

Joydens Wood

Area Profile

This profile covers the ward of Joydens Wood.

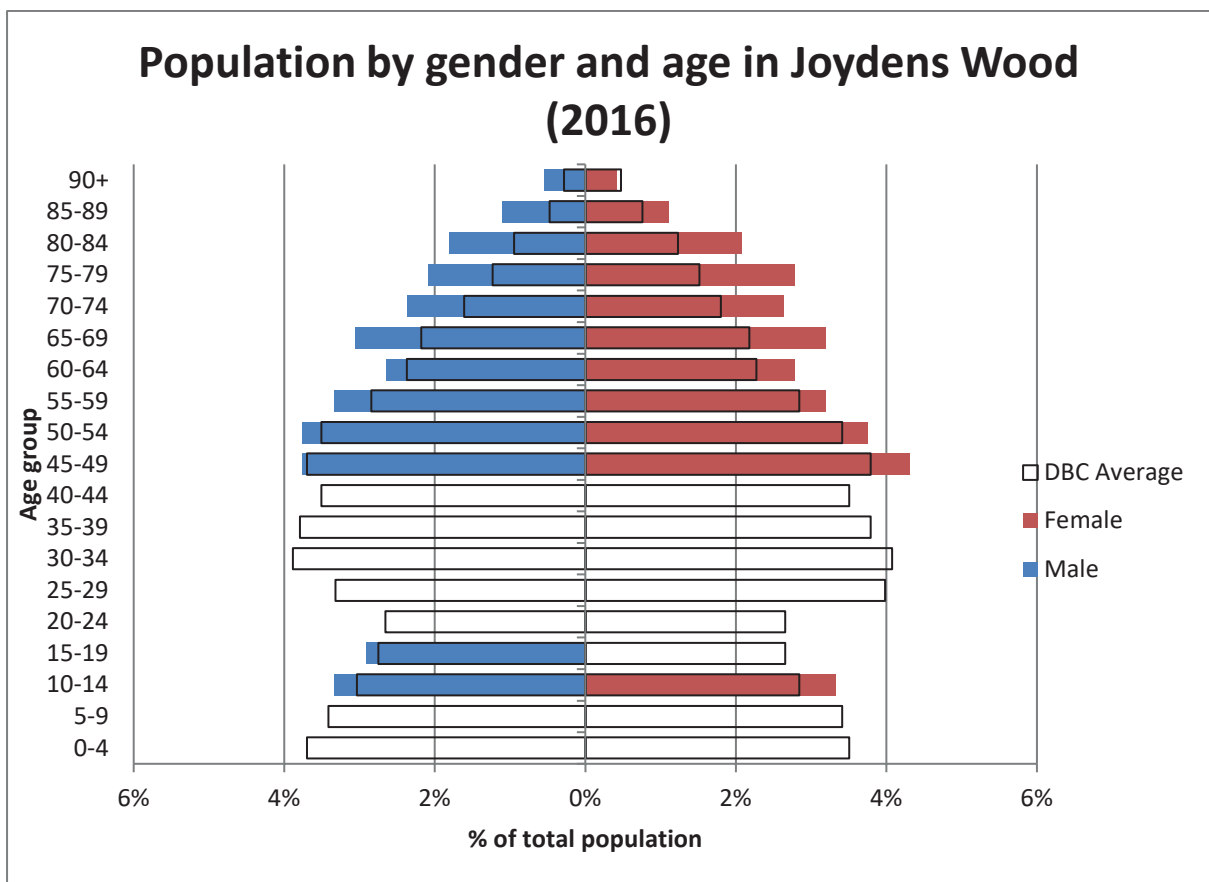
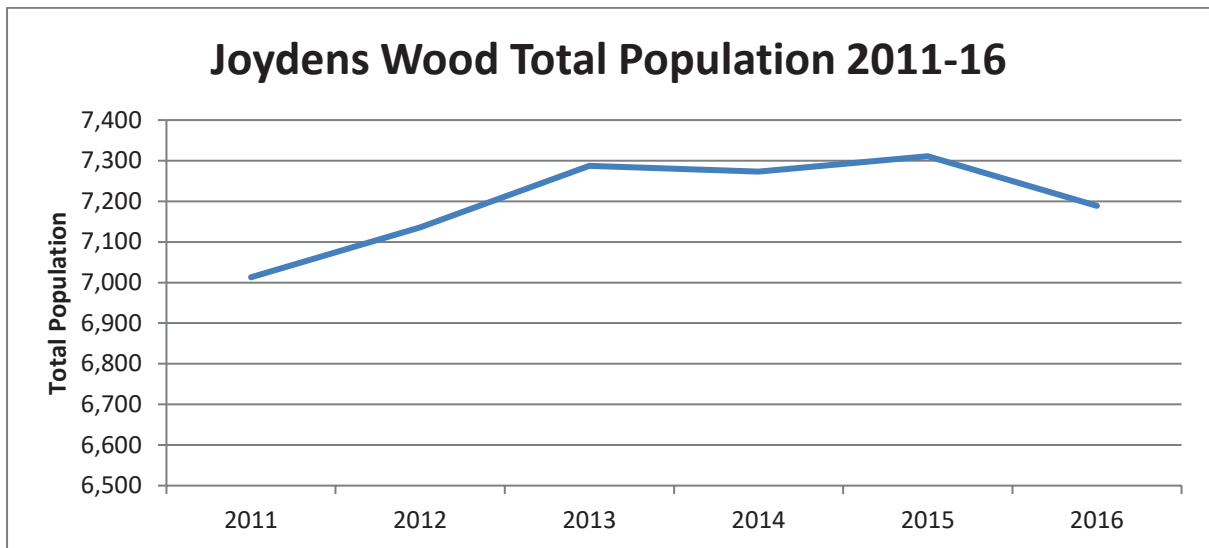
June 2018

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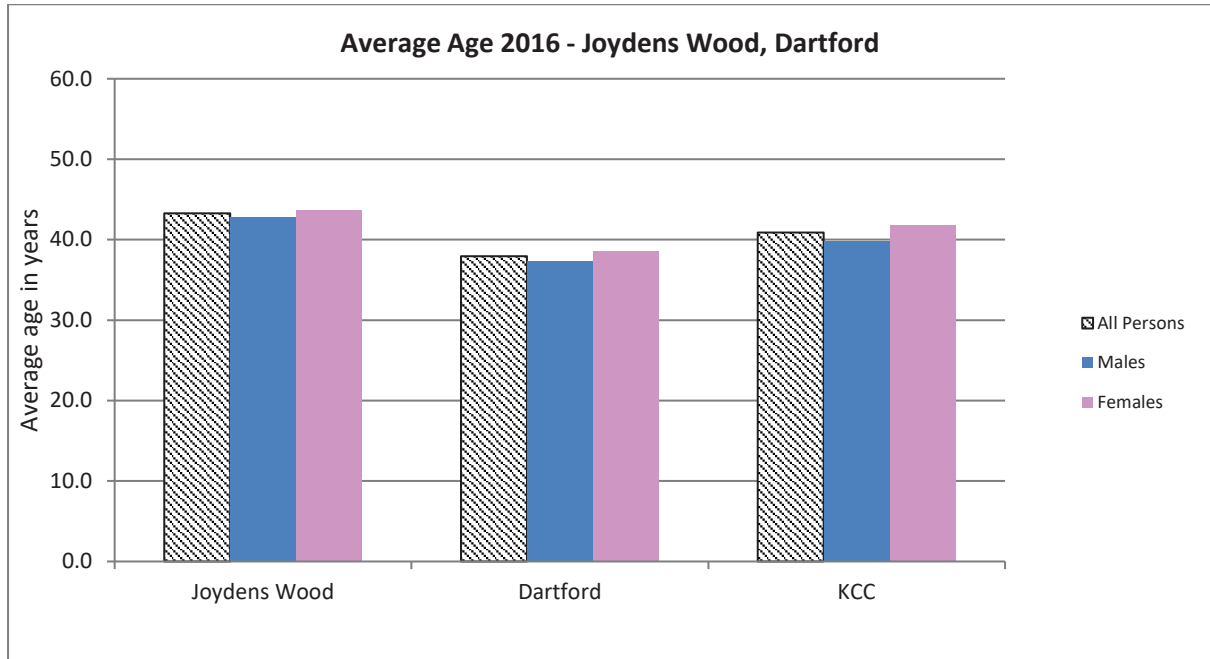
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POPULATION

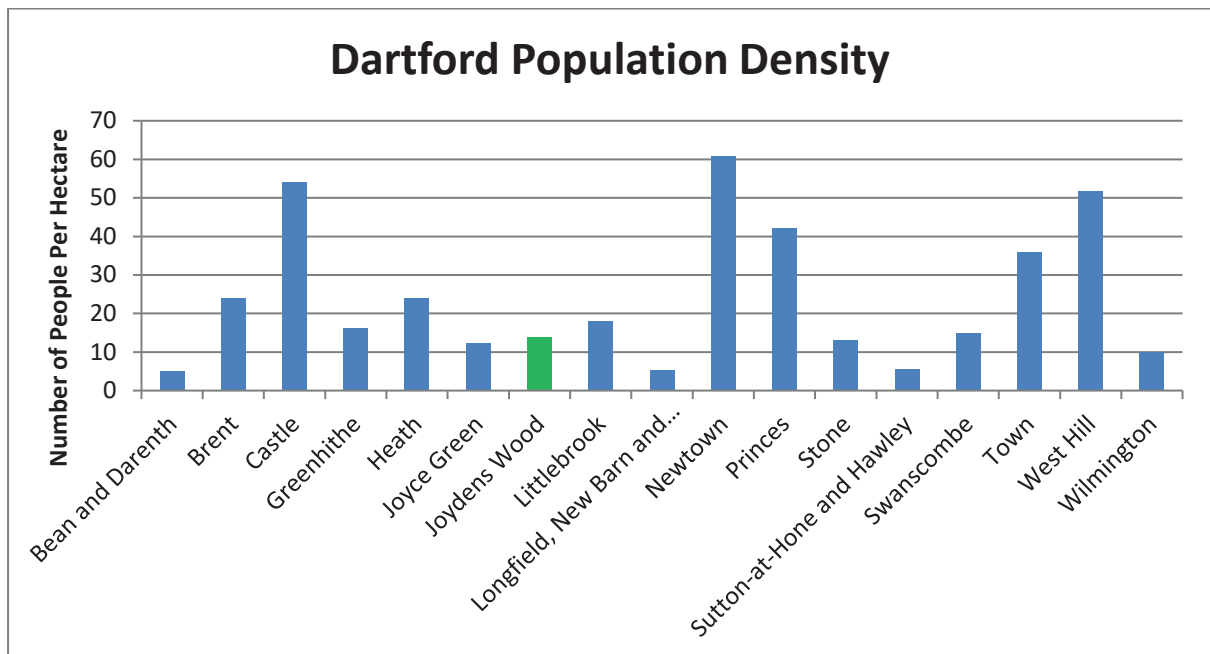
Total Current Population: 7,190 (3,500 males and 3,690 females)



Average Age

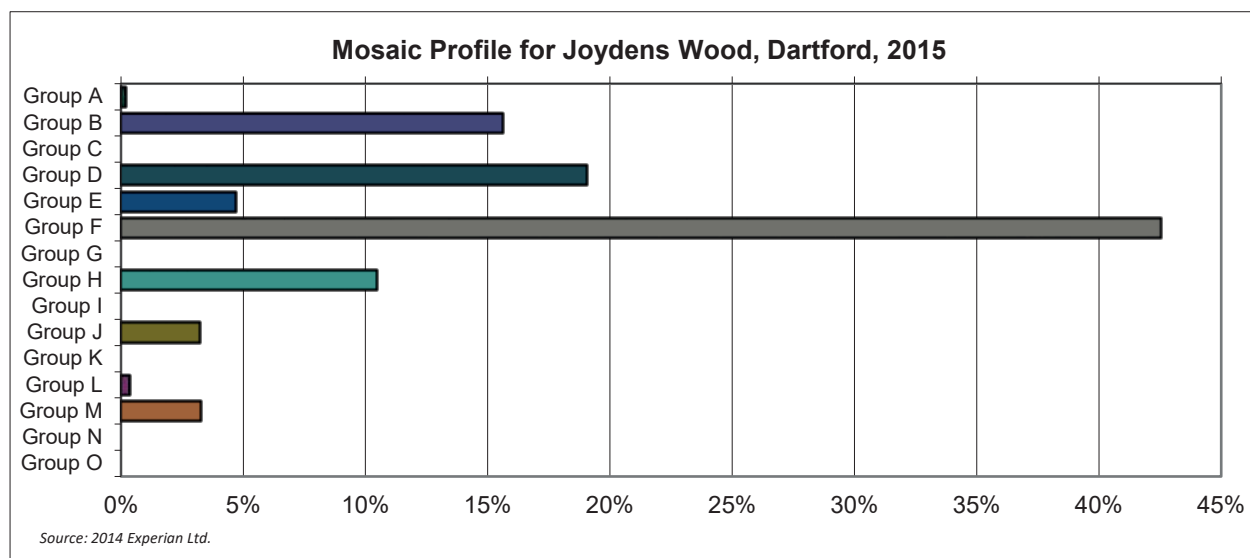


Population Density



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 Senior Security, followed by Domestic Success and Prestigious Positions being the largest classifications found in Joydens Wood.



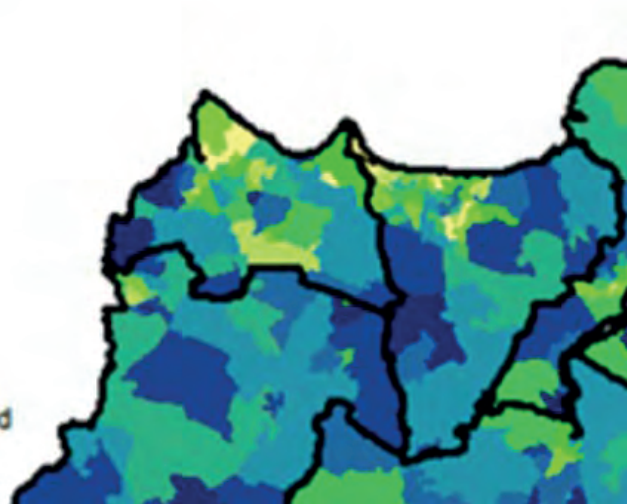
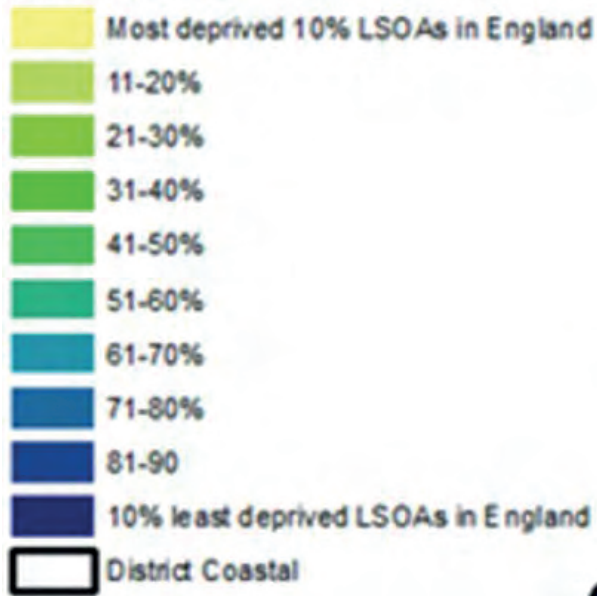
- Country Living - Well off owners in rural locations enjoying the benefits of Country life
- Prestige Positions - Established families in large detached homes Living upmarket lifestyles
- City Prosperity - High status city dwellers living in central locations and pursuing careers with high rewards
- **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 Joydens Wood is within the 10% least deprived nationally with the area to the north within 51% most deprived.

Overall IMD - England Position

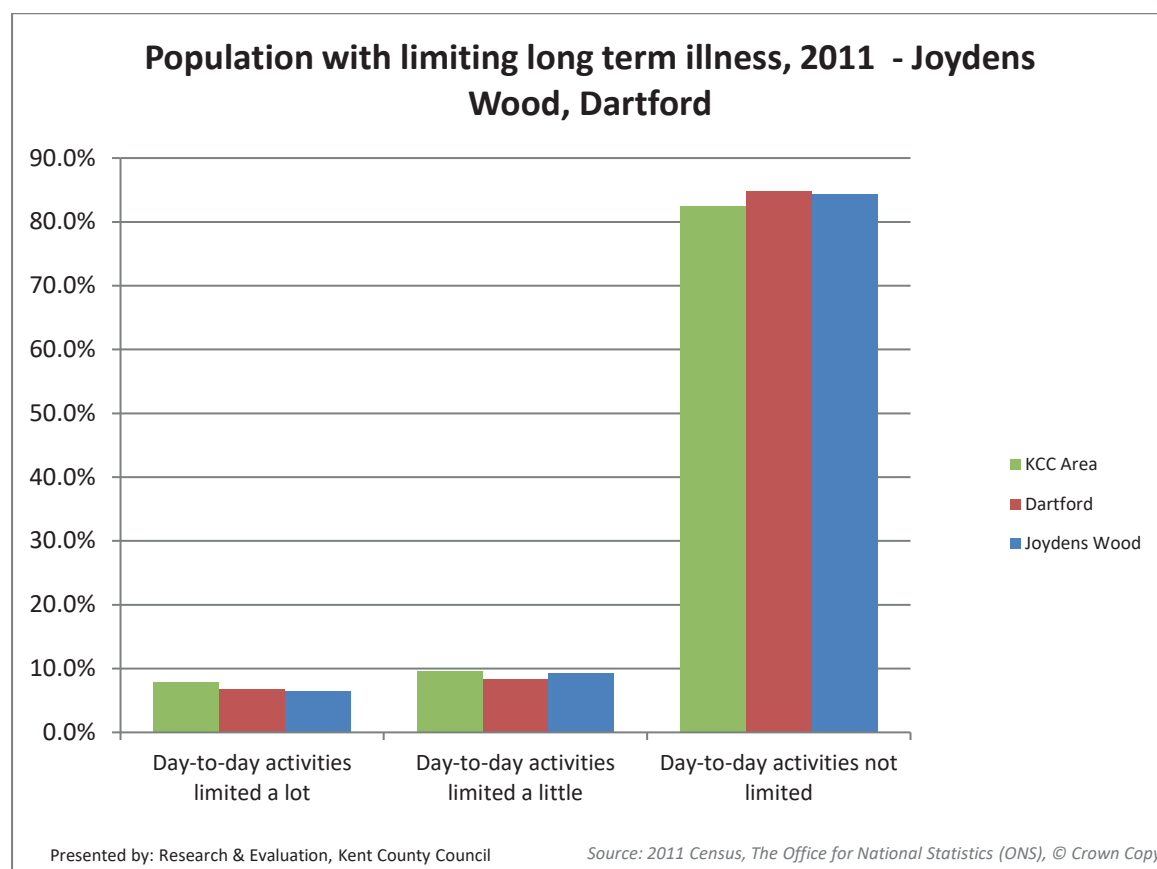
National Rank



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. All areas within this ward are not within the top 20% of most deprived.

Health and Disability



The area has a similar proportion of people whose day-to-day activities are limited by illness as Kent as a whole.

Life Expectancy

	Joydens Wood	Dartford	KCC Area
Male	81	78.8	79.9
Female	84	82.4	83.4

Source: Office for National Statistics

Life Expectancy is slightly higher in Joydens Wood than the average in Dartford and Kent as a whole.

ECONOMY

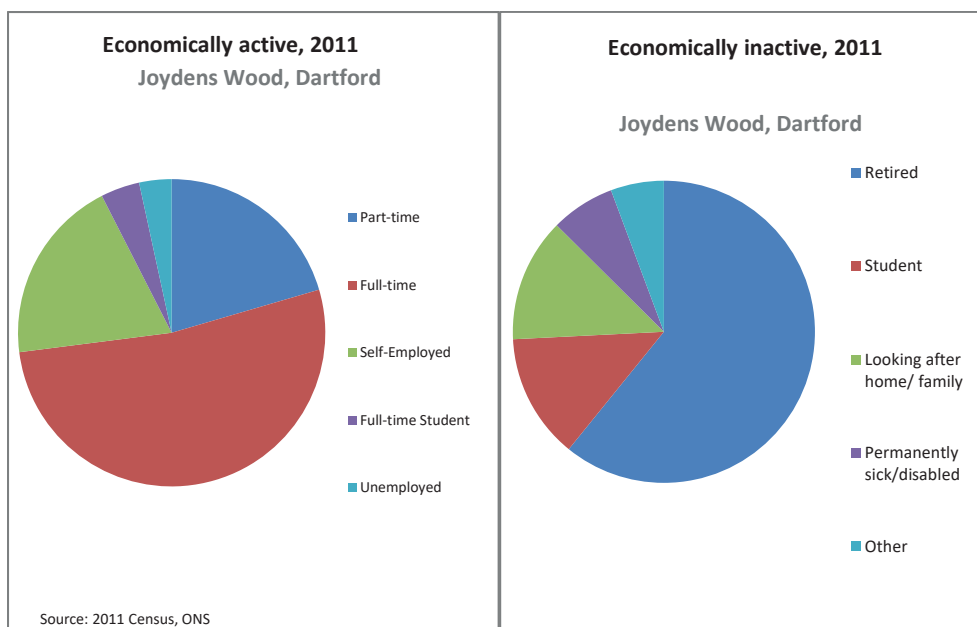
Employees (all employee jobs)

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

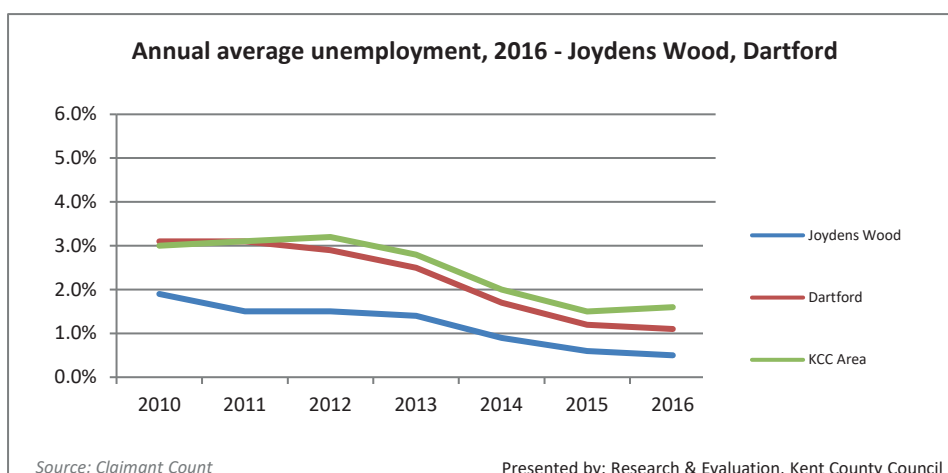
2016	Joydens Wood	
	No.	
Total	1,900	
Full time	1,300	
Part time	700	

Source: BRES

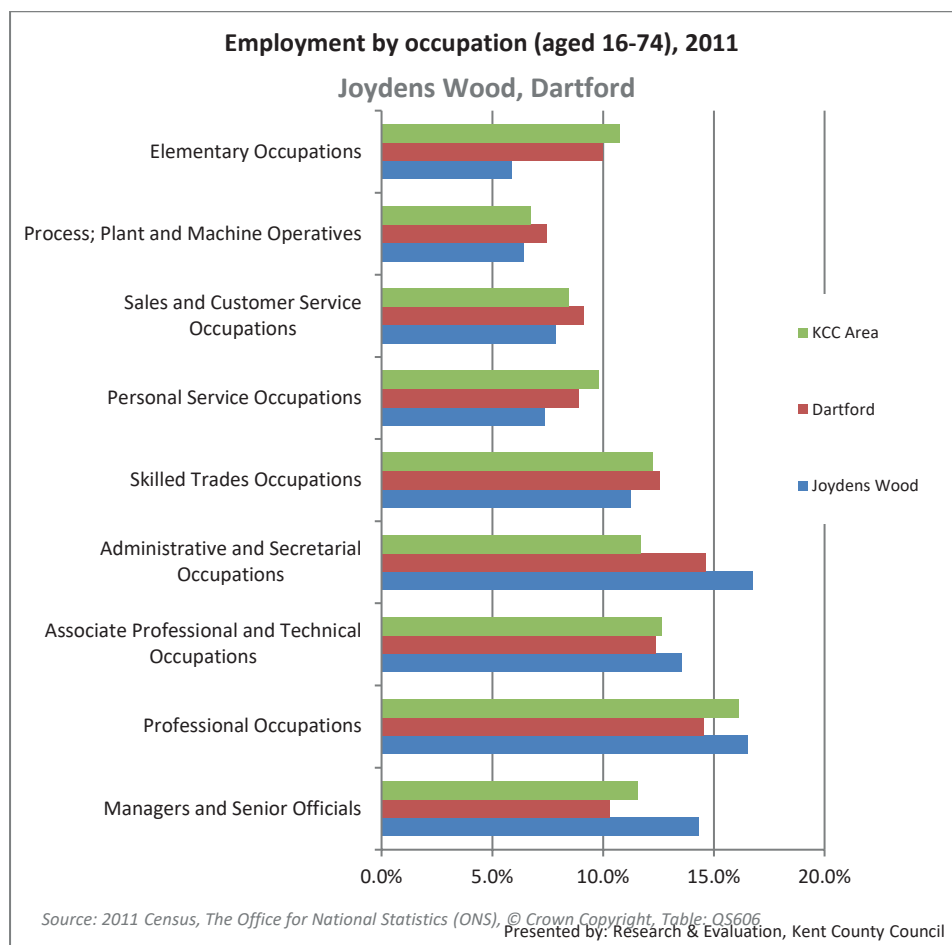
Economic activity



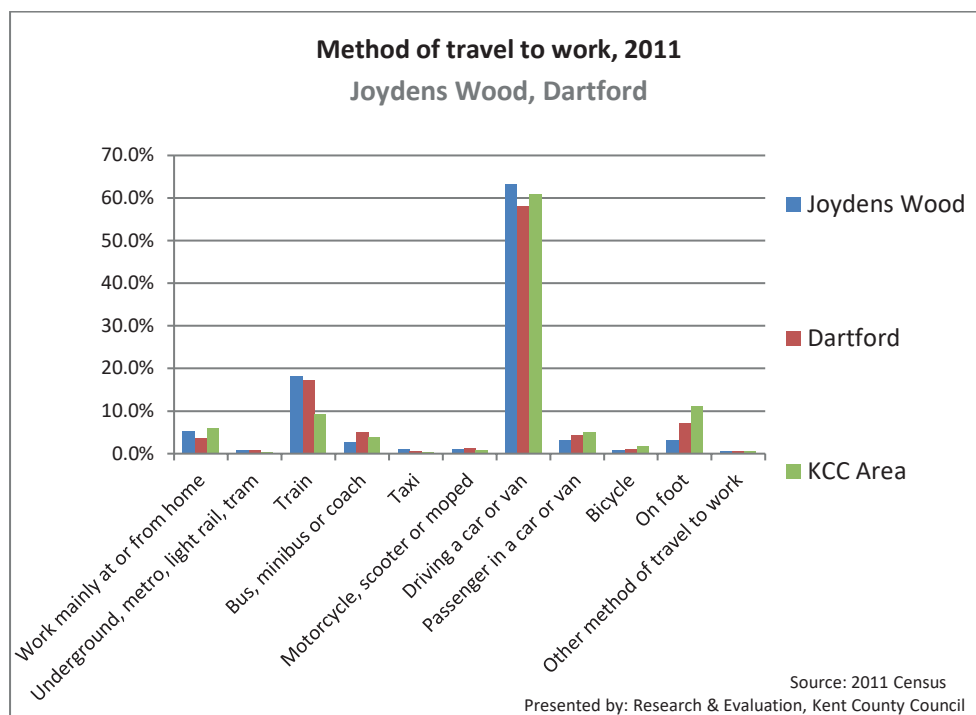
Unemployment



Employment by occupation



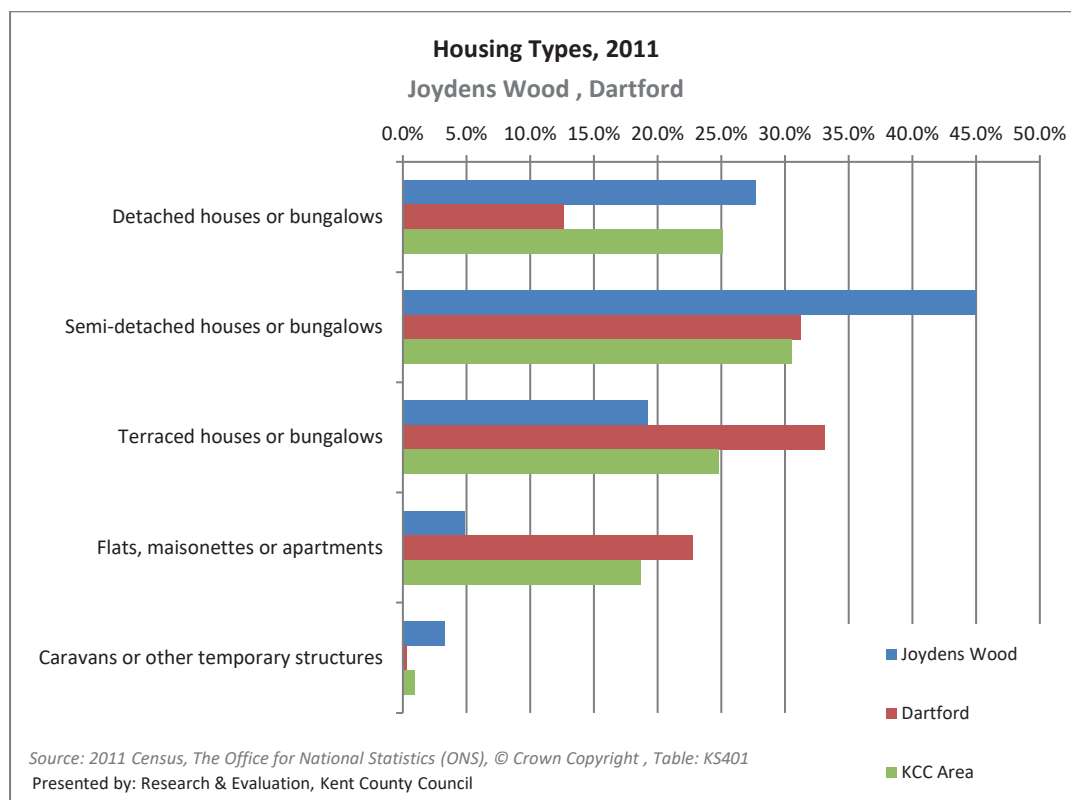
Method of travel to work



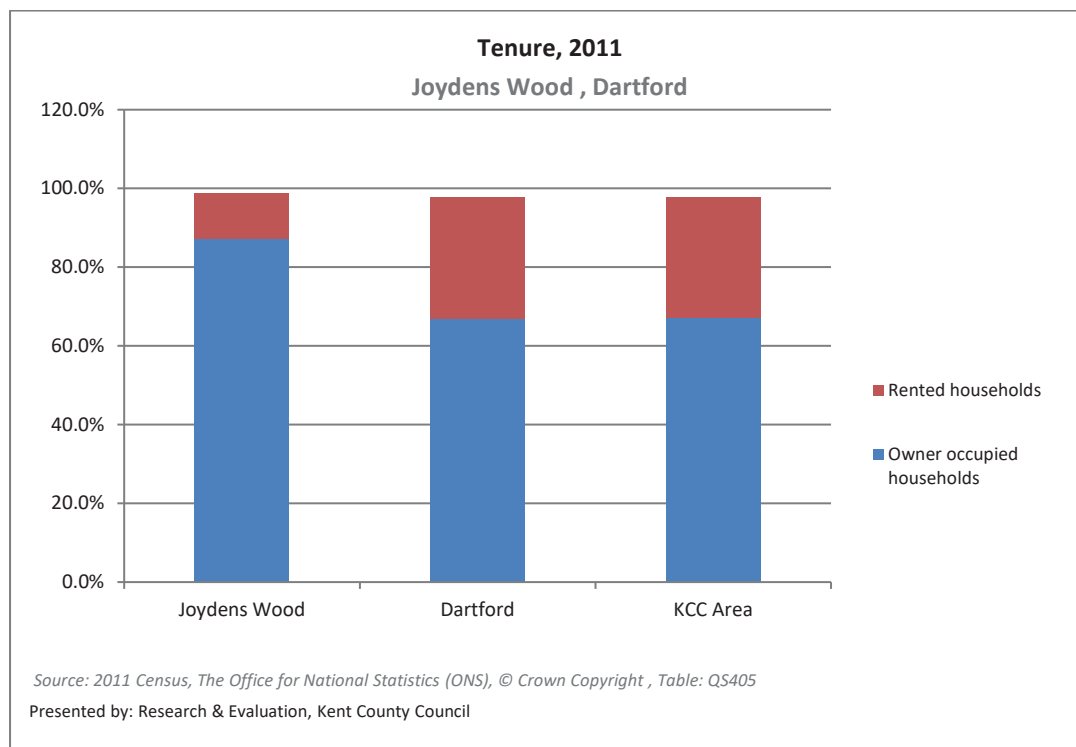
HOUSING

Housing Types

As of the 2011 Census there were 2,797 total household spaces in Joydens Wood.



Housing Tenure



Household size & occupancy rating

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

2011	Joydens Wood		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Average household size	2.5		2.4		2.4	
Average number of rooms per household	5.9		5.1		5.5	
Average number of bedrooms per household	3.1		2.6		2.8	
Occupancy rating (rooms) of -1 or less ¹	74	2.6%	3,665	8.9%	41,920	6.6%
Occupancy rating (bedrooms) of -1 or less	46	1.6%	1,974	4.8%	21,926	3.5%

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

Housing Amenities

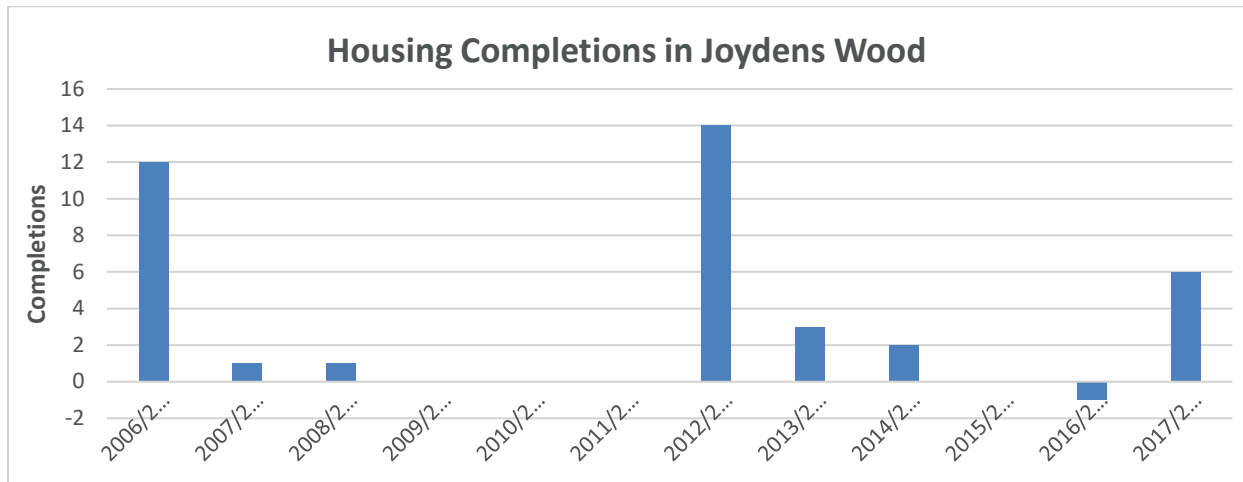
2011	Joydens Wood		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total household spaces with residents	2,742		40,081		634,800	
Does not have central heating	28	1.0%	1,010	2.4%	14,759	2.3%
Does have central heating	2,714	97.0%	39,071	94.7%	590,879	93.1%

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 is an average of 3 homes per year completed in this ward over the last 12 years. There is 1 home with planning permission, as of 1st April 2018.



CHARACTER & SERVICES – Existing Local Plan designated areas

Green Belt	Outside of Joydens Wood settlement, the area is designated as green belt.
PLGS <i>[small urban greenspace with Green Belt level protection]</i>	There is one PLGS site within this ward, which is the Chestnut Grove playspace
BOS <i>[other designated Borough Open Space]</i>	68% of this ward has been designated as Borough Open Space, amounting to 354 hectares.
Conservation Area	There is not a conservation area in this ward.
Area of Special Character <i>[other main areas of possible built environment sensitivity]</i>	There is not an area of special character in this ward.
Identified Employment Areas	There is not an identified employment area in this ward.
District Centre	There is not a District Centre in this ward.
Neighbourhood Centre <i>[designated small shopping parades]</i>	Summerhouse Drive Neighbourhood Centre and Birchwood Drive Neighbourhood Centre are both in this ward.

JOYDENS WOOD WARD DEVELOPMENT POLICIES MAP



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

SETTLEMENTS AND INFRASTRUCTURE

JOYDENS WOOD

Facilities

☐

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

Buses

☐

- ☐ Fastrack
- ☒ Daytime - Weekdays
- ☒ Evening - Weekdays
- ☐ Sundays
- ☒ Any within 60 mins to Dartford Town Centre and Bluewater
- ☐ Any within 60 mins to Darent Valley Hospital

SUMMARY

- Joydens Wood has a population that is older than the Dartford average, with 43% of the population 50 years or older. The average is 43. Overall population has increased by 2.5% since 2011.
- 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 "Senior Security" (elderly people with assets with a comfortable retirement) and "Domestic Success" (thriving families who are busy bringing up children and following careers), making up over 60% of the population in 2015.
- Generally prosperous area with higher than average levels of managerial and professional employees living in Joydens Wood.
- Just 3% of the jobs in Dartford Borough. Unemployment is very low at only 0.5%.
- Good quality/ large housing can be found in this area, with 28% of dwellings in Joydens Wood being detached houses or bungalows and 45% being semi-detached houses and bungalows. 87% of dwellings are owner occupied.
- There has been an average of 3 homes per year completed in this ward over the last 11 years.
- Life expectancy is higher than average for the rest of the Borough and Kent as a whole.