

Dartford Town Area

Area Profile

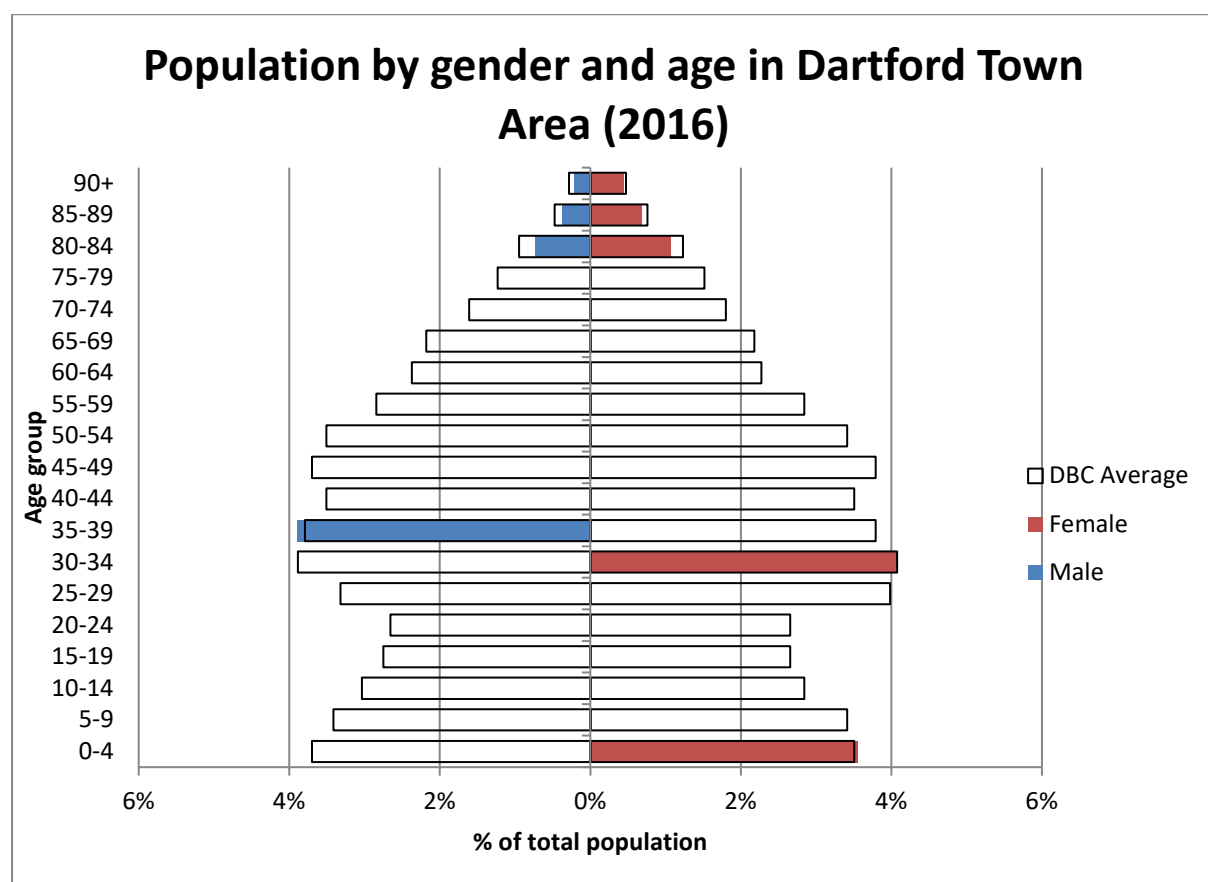
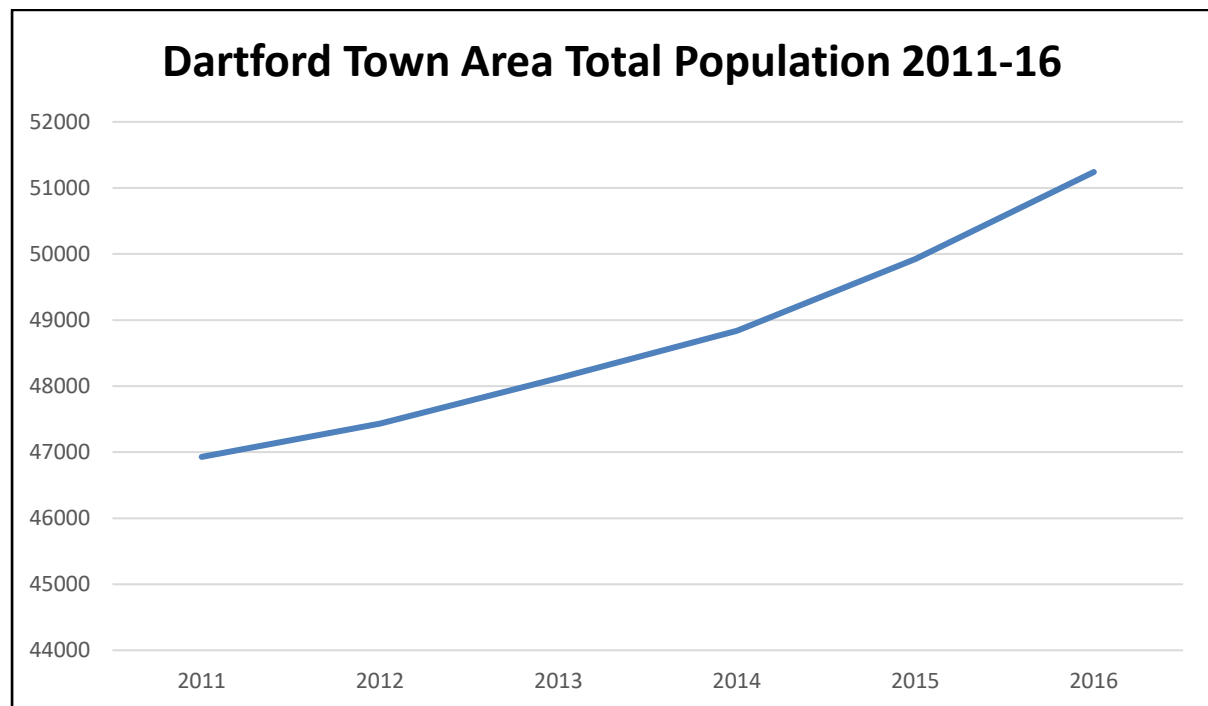
This profile covers the wards of Town, West Hill, Princes, Newtown, Littlebrook, Joyce Green, Heath and Brent.

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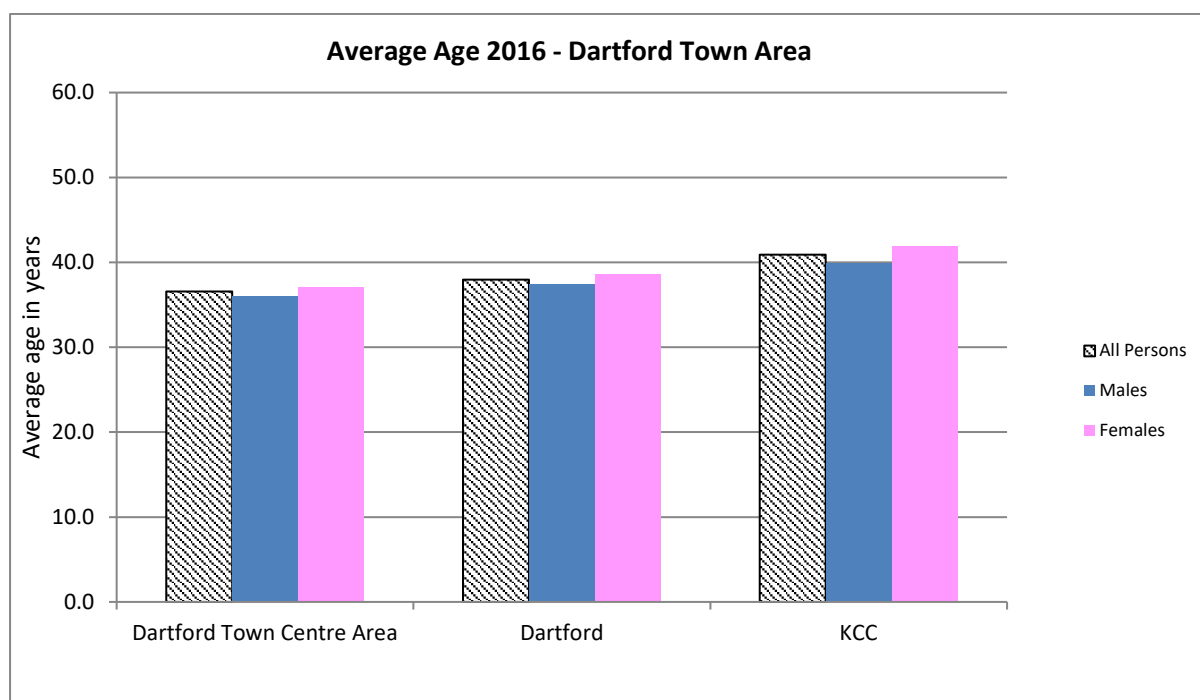
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POPULATION

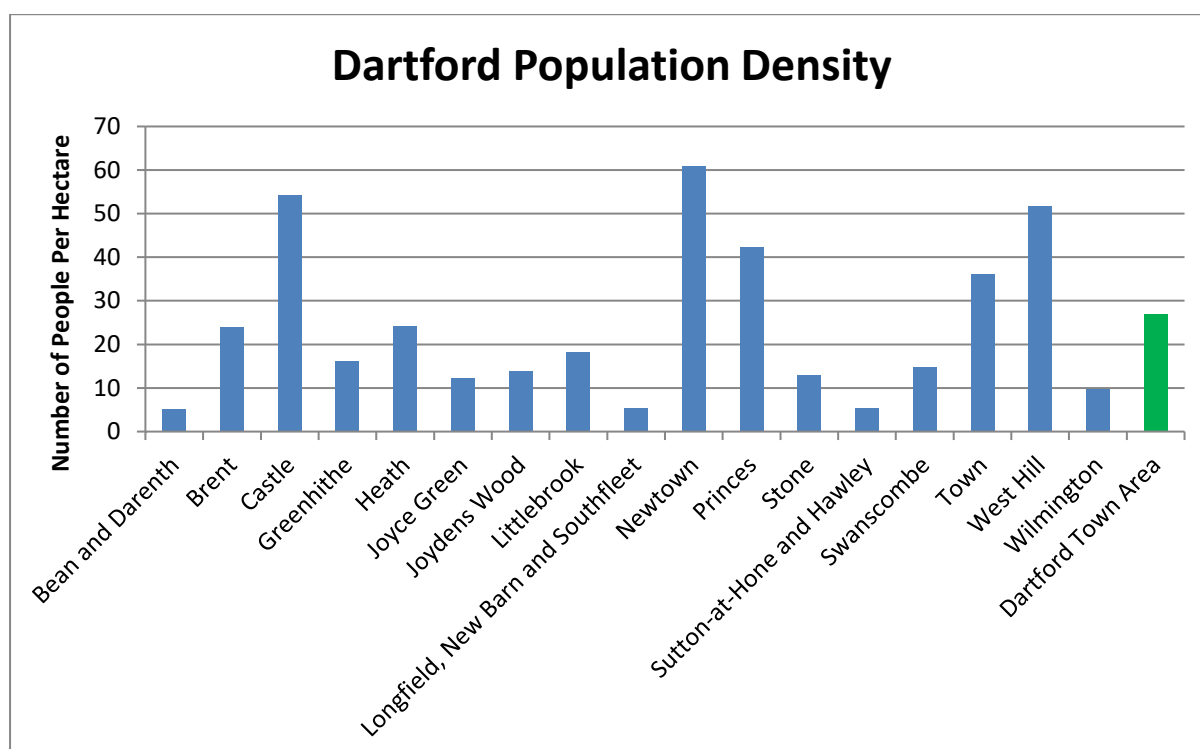
Total Current Population: 51,240 (25,190 males and 26,050 females)



Average age

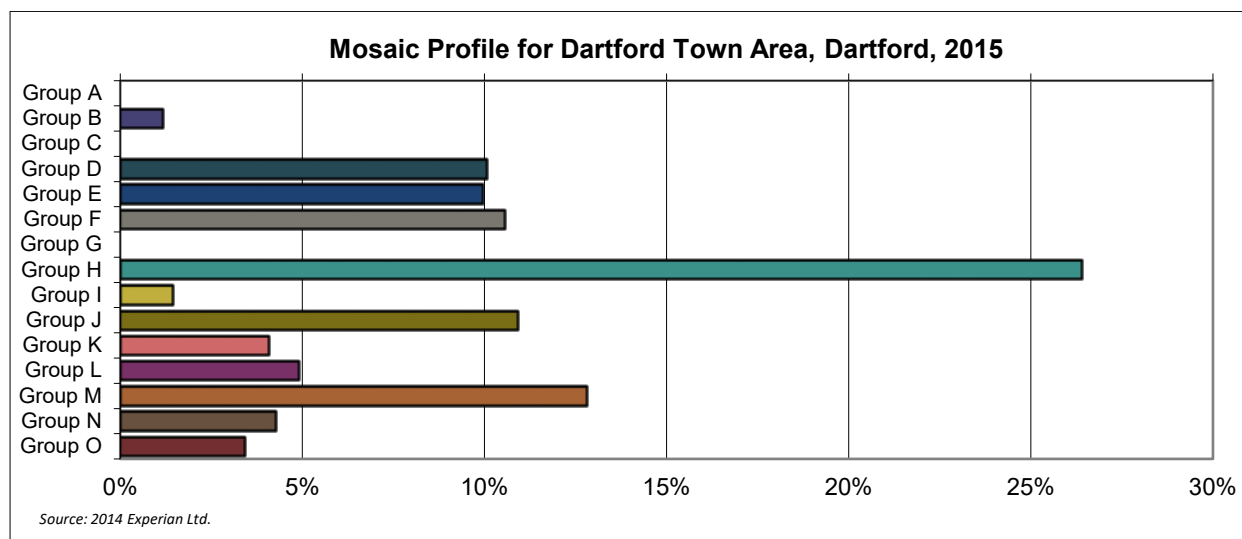


Population Density



Mosaic Profile

Experian created Mosaic as a way of consumer classification to understand demographics, lifestyle and behaviours of populations. The graph below presents the category profile for this area. This indicates that Aspiring Homemakers, followed by Family Basics and Rental Hubs being the largest classifications found in the wider Dartford Town Area.



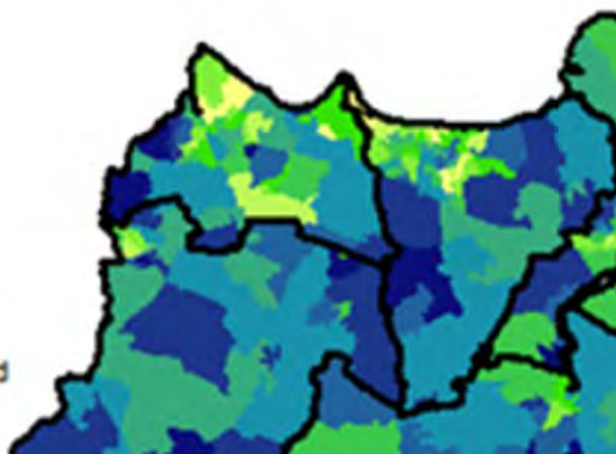
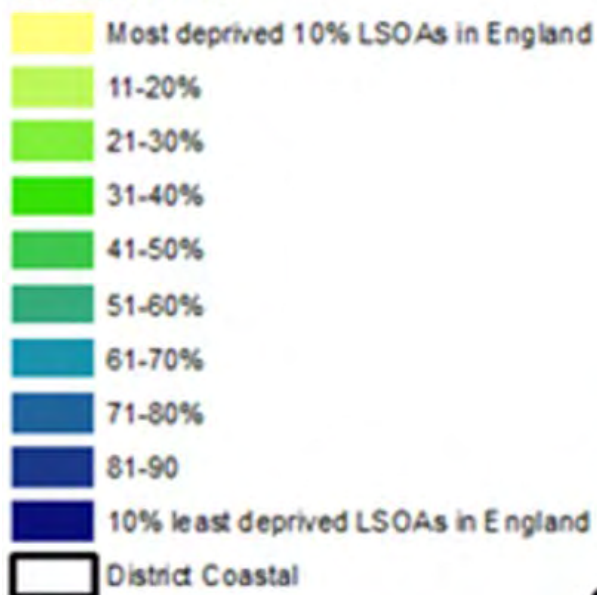
- A** - Country Living - Well off owners in rural locations enjoying the benefits of Country life
- B** - Prestige Positions - Established families in large detached homes Living upmarket lifestyles
- C** - City Prosperity - High status city dwellers living in central locations and pursuing careers with high rewards
- D** - Domestic Success - Thriving families who are busy bringing up children and following careers
- E** - Suburban Stability - Mature suburban owners living in settled lives in mid-range housing
- F** - Senior Security - Elderly people with assets who are enjoying a comfortable retirement
- G** - Rural Reality - Householders living in inexpensive homes in village communities
- H** - **Aspiring Homemakers - Younger households settling down in housing priced within their means**
- I** - Urban Cohesion - Residents of settled urban communities with a strong sense of identity
- J** - **Rental Hubs - Educated young people privately renting in urban neighbourhoods**
- K** - Modest Traditions - Mature homeowners of value homes enjoying stable lifestyles
- L** - Transient Renters - Single people privately renting low cost homes for the short term
- M** - **Family Basics - Families with limited resources who have to budget to make ends meet**
- N** - Vintage Value – Elderly people reliant on support to meet financial or practical needs
- O** - Municipal Challenge – Urban renters of social housing facing an array of challenges

Deprivation

ONS produce data on 'deprivation' to a localised scale in terms of the most and least deprived areas. The infographic below indicates the area does vary, with some areas within the 20% most deprived nationally.

Overall IMD - England Position

National Rank

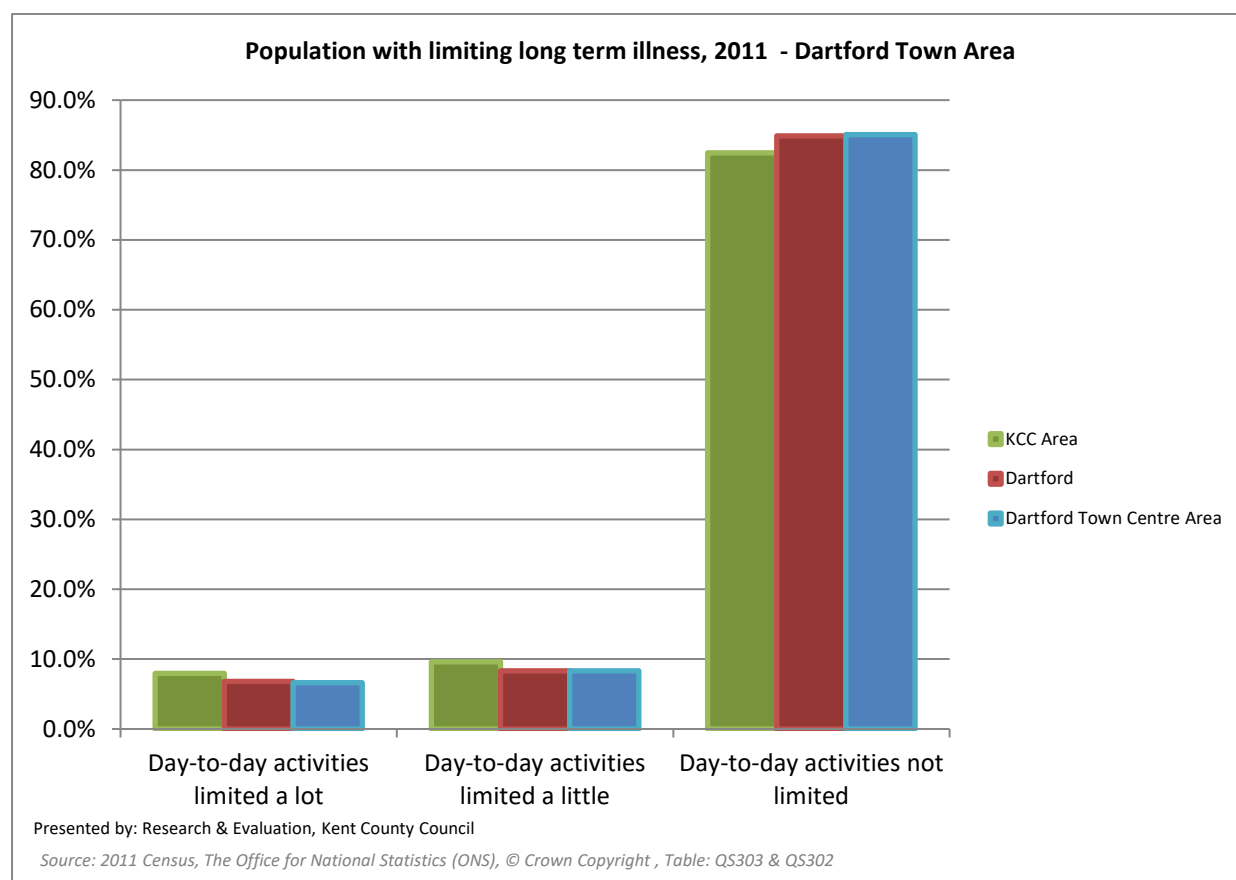


Kent County Council have compared these local areas and ranked them, focusing on the most deprived local areas in Kent. This also shows that no parts of Dartford Borough are in the 5% most deprived of areas nationally.

The most deprived local area is part of Joyce Green, although there are more deprived areas in Gravesend (and Swale, Thanet, Dover and Folkestone) in Kent.

One part of Littlebrook ward (and one part of Swanscombe ward) is also in the top 10% nationally of local areas. The only other part of the Borough ranked in the top 10% of Kent's local areas for multiple deprivation is part of Princes ward.

Health and Disability



Life Expectancy

	Dartford Town Area	Dartford	KCC Area
Male	75	78.8	79.9
Female	81	82.4	83.4

Source: Office for National Statistics (2015/16)

ECONOMY

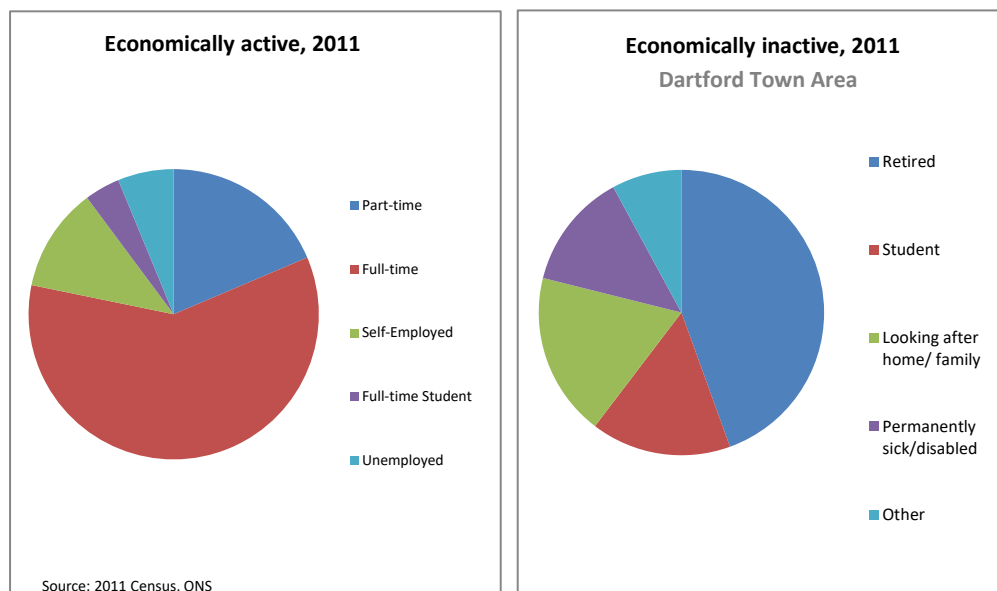
Employees (all employee jobs)

Dartford Town Area makes up 37% of the employee jobs in Dartford Borough.

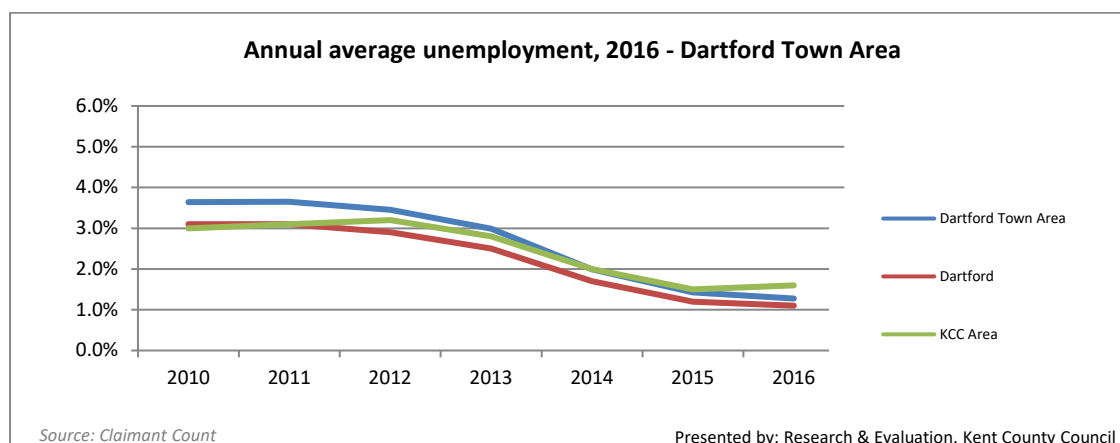
2016	Dartford Town Area		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total	23,100	100.0%	63,000	100%	608,500	100%
Full time	15,900	68.8%	40,500	64.3%	399,000	65.6%
Part time	7,200	31.2%	22,000	34.9%	209,500	34.4%

Source: BRES

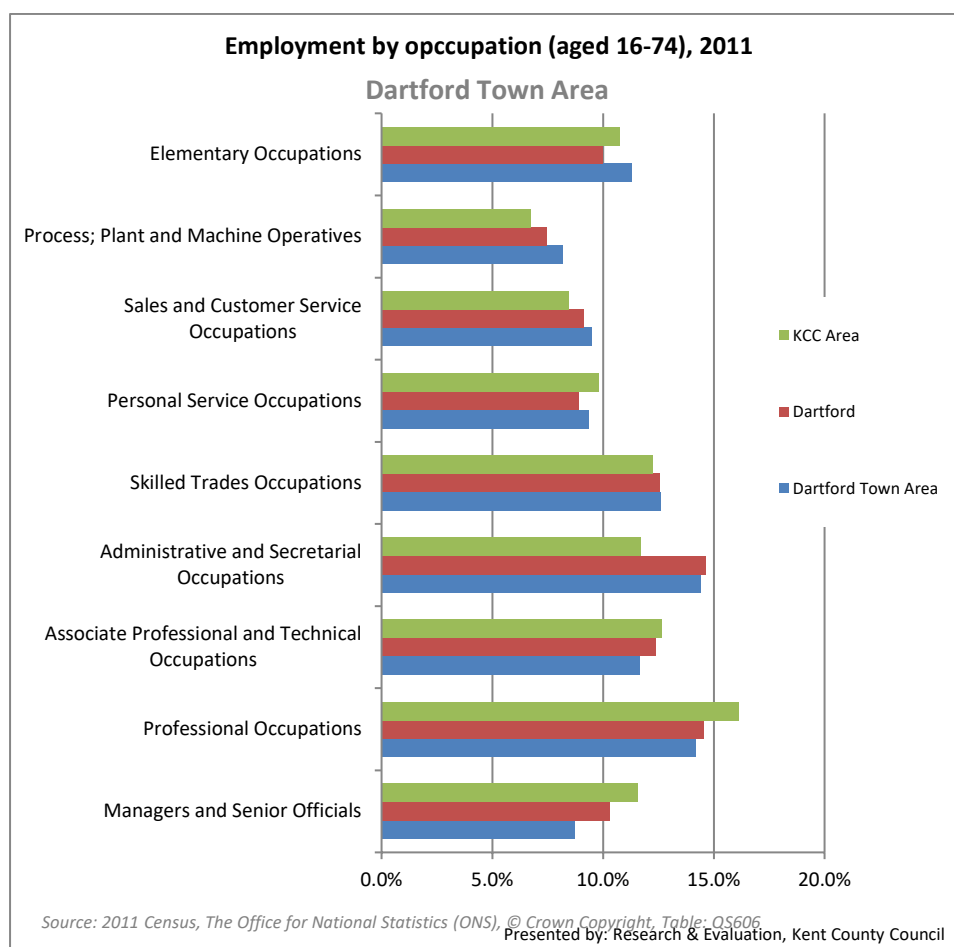
Economic activity



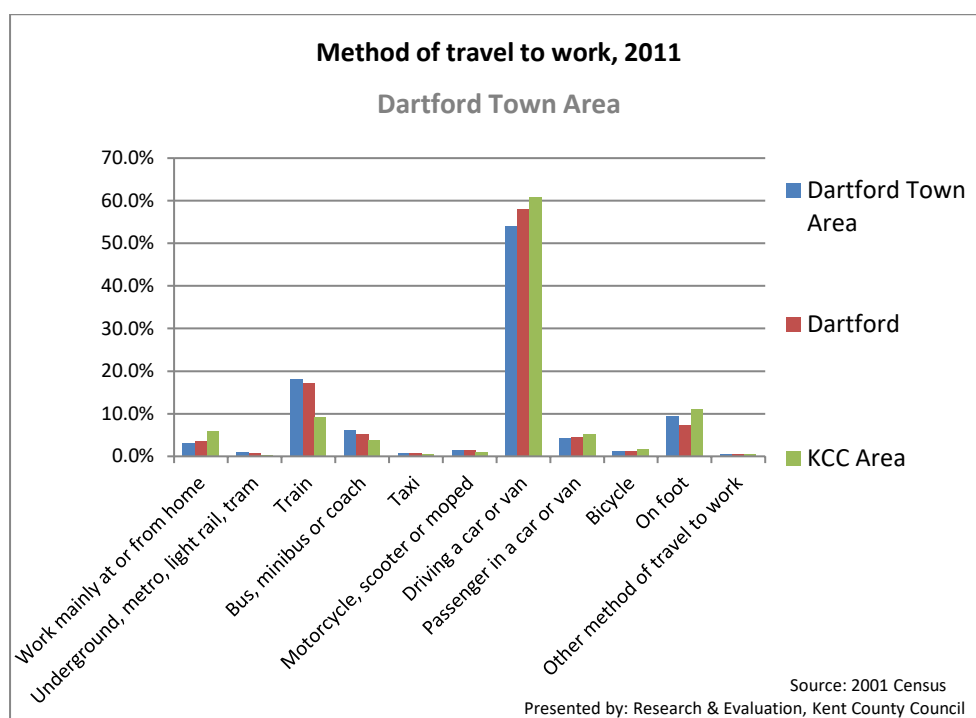
Unemployment



Employment by occupation



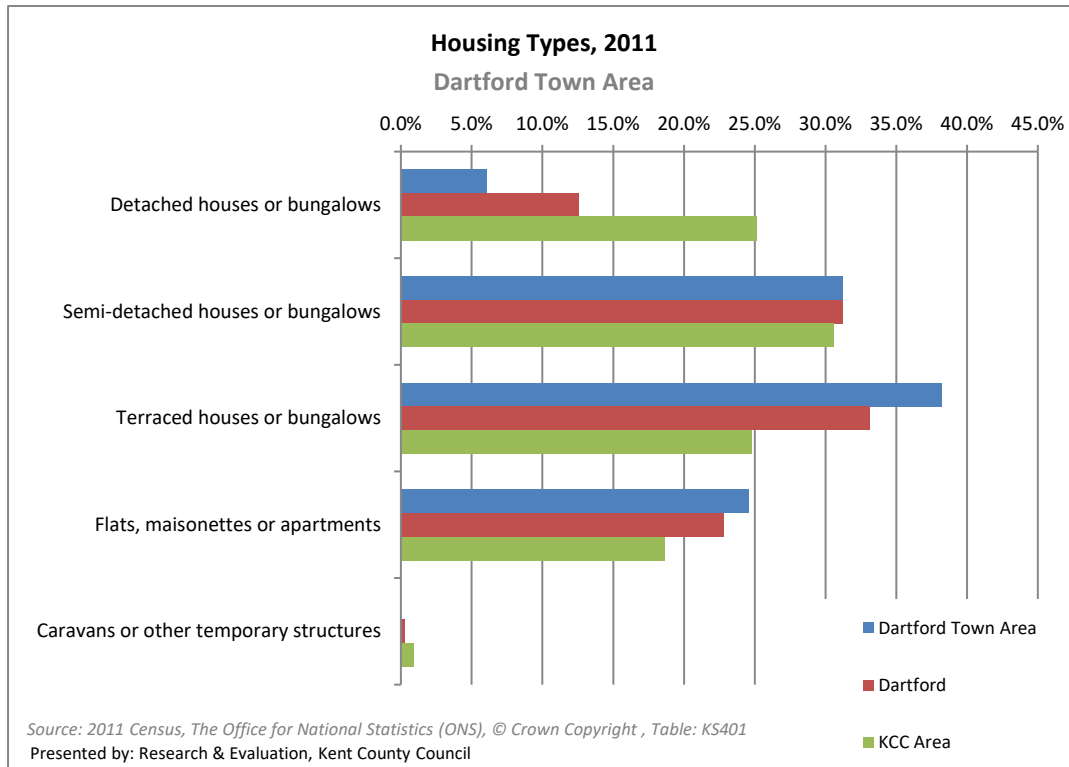
Method of travel to work



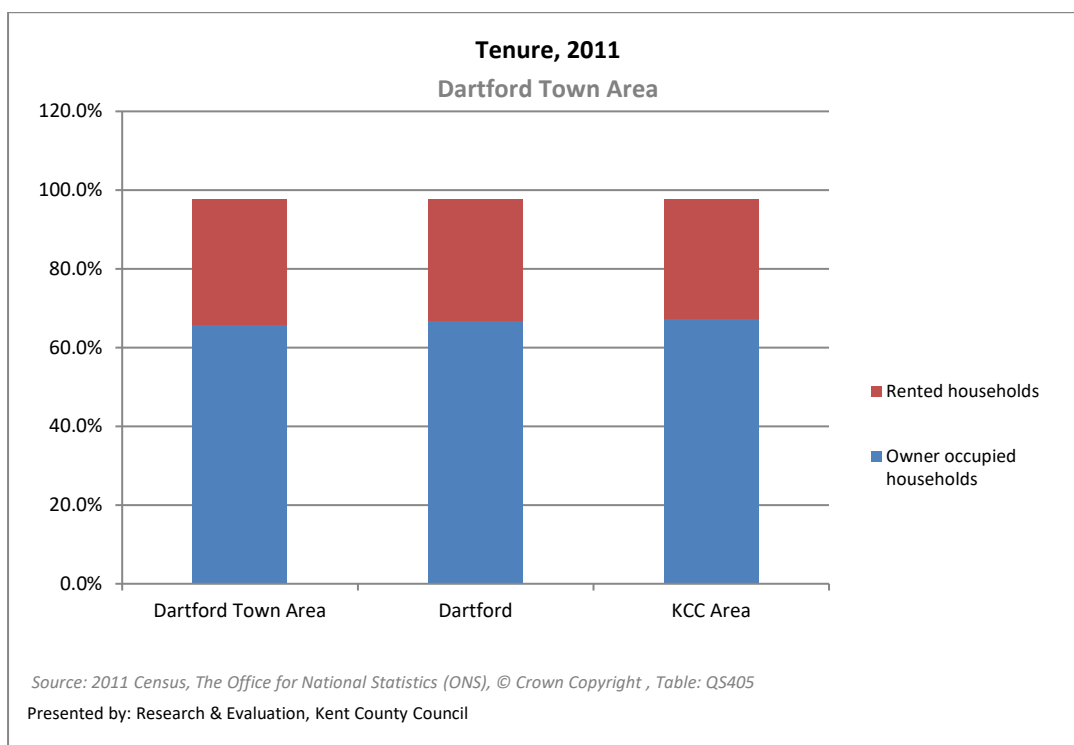
HOUSING

Housing Types

As of the 2011 Census there were 19,723 total households in the Dartford Town Area.



Housing Tenure



Household size & occupancy rating

2011	Dartford Town Area		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Average household size	2.4		2.4		2.4	
Average number of rooms per household	5.0		5.1		5.5	
Average number of bedrooms per household	2.5		2.6		2.8	
Occupancy rating (rooms) of -1 or less ¹	1,979	10.0%	3,665	8.9%	41,920	6.6%
Occupancy rating (bedrooms) of -1 or less ¹	1,129	5.7%	1,974	4.8%	21,926	3.5%

Source: 2011 Census, The Office for National Statistics (ONS), © Crown Copyright, Table: KS403

Housing Amenities

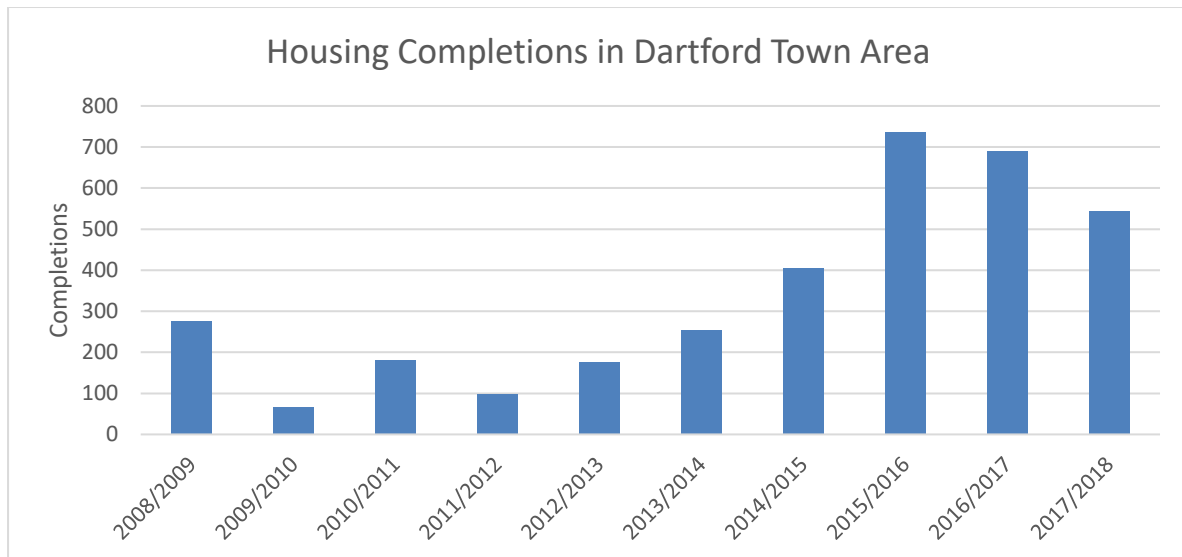
2011	Dartford Town Area		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total household spaces with residents	19,157		40,081		634,800	
Does not have central heating	556	2.8%	1,010	2.4%	14,759	2.3%
Does have central heating	18,601	94.3%	39,071	94.7%	590,879	93.1%

Source: 2011 Census, The Office for National Statistics (ONS), © Crown Copyright, Table: KS403

¹ An occupancy rating of -1 indicates that a household has one fewer room/bedrooms than required.

Housing Completions

There has been an average of 343 homes per year completed in the Dartford Town Area over the last 10 years. There are 1,684 homes with planning permission, as of 1st April 2018.



CHARACTER & SERVICES – Existing Local Plan designated areas

Green Belt	Outside of settlements, the area is designated green belt, including Dartford Marshes and Dartford Heath.
PLGS <i>[small urban greenspace with Green Belt level protection]</i>	There are 13 PLGS in this area, including: St Edmunds Pleasance, Enchanted Woodland, Wilmot Park & Allotments, Dartford Invicta Bowling Green on Burnham Road, Smerset/Devonshire Road Allotments, Welcome Avenue Allotments, Bronte Grove open space on Temple Hill, Berkeley Crescent / dorchester Close open space, Playspace on Joyce Green Lane, Cerdar Road playspace, The Oaks woodland, Willow Walk Playspace r/o Savoy Road and Morris Gardens open space.
BOS <i>[other designated Borough Open Space]</i>	34% of this area is designated as Borough Open Space. The amounts to 650 hecatres.
Conservation Area	Dartford Town Centre Conservation area covering the High Street, Spital Street and surrounding area is within this area. This is the largest in the Borough.
Area of Special Character <i>[other areas of possible built environment sensinty]</i>	There are 4 Areas of Special Character in this area, including: Shepherds Lane, Chaucer Park, New Town and Darenth Road (north).
Identified Employment Areas	There are 11 Identified Employment Areas in the town area, including: Burnham Road, Riverside Industrial Estate, Victoria Road and The Base, Questor, Orbital One, Princes Road / Watling Steet, The Bridge, Newtown, Dewlands, Rochester Way and West Hill.
District Centre	Along with Dartford Town Centre itself (including Primary and Secondary shopping frontages), there are also 4 District Centres, including: Hawley Road and Lowfield Steet, Temple Hill, Dartford East and Dartford West.
Neighbourhood Centre <i>[designated small shopping pades]</i>	There are 7 Neighbourhood Centres in the town centre area, including: Chatilian Road, Shepherds Lane, Fleet Estate, Henderson Drive (Temple Hill), Burnham Road, Mead road and Colney Road/St Vincents Road.

DARTFORD TOWN AREA DEVELOPMENT POLICIES MAP

The full version of the policies map and the key can be [found here](#).

SETTLEMENTS AND INFRASTRUCTURE

DARTFORD TOWN CENTRE

Facilities

☒

- ☒ Post Office
- ☒ Public House
- ☒ Village Hall
- ☒ Supermarket / Convenience Store(s)
- ☒ School(s)
- ☒ GP
- ☒ Church / Place of Worship
- ☒ Public Library

Public Transport

☒

- ☒ Fastrack
- ☒ Daytime - Week days
- ☒ Evening - Weekdays
- ☒ Sundays
- ☒ Any every 10 mins to Bluewater
- ☒ Any every 10 mins to Darent Valley Hospital

SUMMARY

- The Dartford Town Area has a population that is younger than the Dartford average, with an average age of 37. Overall population has increased by 863 people per annum (2011-16).
- The ward's primary 'type' of household according to Mosaic research, that has been categorised based on data on expenditure and other personally indicative decisions, are "Aspiring Homemakers" (younger households settling down in housing priced within their means), followed by "Family Basics" (families with limited resources who have to budget to make ends meet), making up nearly 39% of the population in 2015.
- Dartford town centre has both primary and secondary shopping frontages offering a varied retail and community offer. This is supported by four District Centres and 7 Neighbourhood Centres.
- A variety of open spaces, including marshes and playspaces are accessible in this area. Over a third of the area is designated greenspace.
- 37% of the employee jobs in Dartford Borough are within Dartford Town Area. However it accounts for approximately half the Borough's population.
- Unemployment is low at only 1.3%, marginally higher than Dartford as a whole. This had reduced below the Kent average.
- There is a higher proportion of people in elementary occupations within the area.
- The propensity to travel by car for employment is below average, but private car still makes up the majority means by which people travel to work.
- Terraced housing can be particularly found in this area, making up 38% of dwellings in the Dartford Town Area. 31% are semi-detached houses and only 6% being detached. 25% of homes in the Dartford Town Area are flats, maisonettes or apartments. 66% of dwellings are owner occupied.
- 2.8% of homes do not have central heating, slightly above average.
- There has been an average of 342 homes per year completed in this ward over the last 10 years.