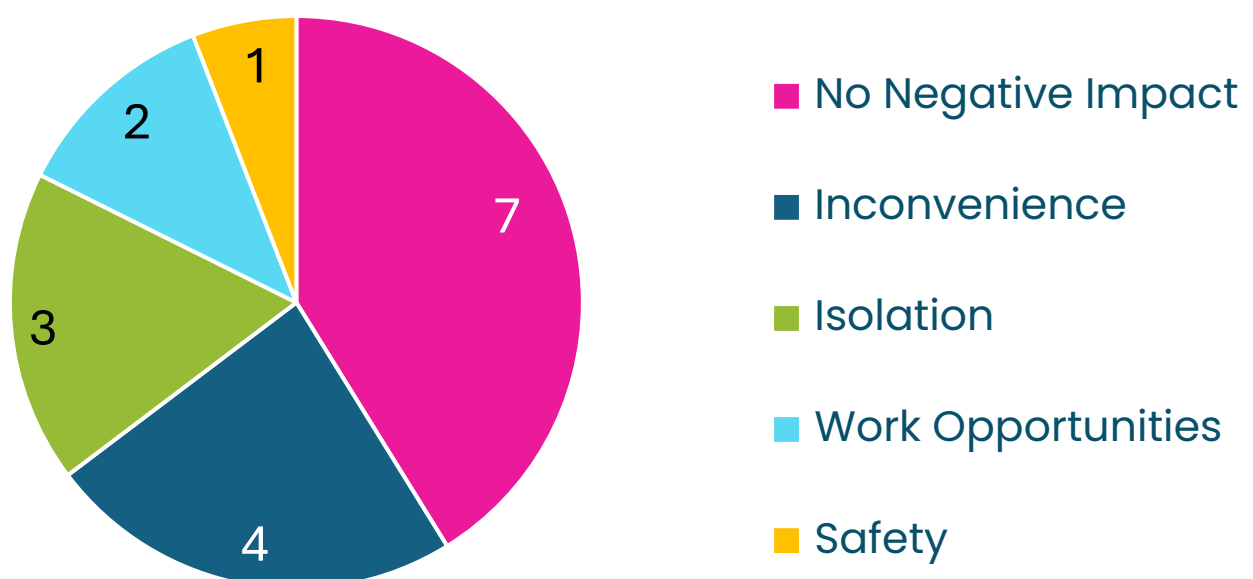


Figure 5 – Number of mentions by negative impact

No Negative Impact (7 mentions)

21% of people said that the area has no negative impact on them.

- “It doesn't really as I have everything delivered and it is nice to go into town every so often - then come back away from the bustle.”
- “It doesn't as thankfully doesn't happen that often.”

Isolation (3 mentions)

9% of people mention where they live can be isolating.

- “A bit isolated but would be okay if had a footpath. Just a bit annoying at the moment until I can drive again.”
- “I can feel isolated sometimes.”
- “It doesn't really.”

Inconvenience (4 mentions)

A further 9% spoke about the impact of inconvenience in the area.

- “You have to make sure you do a big shop in town. I am lucky that I can grab things near where I work if I forget anything. It is inconvenient, there is a lack of convenient amenities, you always have to think ahead. You can't be spontaneous. There is nowhere to go out for a decent meal. As I drive to go to work, I don't always want to drive in my free time.”
- “It does as I'm getting older, and I don't like driving so much now. I'm less quick on the reactions.”
- “It's just annoying.”
- “You have to always jump in the car; you need to have a car for anything. That can be tiresome.”

Work Opportunities (2 mentions)

6% of people mentioned where they live has an impact on their job opportunities.

- “It feels isolating, you feel trapped. I work in Grain, but it limits options where you can work as you need a car to go further as you can't guarantee you'll be able to get back home - and a taxi back is too expensive. Buses sometimes want to cut the return journey short- they ask if you really want to go all the way back to the Isle of Grain. I have waited for two hours before a bus turned up.”
- “It means you get caught in traffic a lot and it delays you where you're going, especially to work.”

Safety (1 mention)

3% of people mentioned the impact of feeling unsafe.

- “It's unsafe so when you come out of my back garden gate and there's cars just right in front of you lock in the road and up on the curb and apparently there's just nothing that can be done about it.”

Improving the Health and Wellbeing of Medway Residents

When you think of health and wellbeing what comes to mind?

We asked respondents what comes to mind when they think of health and wellbeing.

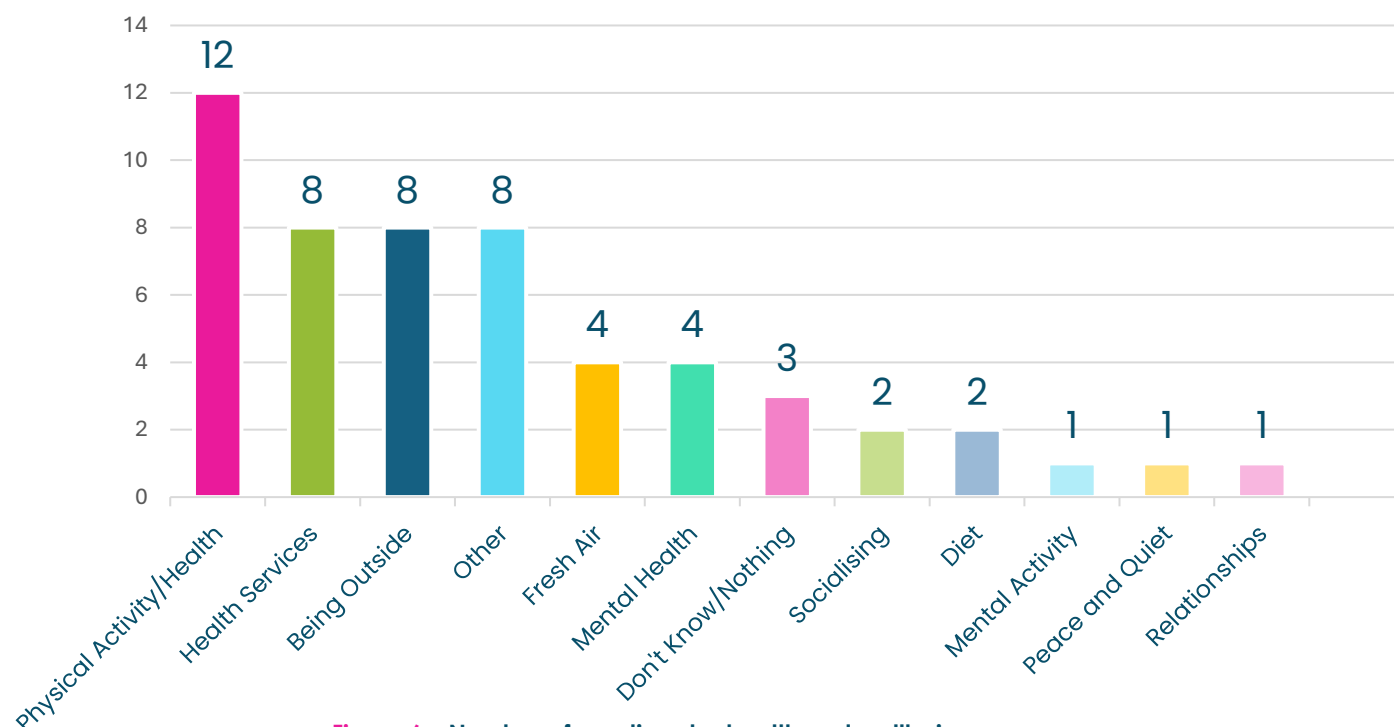


Figure 6 – Number of mentions by health and wellbeing response

Physical Activity/Health (12 mentions)

35% of respondents mentioned physical activity and physical health as something that springs to mind when they think of health and wellbeing.

- “Walking, we’ve got a beach just down the road, there are lots of walks around here. We also have a fishing competition.”
- “The gym, yoga, healthy eating, getting out in nature, drinking lots of water, community, talking to people.”
- “They are intertwined. Health, I think more about the physical, wellbeing more about the psychological.”
- “I don’t know, I have never thought about it. I guess lots of walking, keeping fit.”
- “Being mobile and having a healthy lifestyle.”

Health Services (8 mentions)

24% of people spoken to mentioned health services as something they think of when prompted by the question.

- “Healthcare, healthcare, healthcare.”

- “Keeping healthy, not needing a doctor.”
- “You should be able to get an appointment when you need one but at the moment you can't.”
- “There's not enough medical doctors or surgeries or hospitals. With all these people moving in we're going to need more.”

Being Outside (8 mentions)

24% mention being outside as something that comes to mind when thinking of health and wellbeing.

- “Being out, getting out. The nature reserve comes to mind, that helps - it really did in Covid times.”
- “Countryside, walking.”
- “Getting out, going for walks.”
- “Clean air, good walks.”

Other (8 mentions)

A further **24%** of people mentioned other themes, such as fulfilment and state of mind.

- “People's enjoyment, fulfilment, we are here to thrive.”
- “Focusing on yourself.”
- “Personal health. State of mind.”
- “Your living situation. Things should be cheaper and gyms should be age appropriate.”

Fresh Air (4 mentions)

Alongside the mentions of being outside, **12%** of people specifically mentioned getting fresh air.

- “Fresh air. My wellbeing living here - I just love it! It's home.”
- “Getting out in the fresh air, the countryside, doing stuff you love.”
- “The positive side is the lovely walks and the fresh air is great out here.”

Mental Health (4 mentions)

12% mentioned mental health.

- “I'm a counsellor so naturally I probably think of your mental health. Depression and anxiety.”
- “Looking after your mental health and doing things to keep you happy.”
- “I don't know. I was thinking mental health and self-care.”

Don't Know/Nothing (3 mentions)

9% of people weren't sure what to say or mentioned 'nothing'.

- “I don't know.”

- “Nothing really.”

Socialising (2 mentions)

6% of respondents spoke about socialising as something they related to health and wellbeing.

- “The gym, yoga, healthy eating, getting out in nature, drinking lots of water, community, talking to people.”

Diet (2 mentions)

6% of people mentioned diet.

- “Different attitudes. I do my own thing, my own exercise, my own food regime.”

Mental Activity (1 mention)

3% mentioned keeping your mind active.

- “Keeping yourself fit and your mind activated. It's lovely to pop in here for a chat and a coffee, otherwise you get stuck indoors.”

Peace and Quiet (1 mention)

3% mentioned the peace and quiet of their area as something they contribute to health and wellbeing.

- “The quietness. The peace.”

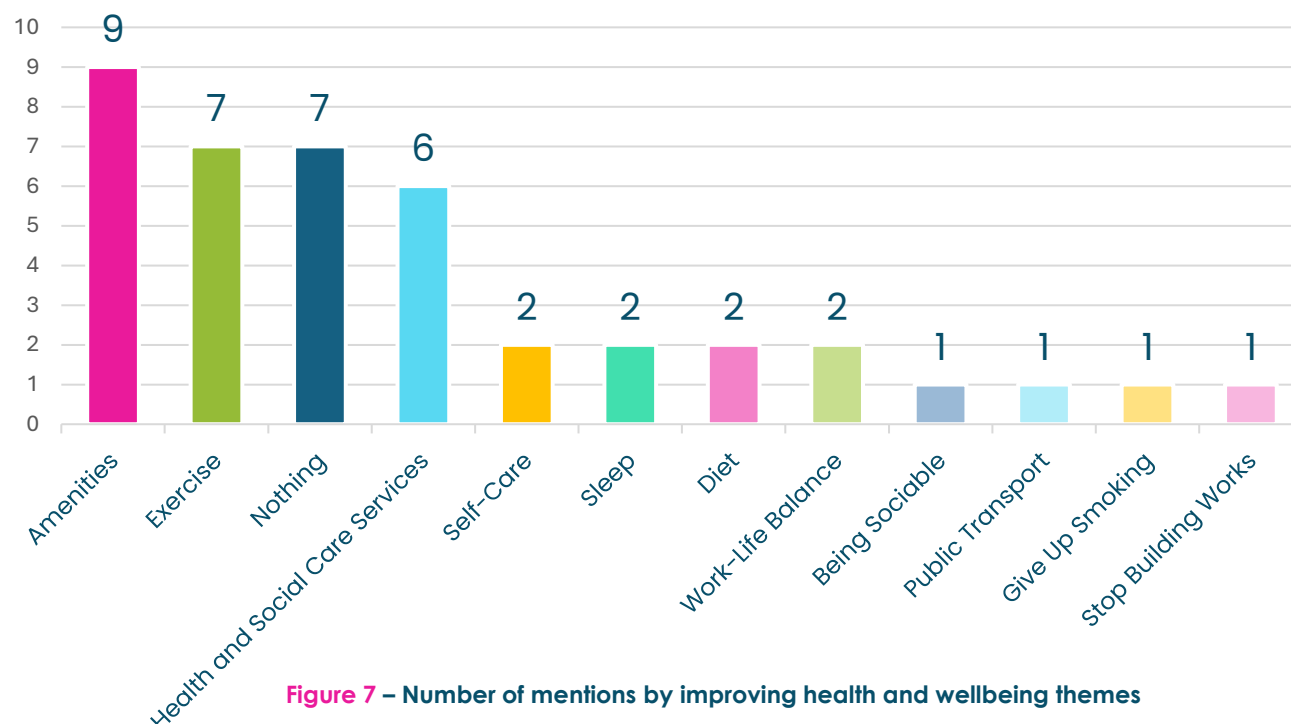
Relationships (1 mention)

A final **3%** mentioned relationships.

- “Friends, family, feeling wanted, feeling needed, having a purpose.”

What would help you to improve your health and wellbeing?

We asked people what they think would help them to improve their health and wellbeing.



Amenities (9 mentions)

26% of people mentioned that more amenities would help to improve their health and wellbeing.

- “Slimming clubs, keep fit, outdoors equipment - I am not sure if we already have some around. We have bingo every so often, but we could have it more regularly. We used to have a youth club, but there is nothing for kids or teenagers apart from when football season starts.”
- “A swimming pool - a warm one!”
- “You have to look around to find local clubs. They are a nice way to meet people, so more would be nice. Maybe more clubs to do with crafts.”
- “Access to a swimming pool and not having to drive everywhere.”
- “It would be lovely to have a little coffee shop here, they do have a little pop-up on a Tuesday, but a full-time one would be great.”

Exercise (7 mentions)

21% spoke about exercise as a tool to improve their health and wellbeing.

- “A local gym, maybe being able to take a walk to a country pub - all the pubs around here are too far to walk to. Haven doesn't let you in - that could help. Better public transport.”
- “Walking, health, exercise”
- “I already do lots, but maybe a little more exercise as it is good for both your mental and physical health.”

- “I joined a gym in November; I just have to find the time to go.”
- “If I moved a bit more, just keeping mobile.”
- “Lose weight and start a walking club.”

Nothing (7 mentions)

21% said there was nothing that could help them improve their health and wellbeing.

- “I am okay so far - so far, so good.”
- “I think I am fine as I am. I can't think of anything.”
- “Nothing really, I am okay as I am.”

Health and Social Care Services (6 mentions)

18% mentioned that either an increase or improvement in health and social care services would help to improve their health and wellbeing.

- “I'm quite healthy, I exercise, keep fit. When I am poorly, I worry about being able to see a doctor.”
- “Be able to get to the doctors easier. Be able to walk to the next village. Have more doctors surgeries. We were lucky that we were able to get in with the dentist.”
- “Being able to get a doctor's appointment. People without a car find it really difficult as the buses are one an hour.”
- “More mental health places in Medway especially.”
- “Having things like doctors and mental health support more accessible.”
- “Being able to get medical advice in a timely manner especially as you age. It's quite important to be sign posted to what is available, important and appropriate.”

Self-Care (2 mentions)

6% mentioned taking care of themselves would improve their health and wellbeing.

- “Taking more time for myself.”
- “A nice massage.”

Sleep (2 mentions)

6% mentioned sleep.

- “More sleep as I have two small people!”

Diet (2 mentions)

6% of respondents spoke about sleep as a key to improving their health and wellbeing.

- “Sticking to eating consistently well as I tend to give up after a few months. I have take-aways when I am tired, sleep is also important.”
- “Yeah, always honestly. At the moment, changing my diet probably would be the best thing.”

Work-Life Balance (2 mentions)

A further **6%** mentioned work-life balance.

- “I don't know - less work probably! And well-behaved children.”
- “I probably need to get out more and go for walks. Adjust my work life balance, I work too hard and too much.”

Being Sociable (1 mention)

3% mentioned socialising improves their health and wellbeing.

- “Being able to meet more people, somewhere you can go to.”

Public Transport (1 mention)

3% mentioned public transport.

- “A local gym, maybe being able to take a walk to a country pub - all the pubs around here are too far to walk to. Haven doesn't let you in - that could help. Better public transport.”

Give Up Smoking (1 mention)

3% of people we spoke to said that giving up smoking would improve their health and wellbeing.

- “Giving up smoking.”

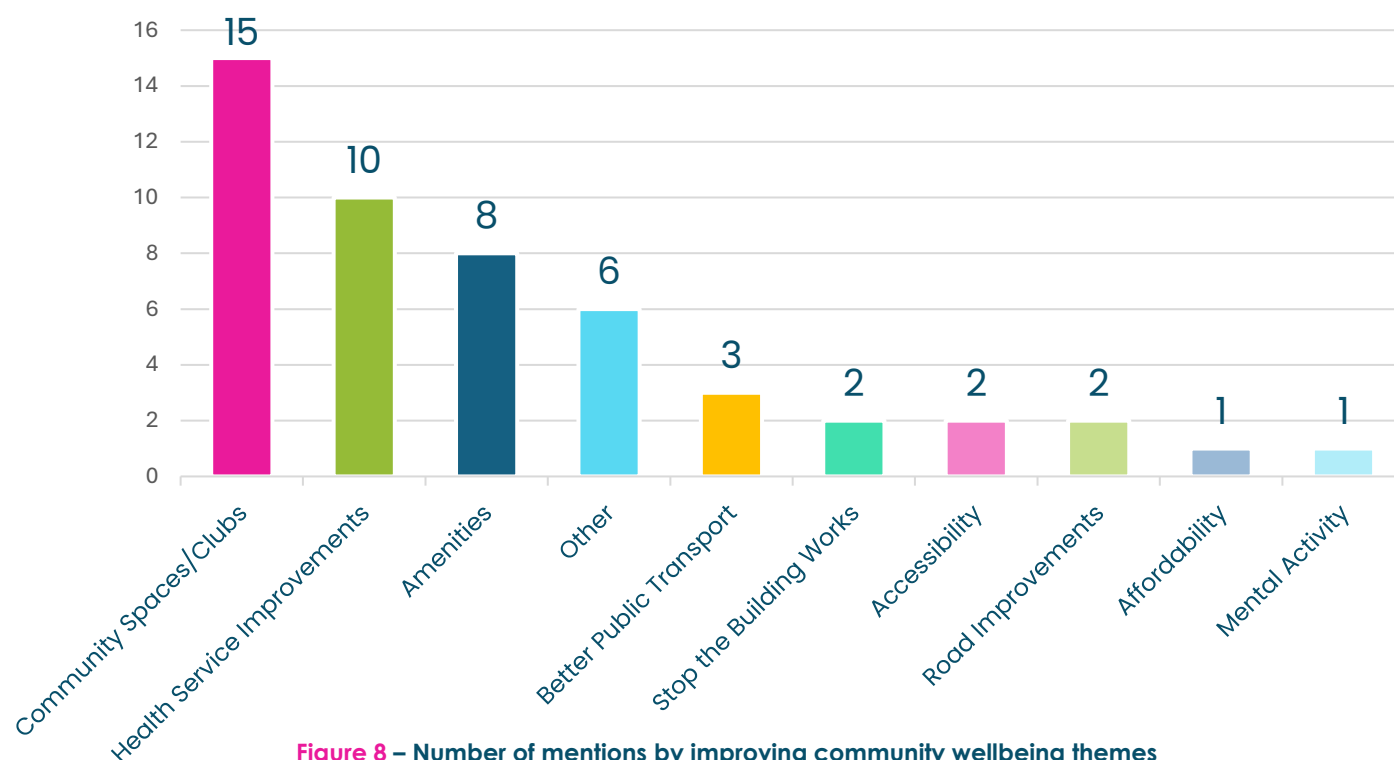
Stop Building Works (1 mention)

3% mentioned the building works.

- “The building - and the amount of it around here - is very annoying. The roads are constantly busy, there are accidents, cars on slipping on the roads because of the mud from building sites. We now have building sites either side. I think not building anymore would help [my health and wellbeing].”

What could be done to promote health and wellbeing within your community?

We asked people what could specifically be done within their local areas and communities to improve their health and wellbeing.



Community Spaces/Clubs (15 mentions)

The most mentioned idea for improving community health and wellbeing on this part of the Medway Peninsula was the implementation of community spaces and local clubs.

44% of people mentioned community spaces/club, with **15%** specifically mentioning local activities and spaces for young people.

- “Best thing was putting in this hub where people can chat, talk to each other. If we could have it open every day. You could be driven mad otherwise.”
- “Somewhere for the kids and teenagers to go.”
- “More Pilates, utilise the community hall more - lots of space, offer more fitness at different ability levels and ages.”
- “More exercise classes in the village, so people don't have to travel too far. I think of random old people who maybe have mobility problems and can't get out.”
- “More stuff out here for the children.”
- “A bit more community engagement, somewhere for us to go. Our village hall doesn't get used. There needs to be more activities for the children.”
- “In lockdown we had street festivals. It'd be great to have more things like that bringing the community together.”
- “More events and it needs to be stuff for the kids more youth clubs and activities. You don't really see them out because there just isn't anywhere for them to go.”

Health Service Improvements (10 mentions)

29% of respondents said that improvements to health services will improve community health and wellbeing.

- “More clubs to meet people, doctors have more facilities locally as they are trying to close one of the surgeries in the practice. It is difficult when you have elderly parents or are elderly yourself.”
- “Get appointments earlier, that would be lovely.”
- “It would honestly be making the doctors more accessible. It really is hard at the minute.”
- “To see a doctor because it is a nice relaxed community we have a good community and the doctors is the biggest problem. To have another keep fit thing out here would be great but the medical care is the biggest problem.”
- “More appointments at the doctors, you can't even get through on the phone.”
- “Build another doctors surgery, the doctor doesn't even show up at ours.”
- “Build a medical centre more doctors surgeries and just more facilities in general.”

Amenities (8 mentions)

24% mentioned more amenities will improve community health and wellbeing.

- “Have somewhere to go swimming - it is a shame locals cannot use the Haven facilities, especially out of season. Have a little pub where people could meet up and have a drink and go for a nice meal.”
- “Maybe a nice spa / gym nearby. Like I mentioned earlier, a coffee shop or maybe wine and pizza where mums could go after school, could get together. Increase opportunities to be social.”
- “Good play areas for the children and a good youth club.”

Other (6 mentions)

18% of people spoke about other ways to improve community health and wellbeing.

- “I think this is a nice village. Perhaps there could be a bit more tolerance. People could value older people more - old people are not invisible and have a lot to offer. This is a lovely community.”
- “Longer in bed.”
- “Most of it revolves around health and the council for not doing anything. We seem to be forgotten about up here. The government should pay for us to all take holidays in the winter.”
- “There used to be lots of fear with her but they're all gone. They need to bring back the open space.”
- “Encourage people to use the RSPB more. It's right on our doorstep.”
- “Support single mums.”

Better Public Transport (3 mentions)

9% of people mentioned better public transport would improve community health and wellbeing.

- "I don't know. Better transport. More social clubs. A swimming pool. Doctors with regular appointments - we don't have a surgery here, it's been that way for 5 or 6 years, we have to travel."
- "A train station, better transport, not having to drive to get anywhere, stuff to help people get healthy. We do have a beach nearby. A swimming pool."
- "More facilities. If Haven was open to the locals, especially for the swimming - even if offered it for a small fee. It is shut at the moment, so it seems a shame the facilities aren't being used. Although the grocery store is open. A swimming pool in general would be good. Not needing a car to get everywhere. Not freezing to death on the bus or having to be on it so long."

Stop Building (2 mentions)

6% of residents mentioned stopping the building of new houses would improve health and wellbeing for their community.

- "Bigger doctors, build all the houses elsewhere."
- "Classes in the community hall, stop building the houses around here as it used to be green and we enjoyed that."

Accessibility (2 mentions)

6% mentioned accessibility.

- "There is already plenty for people to do. it is a lovely place, we have enough at the moment. They could change how you access Deangate as there is no safe access on foot, you can't get there by foot, that could be more accessible."
- "I think we are well provided for here. maybe easier to walk to Deangate and there aren't too many groups for certain age groups, that could impact on people's loneliness."

Road Improvements (2 mentions)

6% mentioned road improvements.

- "Investment in wider facilities - the doctors, the road network, the potholes."
- "Get the bloody vans off the road, there are too many. More shops, better variety of products in them. Nice little café."

Affordability (1 mention)

3% mentioned affordability.

- "Perhaps having healthier food available to and affordable for everyone. Have gyms nearer to here. More classes available. Use the community hall more, have community get-togethers. The community centre is going to have a rebuild. Ensure healthy options available in local food stores."

Where do you go to find out information for what is available locally?

In our final question, we asked people where they would most likely go to find out about information for local events or changes.

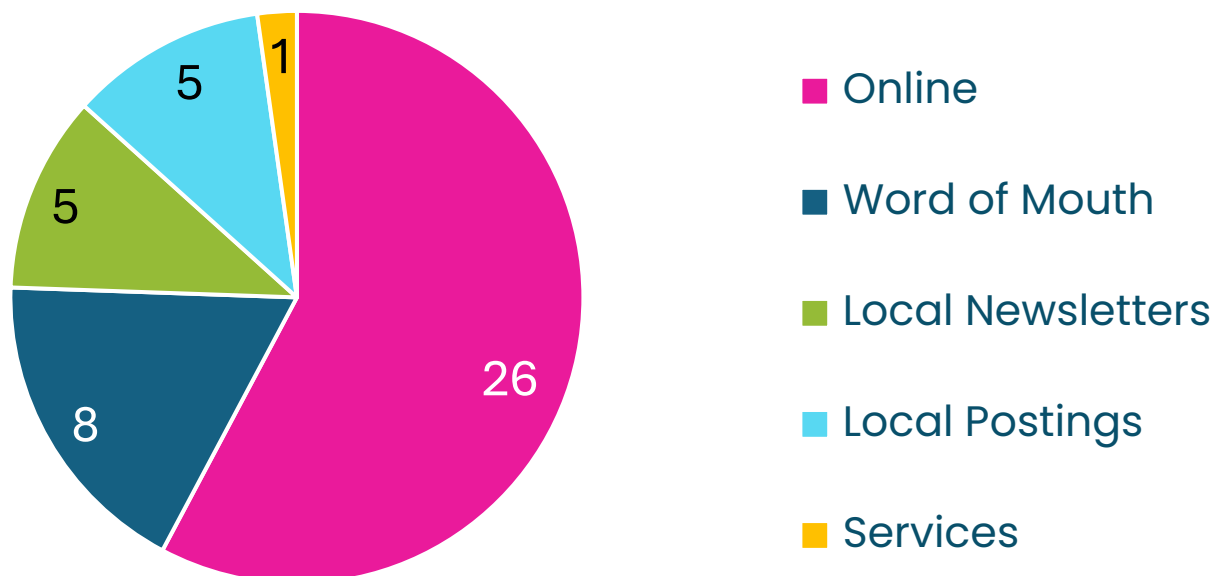


Figure 9 – Number of mentions of where respondents look for information

Online (26 mentions)

76% of people mentioned they would go online for information on what is happening locally, with **38%** specifically mentioning Facebook sites.

- “I go on my phone and the internet.”
- “Facebook. We also have an Allhallows WhatsApp group.”
- “Allhallows Facebook site.”
- “On the web.”
- “Internet, Google.”
- “Social media.”
- “Facebook on the community page.”

Word of Mouth (8 mentions)

24% said that they would find out what is happening locally through word of mouth.

- “Family or Facebook.”
- “I don't use local information - the internet or the family.”
- “I chat to people here [at the hub]. You get to know people and ask them. This is a great church, great community.”
- “Word of mouth. Facebook Allhallows group chat.”
- “Facebook most people go on, I don't though. I usually go by word of mouth.”
- “My wife and through the community.”

Local Newsletters (5 mentions)

15% get their local information through local newsletters.

- “The little village booklet/newsletter/magazine that comes through the letterbox every month - full of lots of what's going on. There's also a panto at Christmas. There's also a FB group, but that can be a little moany!”
- “Village Facebook pages and the school is good for sharing information.”
- “Word of mouth, village magazine.”
- “The local magazine is quite informative.”
- “Facebook the High Halstow page, High Halstow times.”

Local Postings (5 mentions)

Another **15%** find out local information through local postings.

- “The library in Strood.”
- “To the neighbours, we do talk! Isle of Grain website on Facebook and the notice boards around. Talking to each other when we go dog walking.”
- “Facebook and the cliff page. The posters are around like the notice board in the local cafe.”
- “Online if not the library. Sometimes the notice boards. We used to have a local magazine but not anymore.”
- “I'd check the village hall and I'd check Google.”

Services (1 mention)

3% said they would look to services to find out local information.

- “The doctors or to Google.”

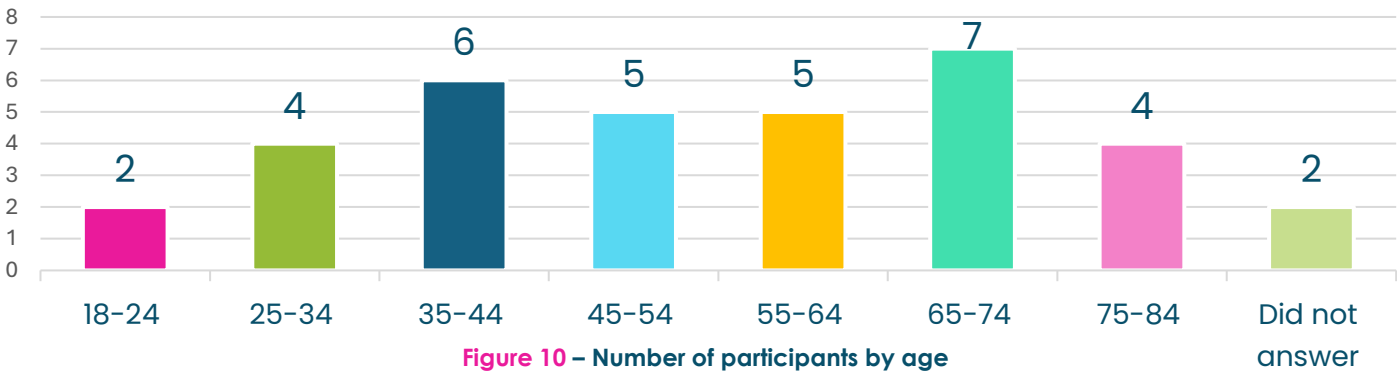
Demographic Breakdown

Gender

- 71% of respondents identified as Female (24).
- 29% identified as male (10).

Age

- 6% of people were between the ages 18 and 24 (2).
- 12% were between 25 and 34(4).
- 18% were between 35 and 44 (6).
- 15% were between 45 and 54 (5).
- 15% were between 55 and 64 (5).
- 21% were between 65 and 74 (7).
- 12% were between 75 and 84 (4).
- 3% did not answer (1).



Ethnicity

- 97% of respondents identified as White British (33).
- 3% did not answer (1).

Demographics

- 26% identified as having a long-term health condition (9).
- 18% identified as having a mental health issue (6).
- 15% of respondents identified as carers (5).
- 12% identified as having a disability (4).
- 9% identified as neurodiverse (3).

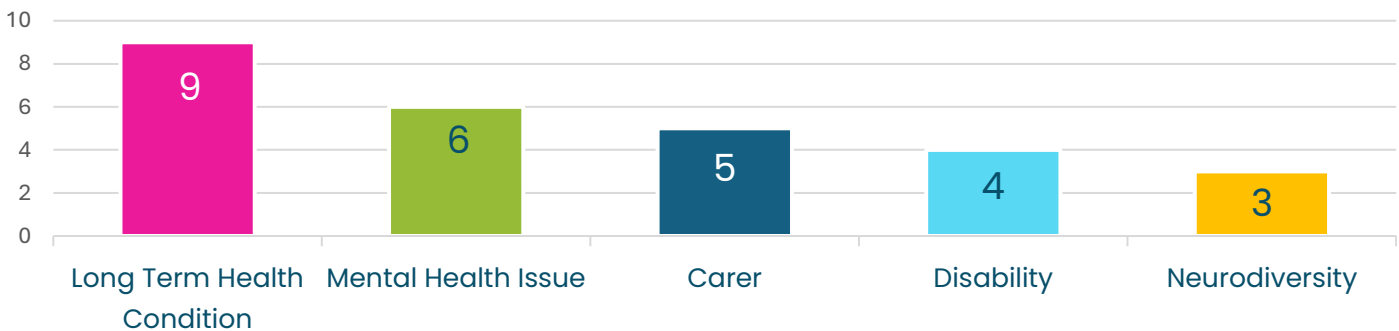


Figure 11 – Number of participants by other demographics

Insights to Inform

These insights to inform are meant for this series of reports as a whole. There will be 9 reports in this series coming out across 2025, as a follow on from the 9 reports in our 'Medway Areas' series in 2024.

- For Medway Council and the NHS in Kent and Medway to use these insights to inform their work.



If you would like to chat with us about the report you can reach us through the following routes:

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texting 'NEED BSL', Healthwatch's
British Sign Language interpreter will
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