

Greenhithe

Area Profile

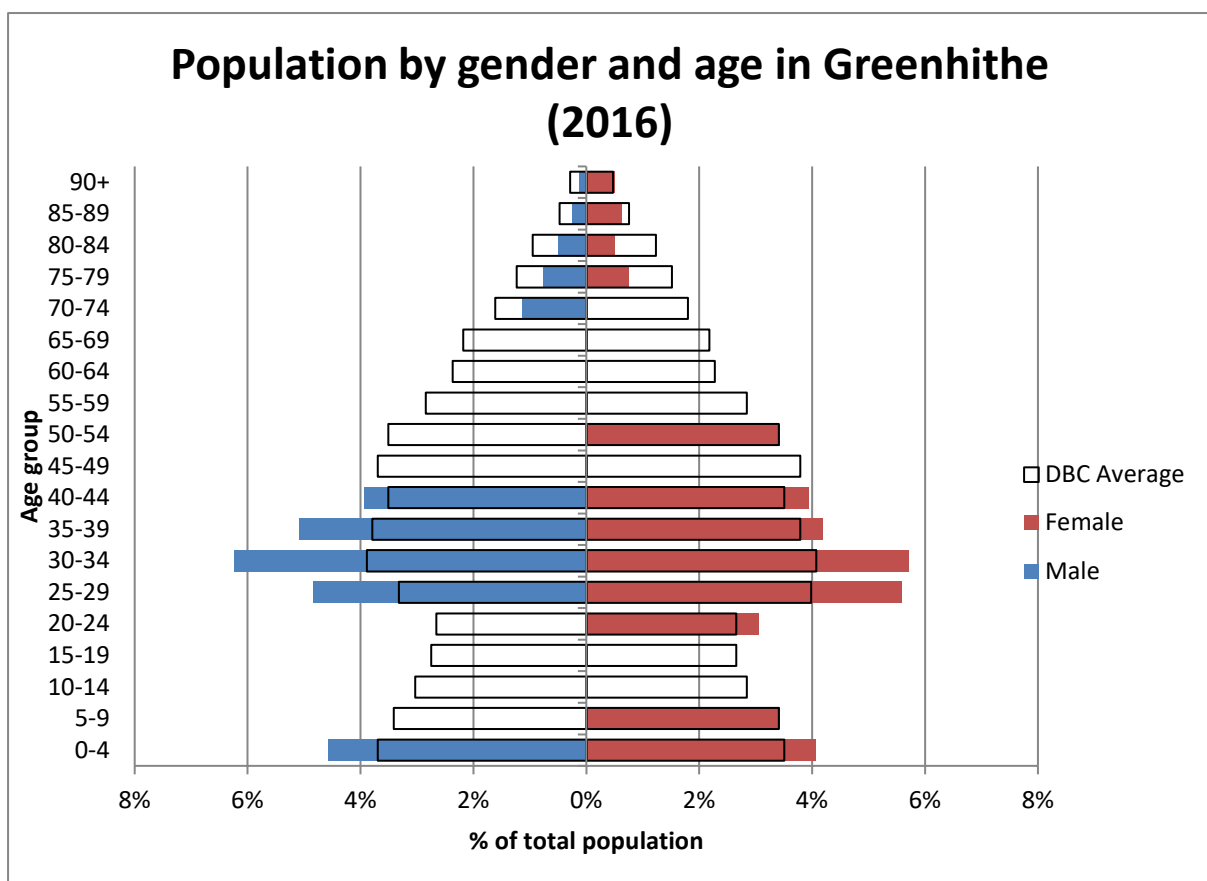
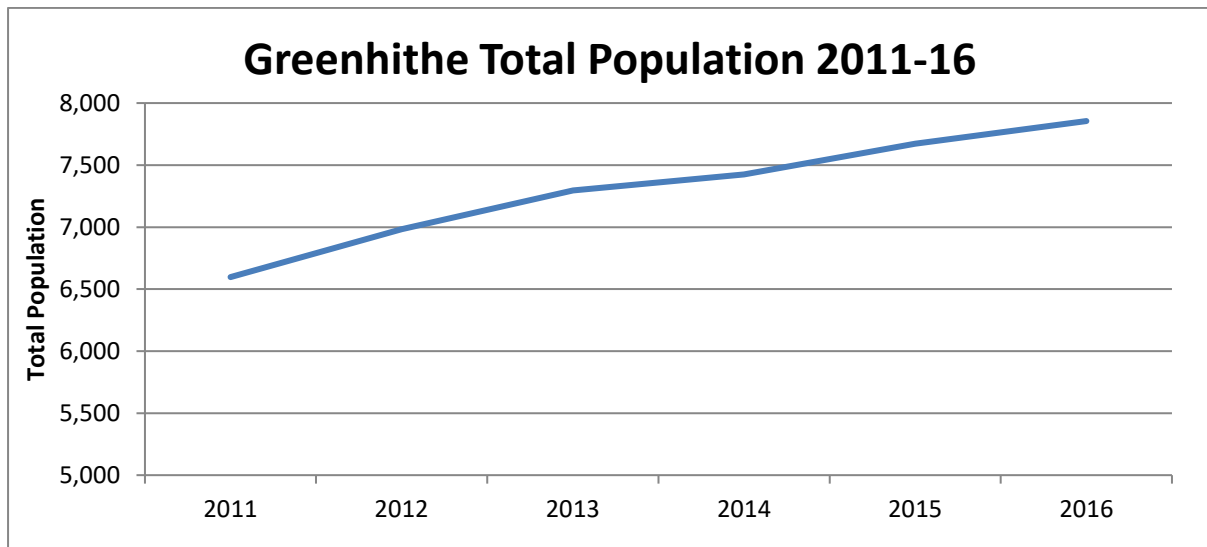
This profile covers the ward of Greenhithe.

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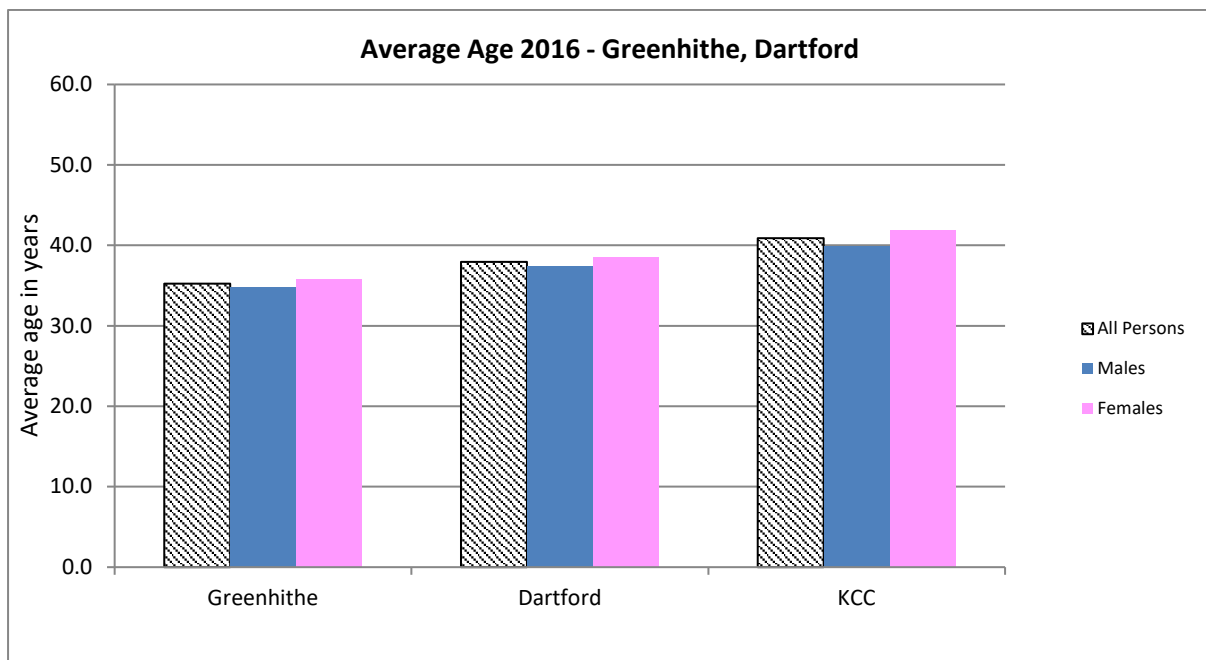
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POPULATION

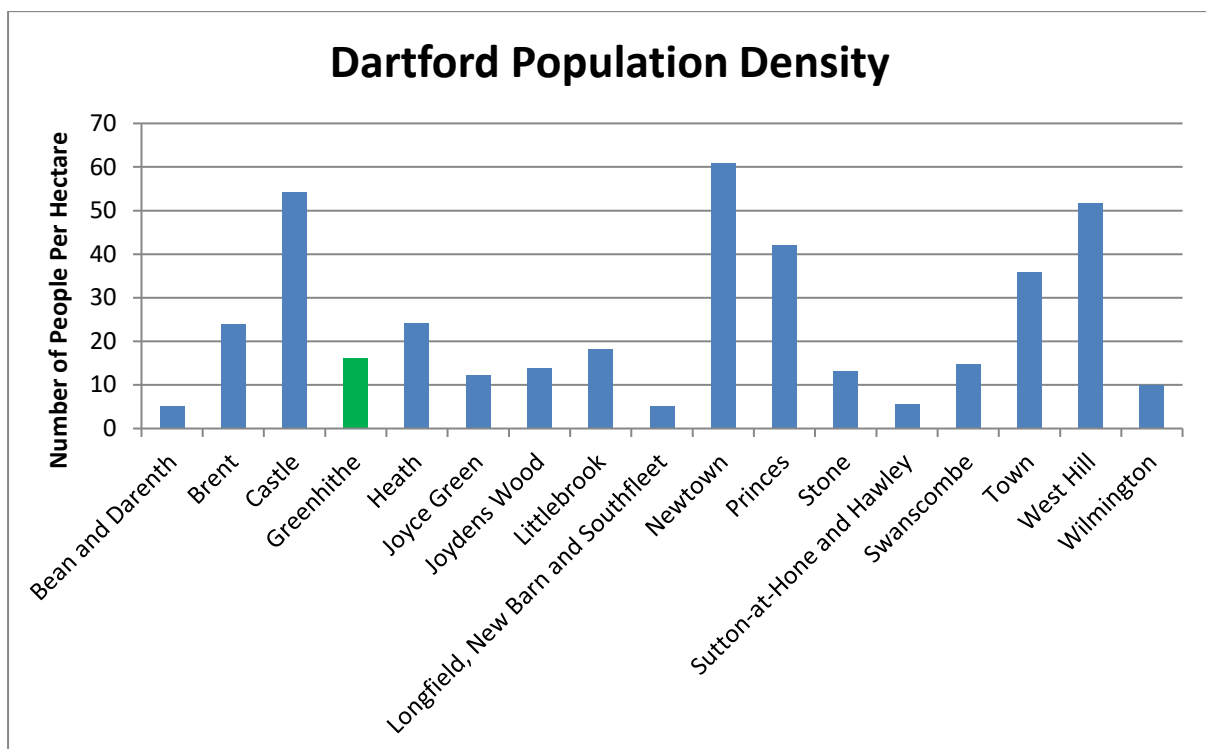
Total Current Population: 7,860 (3,910 males and 3,940 females)



Average Age

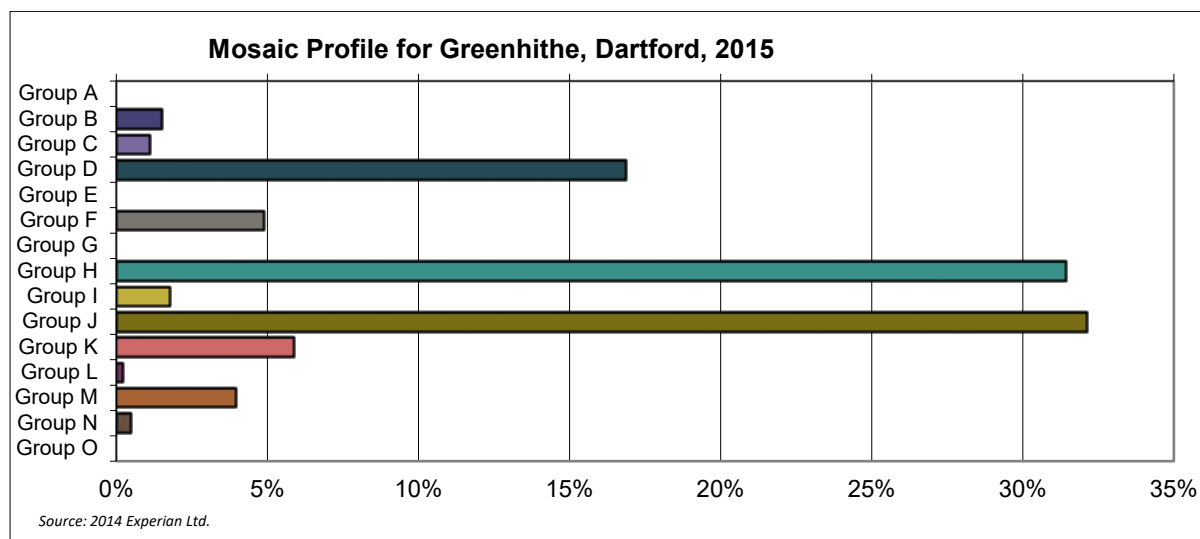


Population Density



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 Rental Hubs, followed by Aspiring Homemakers and Domestic Success being the largest classifications found in Greenhithe.



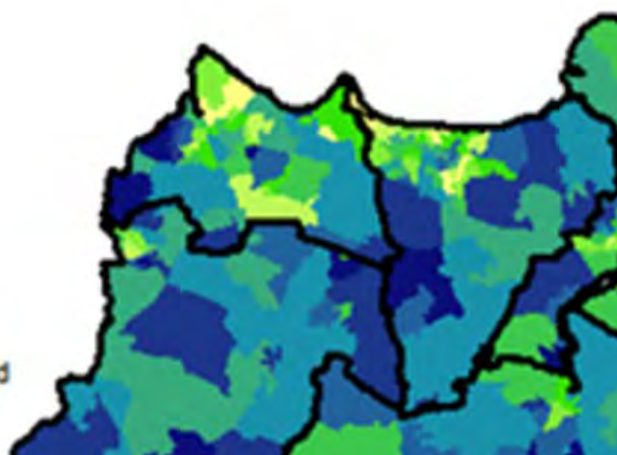
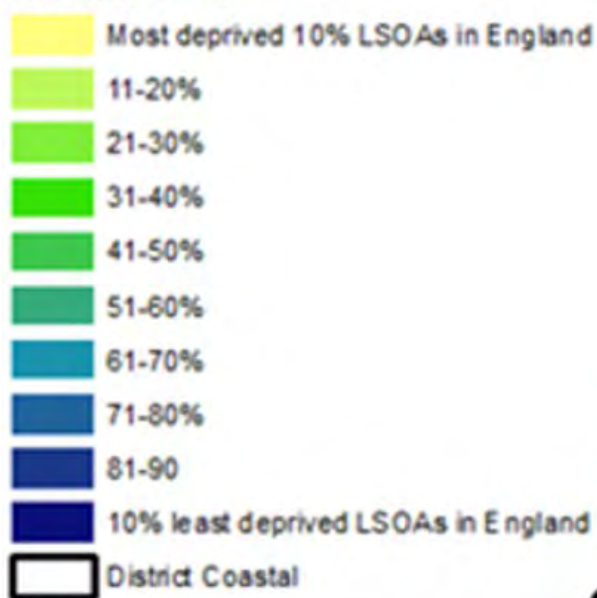
- Country Living - Well off owners in rural locations enjoying the benefits of Country life
- Prestige Positions - Established families in large detached homes Living upmarket lifestyles
- City Prosperity - High status city dwellers living in central locations and pursuing careers with high rewards
- Domestic Success - Thriving families who are busy bringing up children and following careers
- Suburban Stability - Mature suburban owners living in settled lives in mid-range housing
- Senior Security - Elderly people with assets who are enjoying a comfortable retirement
- Rural Reality - Householders living in inexpensive homes in village communities
- **Aspiring Homemakers - Younger households settling down in housing priced within their means**
- Urban Cohesion - Residents of settled urban communities with a strong sense of identity
- **Rental Hubs - Educated young people privately renting in urban neighbourhoods**
- Modest Traditions - Mature homeowners of value homes enjoying stable lifestyles
- Transient Renters - Single people privately renting low cost homes for the short term
- Family Basics - Families with limited resources who have to budget to make ends meet
- Vintage Value – Elderly people reliant on support to meet financial or practical needs
- 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 that Greenhithe is within the 61-70% least deprived nationally.

Overall IMD - England Position

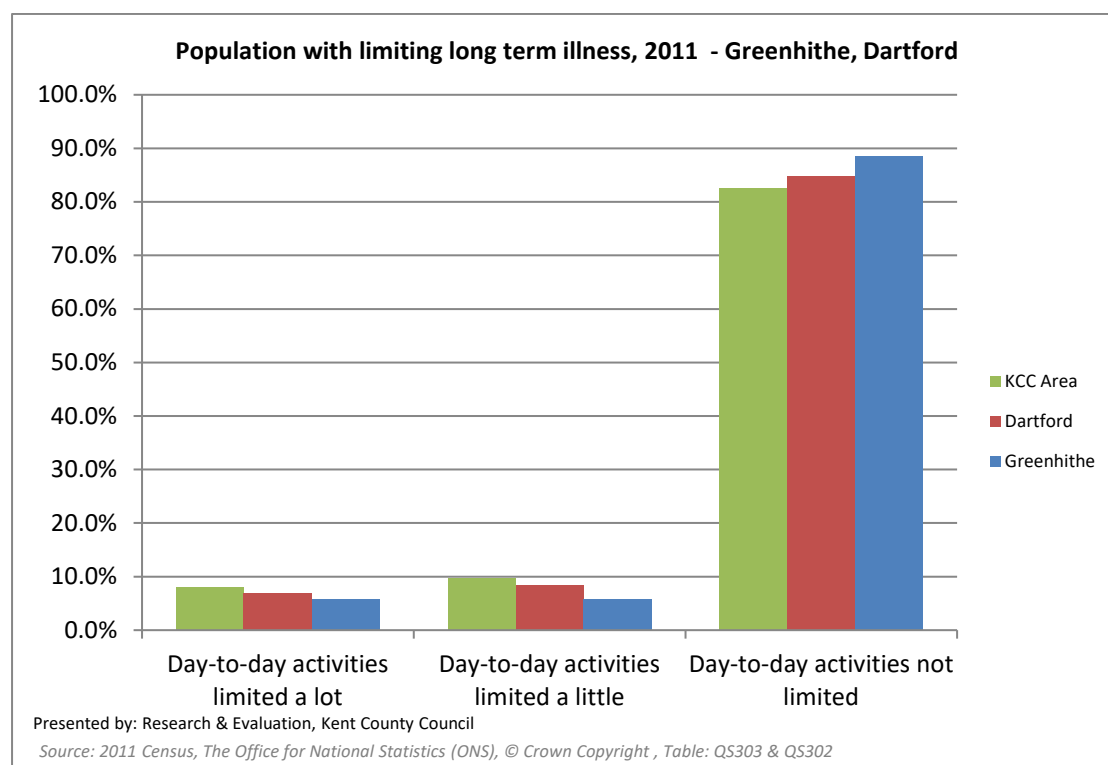
National Rank



Factor-by-factor: within top 20% most deprived in England?

ONS also produce data on individual elements of deprivation, these include: Employment, Health & Disability, Education, Barriers to Housing and Services, Crime, Living Environment, Income Deprivation Affecting Children and Income Deprivation Affecting Elderly. The majority of the factors are not within the top 20% of most deprived. However, one factor does fall into the top 20% most deprived across the ward, and in part of the ward, 2 further factors are in the top 20%.

Health and Disability



Life Expectancy

	Greenhithe	Dartford	KCC Area
Male	73	78.8	79.9
Female	80	82.4	83.4

Source: Office for National Statistics

ECONOMY

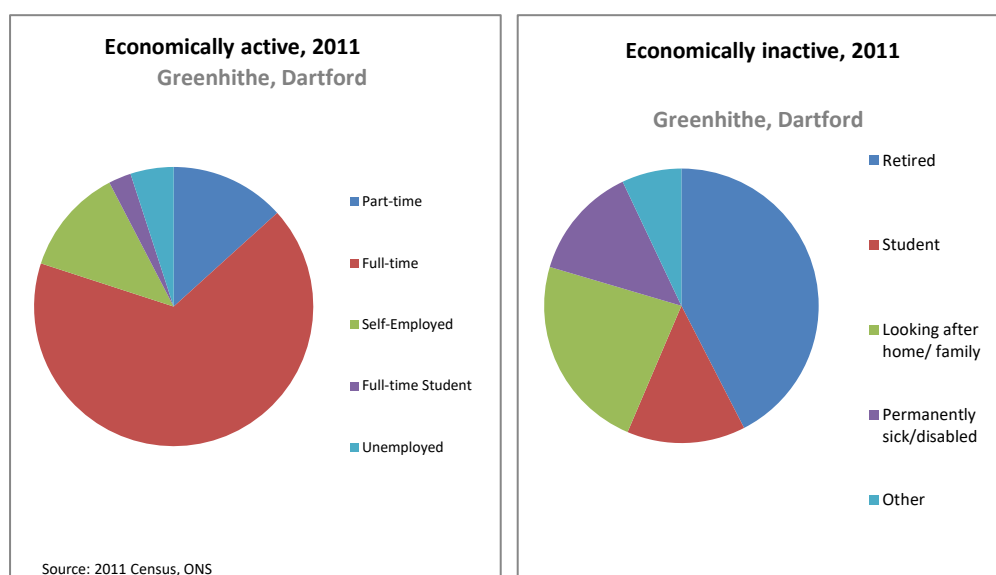
Employees (all employee jobs)

Greenhithe makes up 3% of the employee jobs in Dartford Borough.

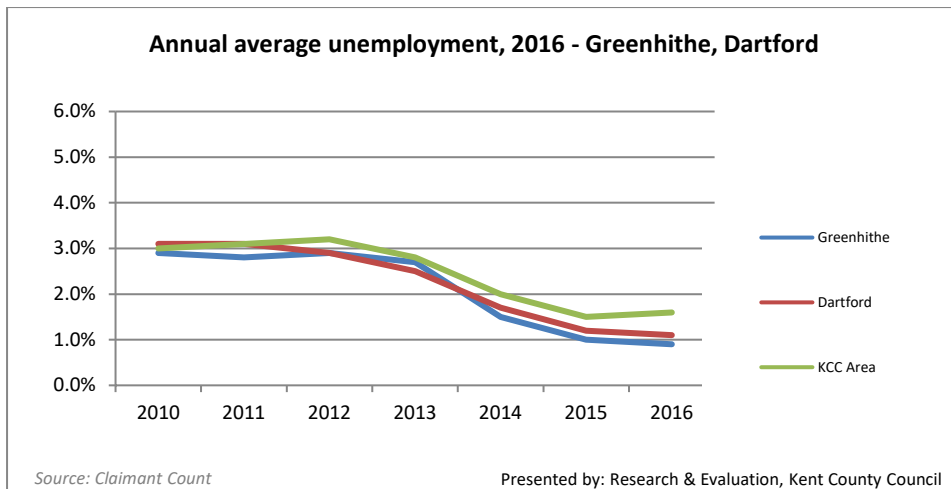
2016	Greenhithe		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total	1,100	100.0%	63,000	100%	608,500	100%
Full time	800	66.7%	40,500	64.3%	399,000	65.6%
Part time	400	35.6%	22,000	34.9%	209,500	34.4%

Source: BRES

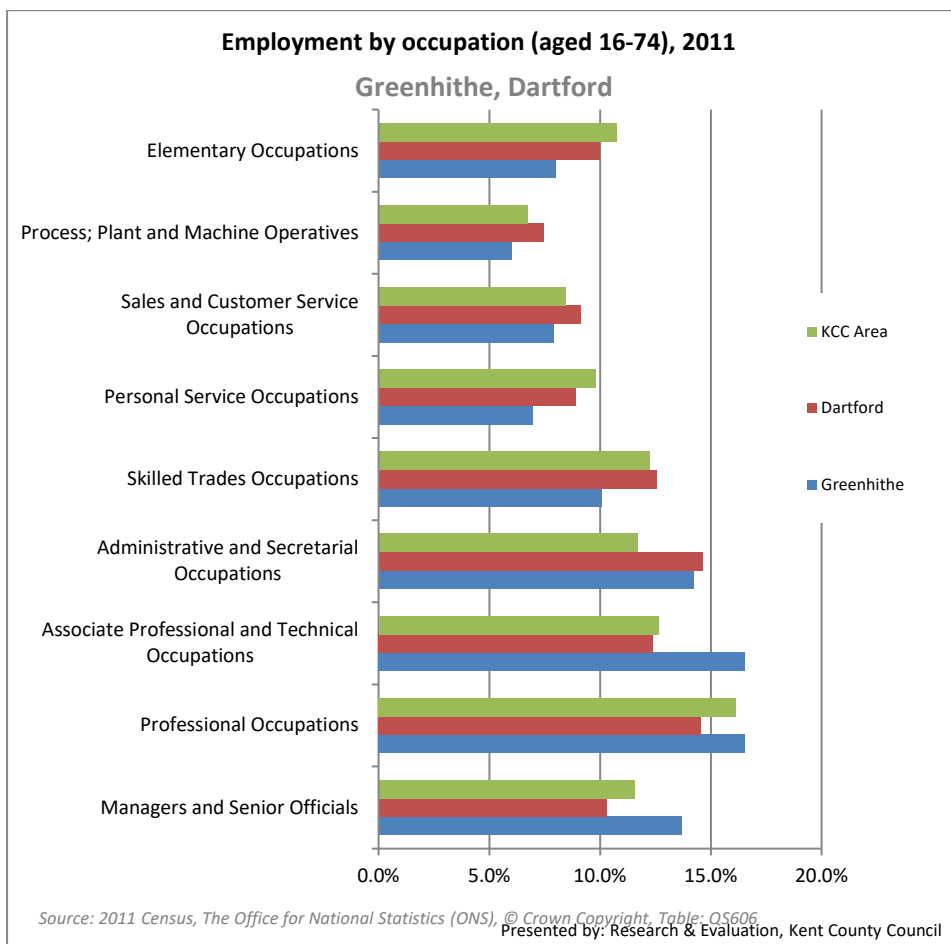
Economic activity



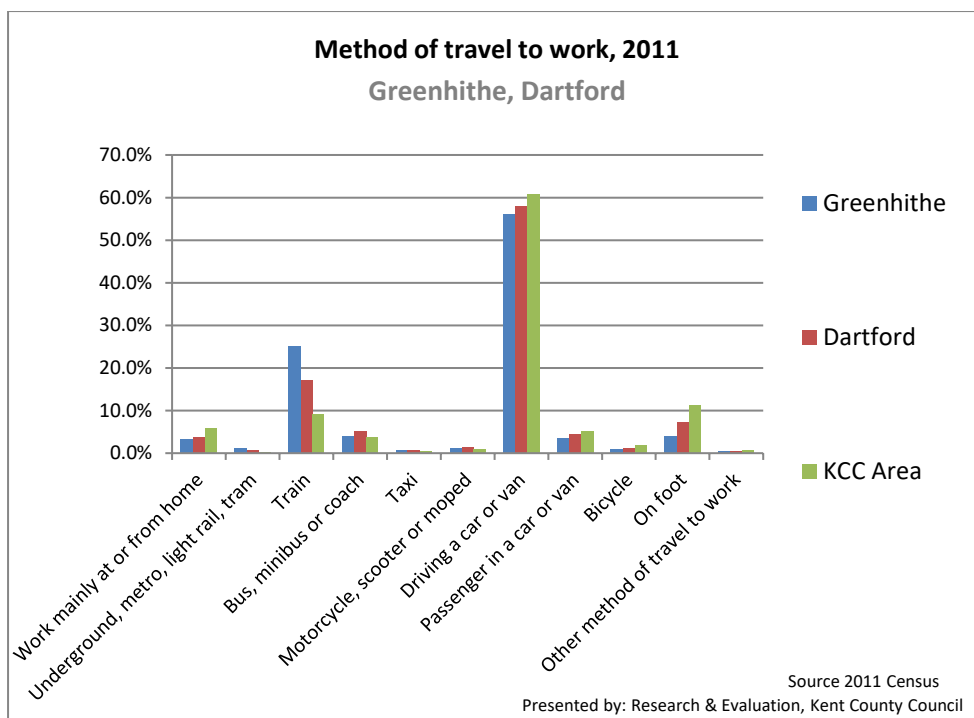
Unemployment



Employment by occupation



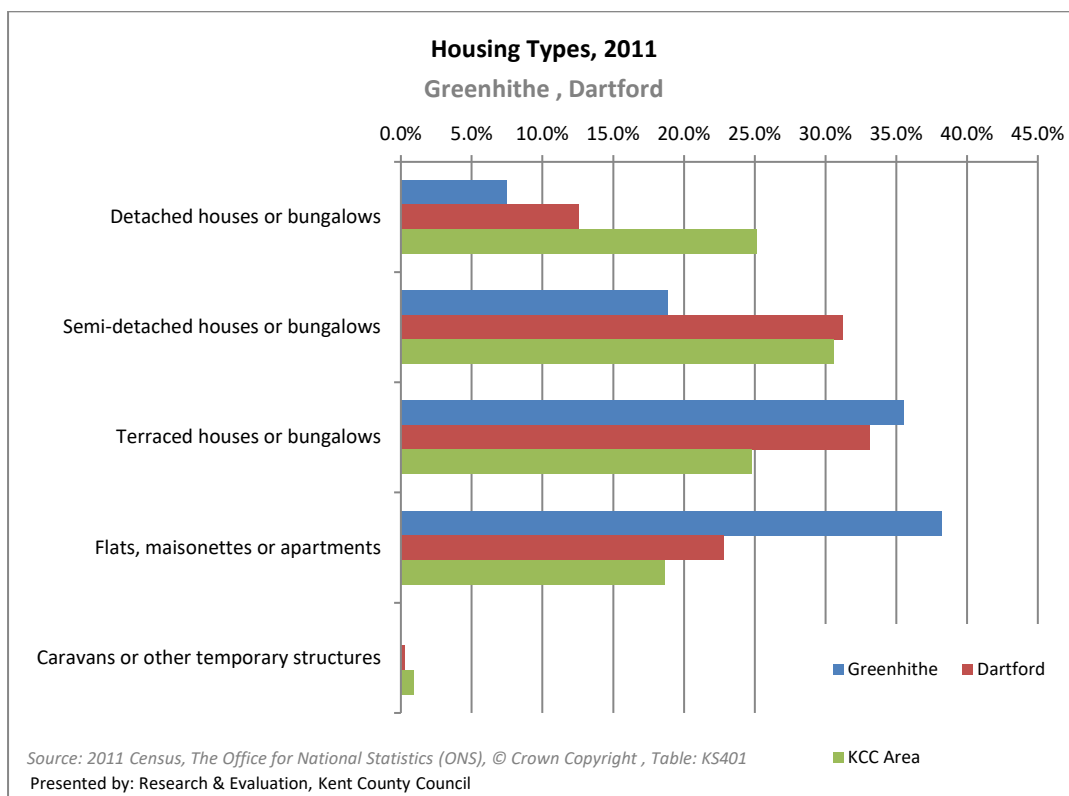
Method of travel to work



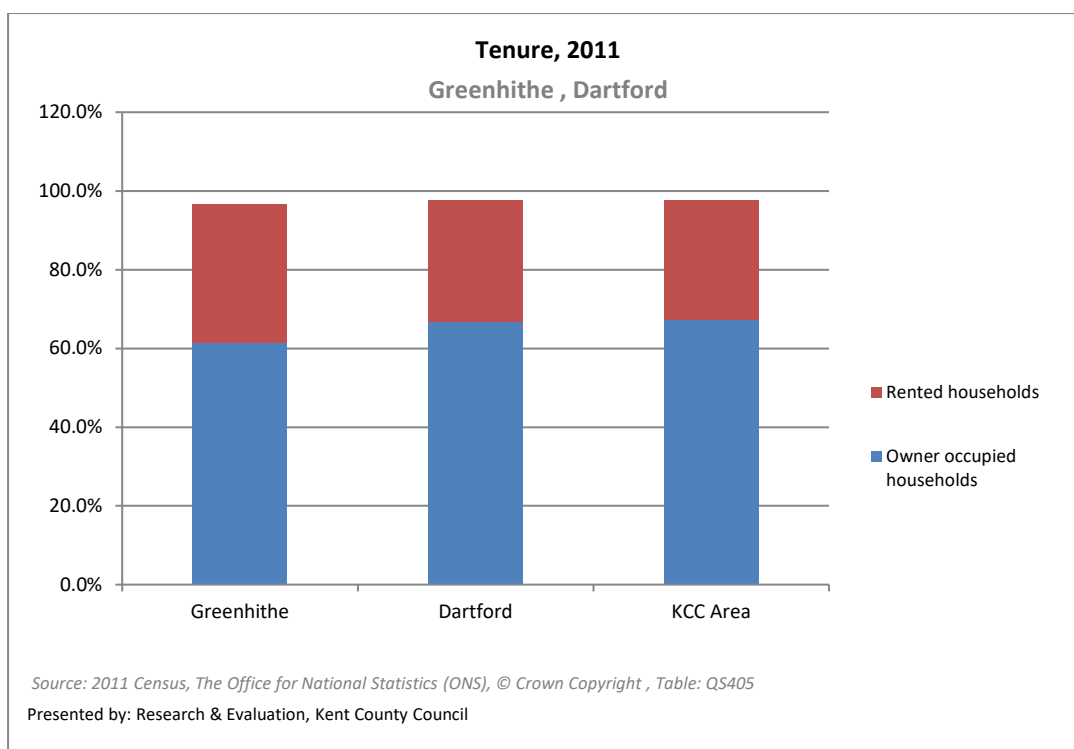
HOUSING

Housing Types

As of the 2011 Census there were 3,100 total households in Greenhithe.



Housing Tenure



Household size & occupancy rating

2011	Longfield et al		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	6.3		5.1		5.5	
Average number of bedrooms per household	3.2		2.6		2.8	
Occupancy rating (rooms) of -1 or less ¹	53	2.1%	3,665	8.9%	41,920	6.6%
Occupancy rating (bedrooms) of -1 or less ¹	36	1.4%	1,974	4.8%	21,926	3.5%

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

Housing Amenities

2011	Longfield et al		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total household spaces with residents	2,521		40,081		634,800	
Does not have central heating	29	1.1%	1,010	2.4%	14,759	2.3%

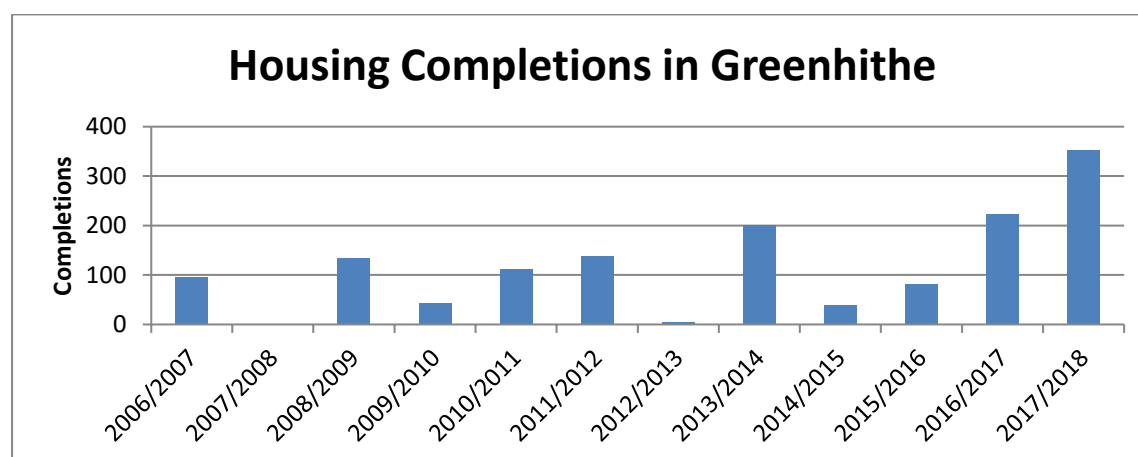
¹ An occupancy rating of -1 indicates that a household has one fewer room/bedrooms than required.

Does have central heating	2,492	97.1%	39,071	94.7%	590,879	93.1%
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Source: 2011 Census, The Office for National Statistics (ONS), © Crown Copyright , Table: KS403

Housing Completions

There was an average of 119 homes per year completed in this ward over the last 12 years. There are 7,000 homes with planning permission, as of 1st April 2017. This does include Eastern Quarry and Ebbsfleet Green, part of Ebbsfleet Garden City.



CHARACTER & SERVICES – Existing Local Plan designated areas

Green Belt	There is no green belt within this ward
PLGS <i>[small urban greenspace with Green Belt level protection]</i>	There are four PLGS sites within this ward, including: Ingress Abbey Lawns/Boulevard; Rear of Ingress Abbey; Eagles Road Open Space; and Knockhall Rec.
BOS <i>[other designated Borough Open Space]</i>	17% of the ward is designated as Borough Open Space, amounting to 83.7 hectares of land.
Conservation Area	Greenhithe Conservation Area is in this ward.
Area of Special Character <i>[other main areas of possible built environment sensitivity]</i>	Bean Road Areas of Special Character is within this ward.
Identified Employment Areas	There are no identified employment areas in this ward
District Centre	There is not a district centre in this ward.
Neighbourhood Centre <i>[designated small shopping parades]</i>	There is not a neighbourhood centre in this ward.

GREENHITHE WARD DEVELOPMENT POLICIES MAP

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

SETTLEMENTS AND INFRASTRUCTURE

GREENHITHE

Facilities

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

Public Transport

☐

- ☒ Fastrack
- ☒ Daytime - Weekdays
- ☒ Evening - Weekdays
- ☒ Sundays
- ☒ Any every 10 mins to Dartford Town Centre and Bluewater
- ☒ Any every 10 mins to Darent Valley Hospital

SUMMARY

- Greenhithe has a population that is younger than the Dartford average, with 75% of the population being under 50. Overall population has increased by 252 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 "Rental Hubs" (Educated young people privately renting in urban neighbourhoods) and "Aspiring Homemakers" (Younger households settling down in housing priced within their means), making up 63% of the population in 2015.
- The area has 3% of the employee jobs in Dartford Borough. Unemployment is very low at only 0.9%, below the Dartford average.
- Greenhithe has more residents hold managerial and professional jobs than average.
- A variety of housing types can be found in Greenhithe, with 38% of dwellings in being flats, apartments or maisonettes. 35% is terraced, with the remaining 26% being semi-detached or detached dwellings. 61% of dwellings are owner occupied.
- There has been an average of 98 homes per year completed in this ward over the last 11 years.
- Life expectancy is lower than average for the rest of the Borough, particularly for males.