Stone and Castle

Area Profile
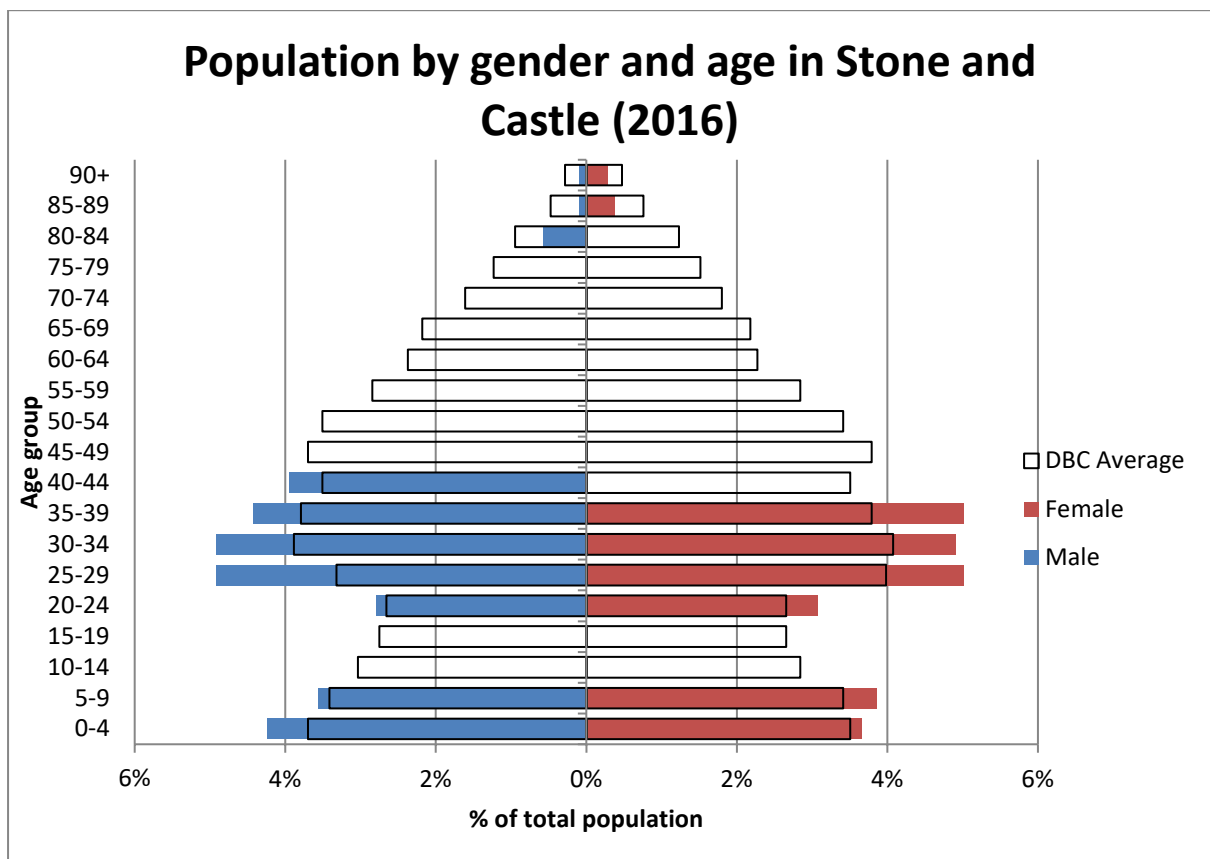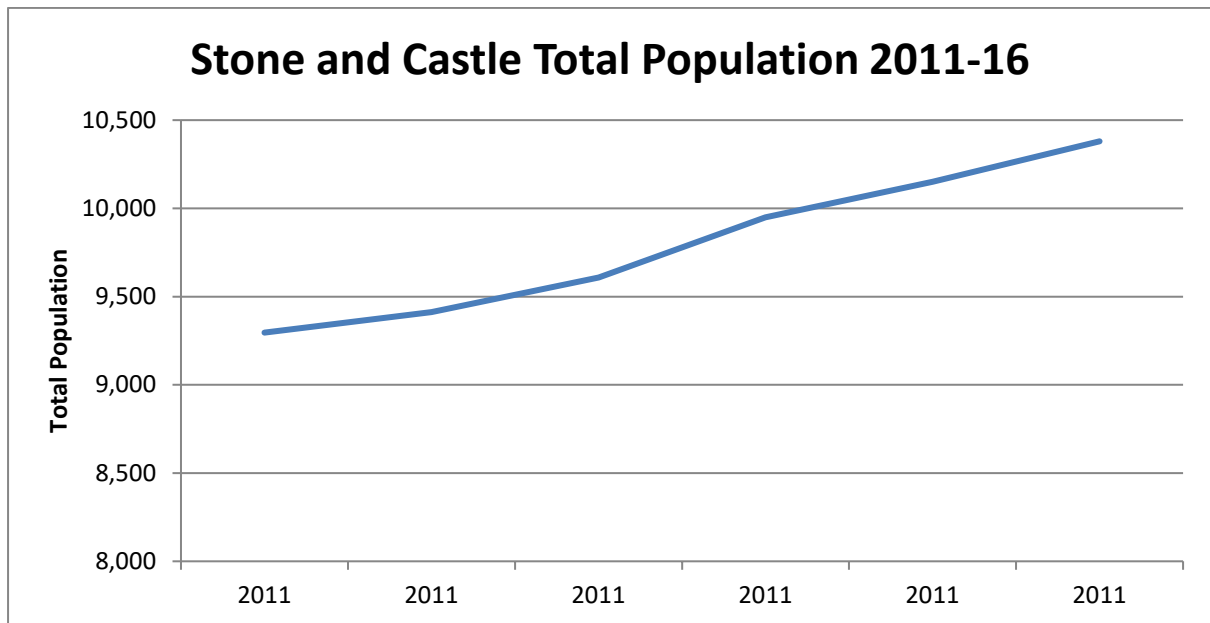
This profile covers the wards of Stone and Castle.

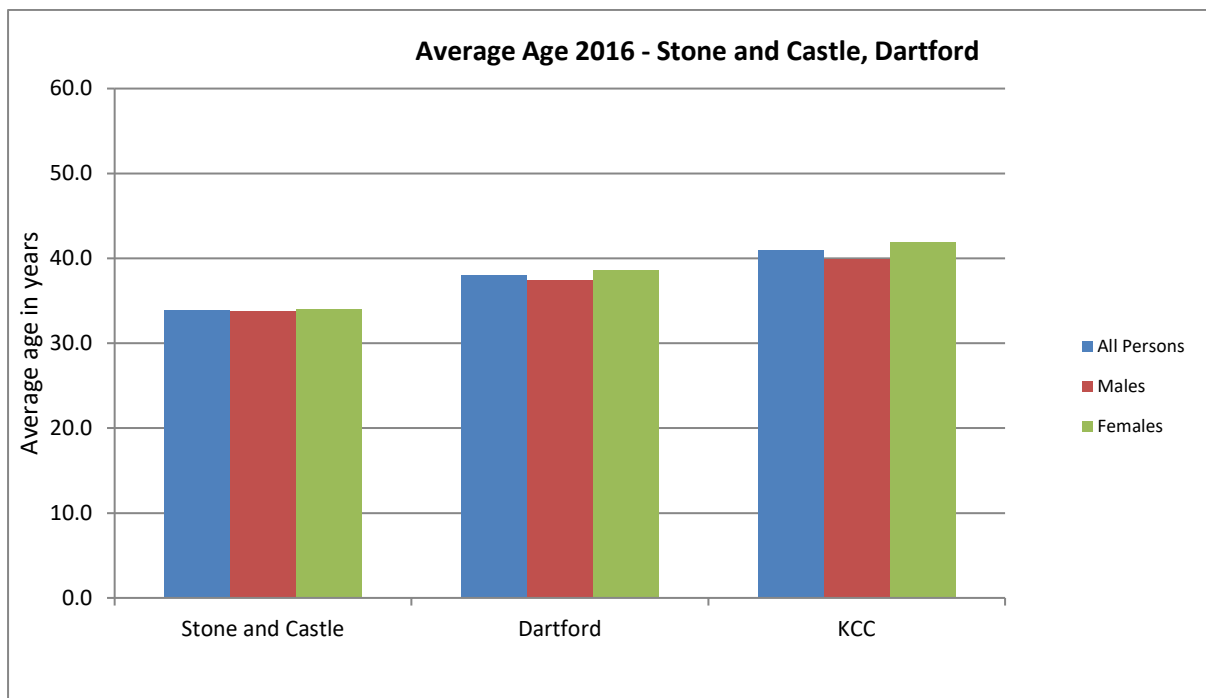# CONTENTS

POPULATION

Total Current Population: 10,380 (5,150 males and 5,220 females)

Stone and Castle Total Population 2011-16

Population by gender and age in Stone and Castle (2016)

Average Age

Average Age 2016 - Stone and Castle, Dartford

Average age in years

Category	All Persons	Males	Females
Stone and Castle	34.0	33.8	34.0
Dartford	38.0	37.4	38.6
KCC	41.0	40.0	42.0

Population Density

Dartford Population Density

Number of People Per Hectare

| Area	Density
Bean and Darenth	5
Brent	24
Castle	54
Greenhithe	16
Heath	24
Joyce Green	12
Joydens Wood	14
Littlebrook	18
Longfield, New Barn and Southfleet	5
Newtown	61
Princes	42
Stone	13
Sutton-at-Hone and Hawley	6
Swanscombe	15
Town	36
West Hill	52
Wilmington	10
Stone and Castle	17

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 Stone and Castle.

Mosaic Profile for Stone and Castle, Dartford, 2015
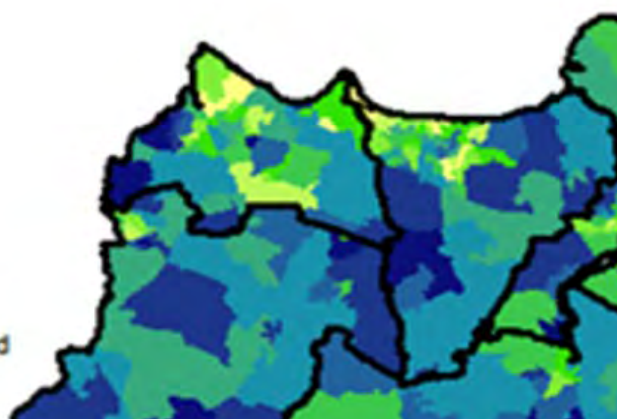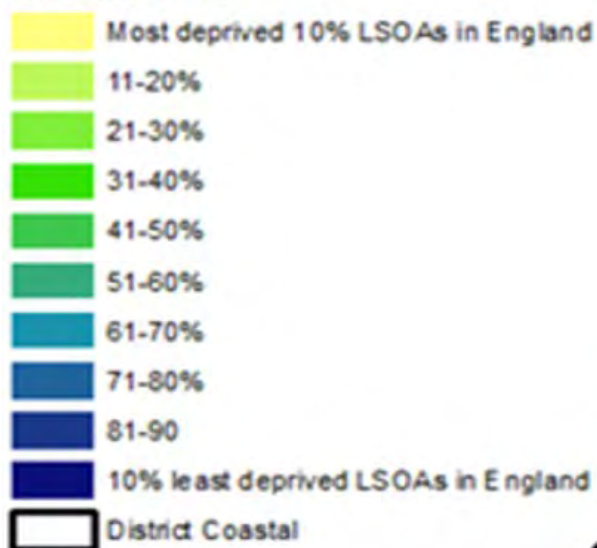

Source: 2014 Experian Ltd.
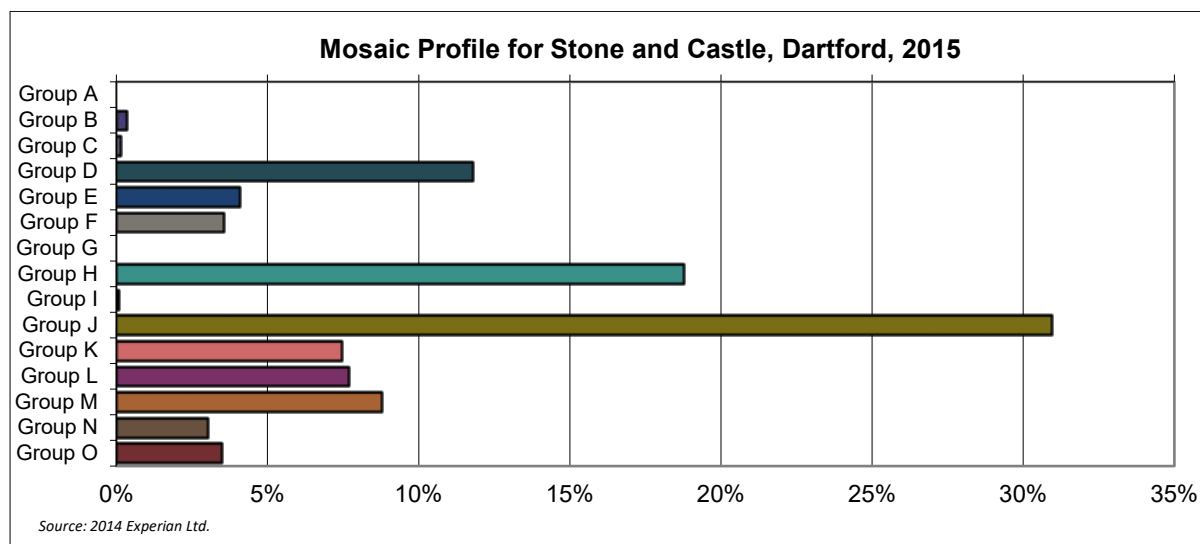
- Country Living - Well off owners in rural locations enjoying the benefits of Country life

- Prestige Positions - Established families in large detached homes Living upmarket lifestyles

- City Prosperity - High status city dwellers living in central locations and persuing 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 Stone and Castle are all within the 50% least deprived nationally.
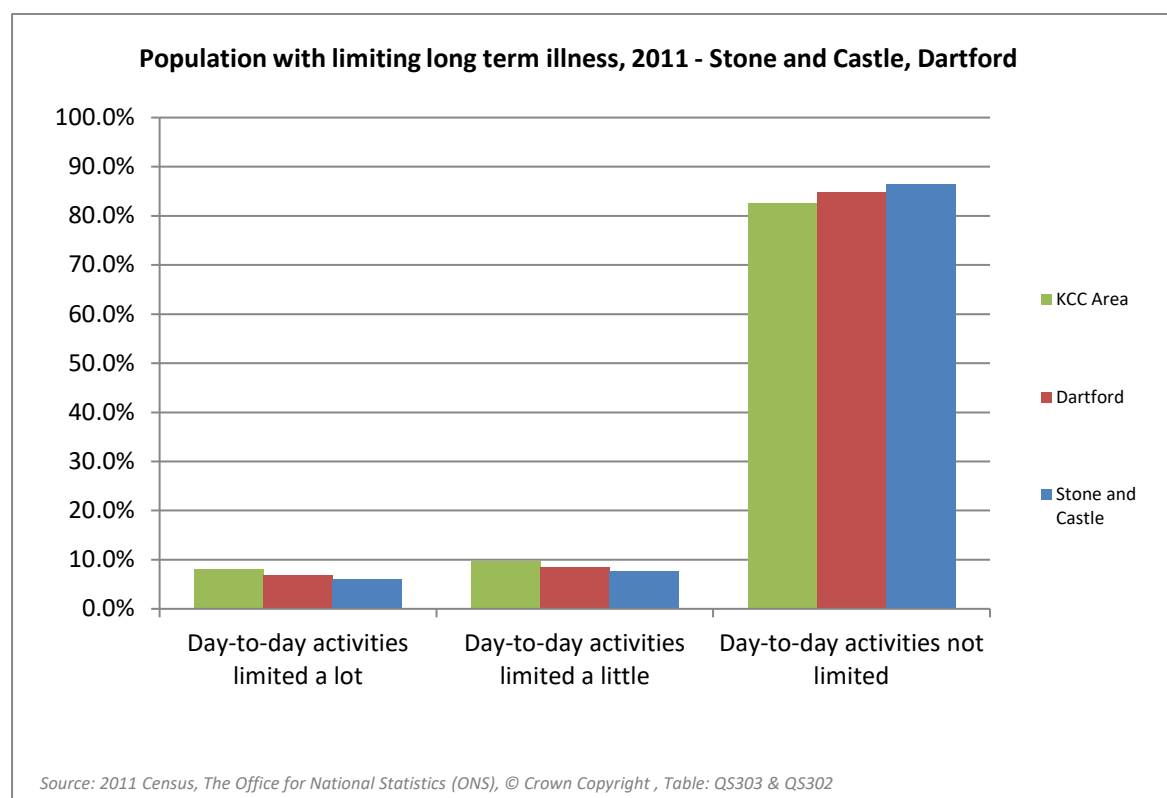

Overall IMD - England Position
National Rank

Most deprived 10% LSOAs in England
11-20%
21-30%
31-40%
41-50%
51-60%
61-70%
71-80%
81-90
10% least deprived LSOAs in England
District Coastal

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, the area in the west of the ward does fall into the top 20% most deprived for three of the factors and other parts do have one factor in the top 20%.

Health and Disability

Population with limiting long term illness, 2011 - Stone and Castle, Dartford

Legend:
- KCC Area
- Dartford
- Stone and Castle

Source: 2011 Census, The Office for National Statistics (ONS), © Crown Copyright , Table: QS303 & QS302

Life Expectancy

	Stone	Dartford	KCC Area
Male	**75**	78.8	79.9
Female	**79**	82.4	83.4

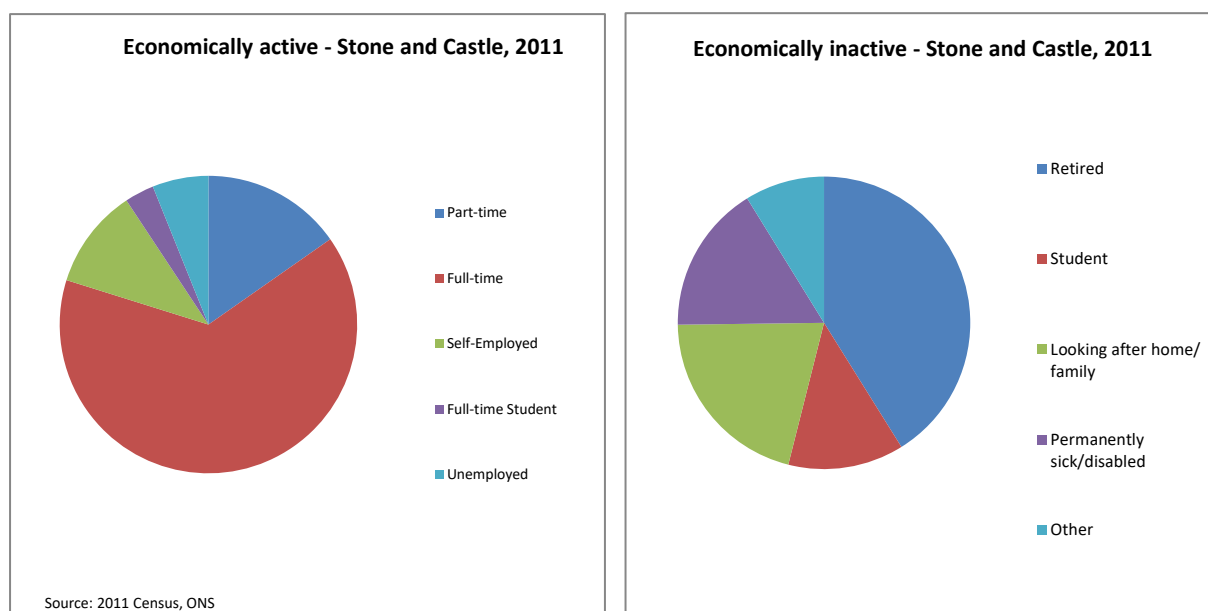Source: Office for National Statistics

ECONOMY

Employees (all employee jobs)

Stone and Castle makes up 36% of the employee jobs in Dartford Borough.
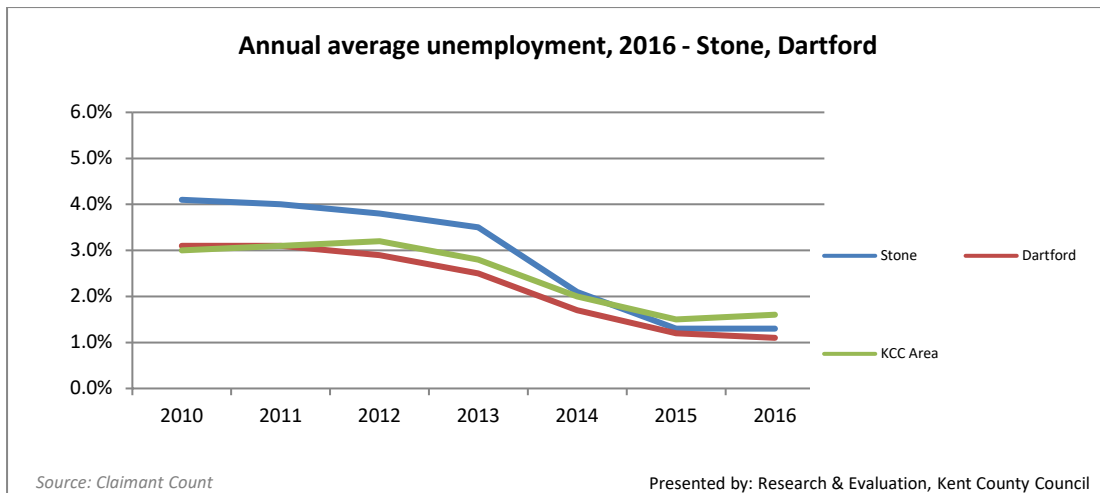
2016	Stone and Castle		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total	22,700	100%	63,000	100%	608,500	100%
Full time	14,700	64.8%	40,500	64.3%	399,000	65.6%
Part time	8,100	35.7%	22,000	34.9%	209,500	34.4%

Source: BRES

Economic activity

Economically active - Stone and Castle, 2011

- Part-time
- Full-time
- Self-Employed
- Full-time Student
- Unemployed

Source: 2011 Census, ONS

Economically inactive - Stone and Castle, 2011

- Retired
- Student
- Looking after home/ family
- Permanently sick/disabled
- Other

Unemployment

Annual average unemployment, 2016 - Stone, Dartford

Source: Claimant Count

Presented by: Research & Evaluation, Kent County Council

Employment by occupation

Employment by opccupation (aged 16-74) - Stone and Castle, 2011

Source: 2011 Census, The Office for National Statistics (ONS), © Crown Copyright, Table: QS606

Method of travel to work
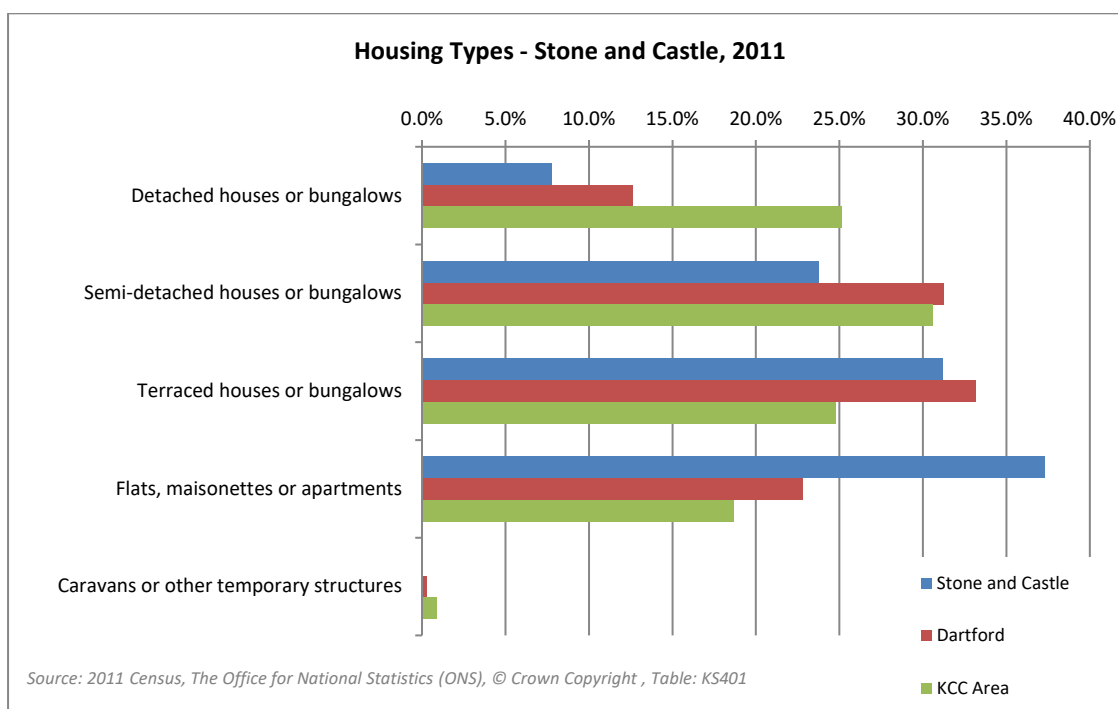
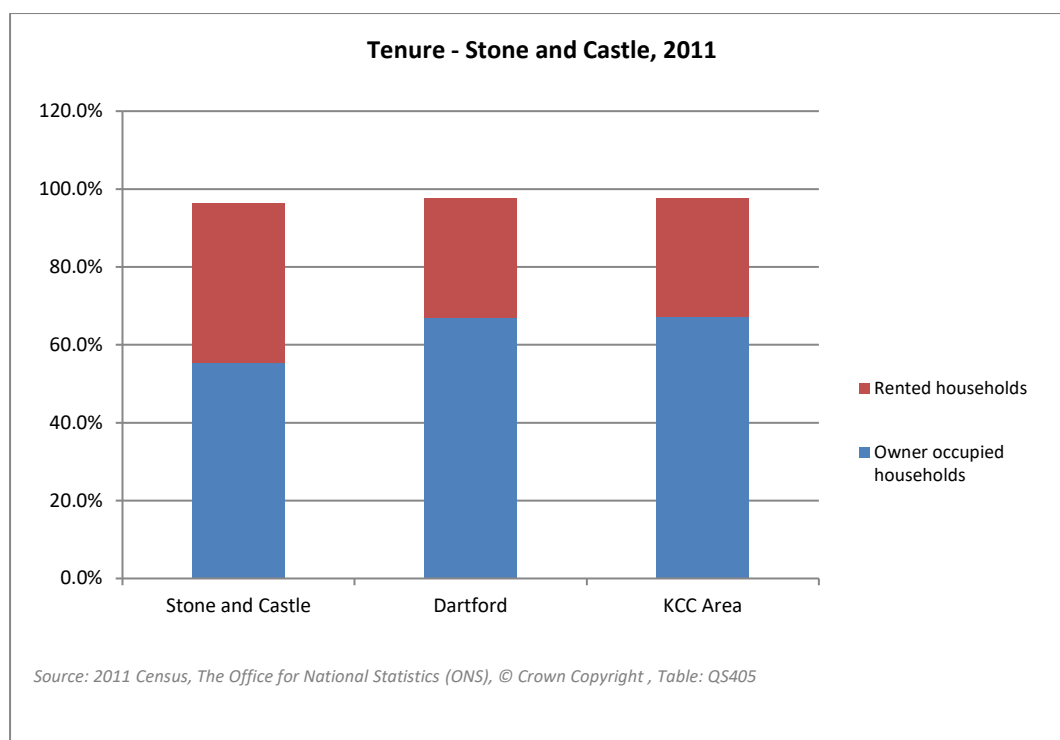**Method of travel to work - Stone and Castle, 2011**
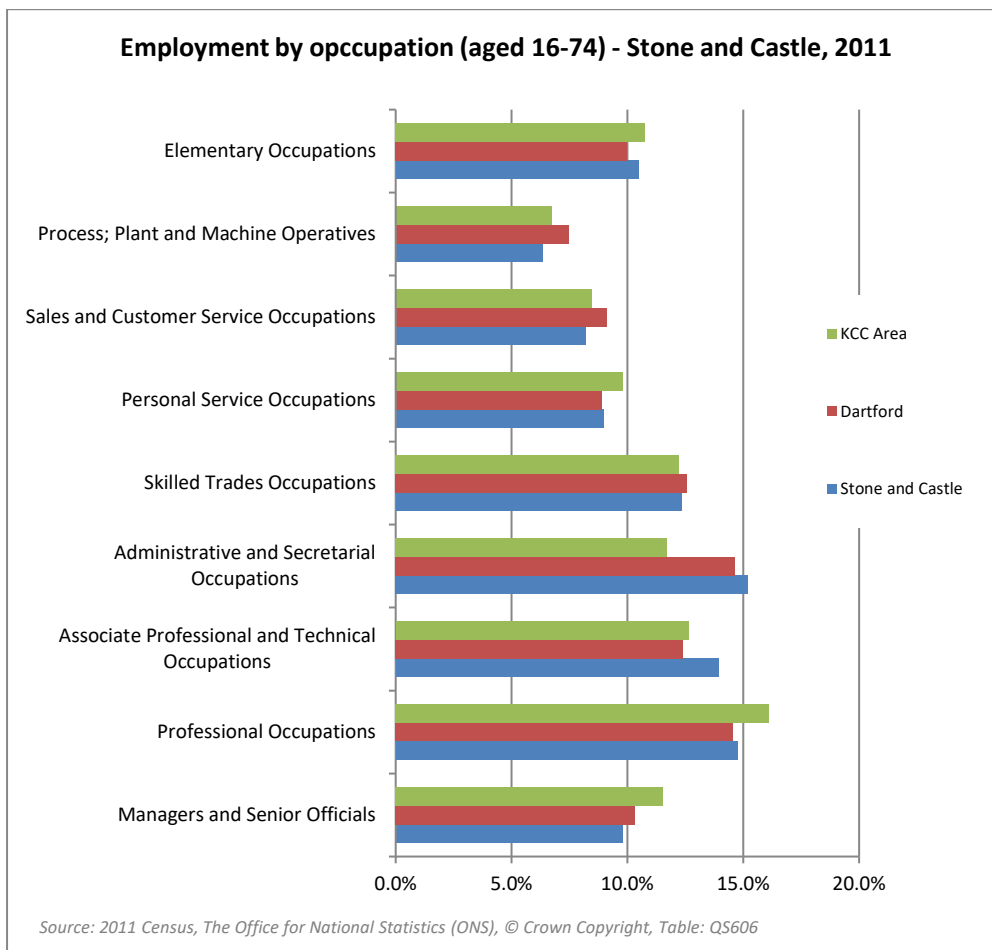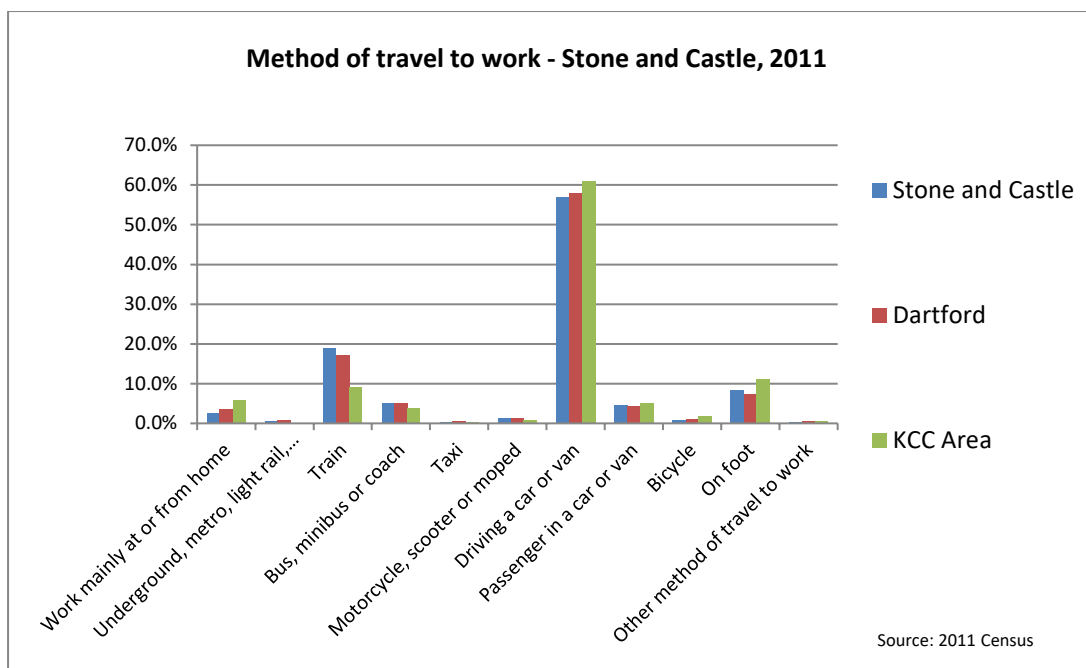
Source: 2011 Census

HOUSING

Housing Types

As of the 2011 Census there were 4,189 total household spaces in Stone and Castle.

Housing Types - Stone and Castle, 2011

Source: 2011 Census, The Office for National Statistics (ONS), © Crown Copyright , Table: KS401

Housing Tenure

Tenure - Stone and Castle, 2011

Household size & occupancy rating

2011	Stone and Castle		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Average household size	2.3		2.4		2.4	
Average number of rooms per household	4.6		5.1		5.5	
Average number of bedrooms per household	2.4		2.6		2.8	
Occupancy rating (rooms) of -1 or less[1]	607	14.5%	3,665	8.9%	41,920	6.6%
Occupancy rating (bedrooms) of -1 or less[1]	262	6.3%	1,974	4.8%	21,926	3.5%

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

Housing Amenities

2011	Stone and Castle		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total

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

Total household spaces with residents	4,072		40,081		634,800	
Does not have central heating	149	3.6%	1,010	2.4%	14,759	2.3%
Does have central heating	3,923	93.7%	39,071	94.7%	590,879	93.1%

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

Housing Completions

There is an average of 89 homes per year completed in this ward over the last 11 years. There are 1,338 homes with planning permission, as of 1st February 2018.

Housing Completions in Stone and Castle
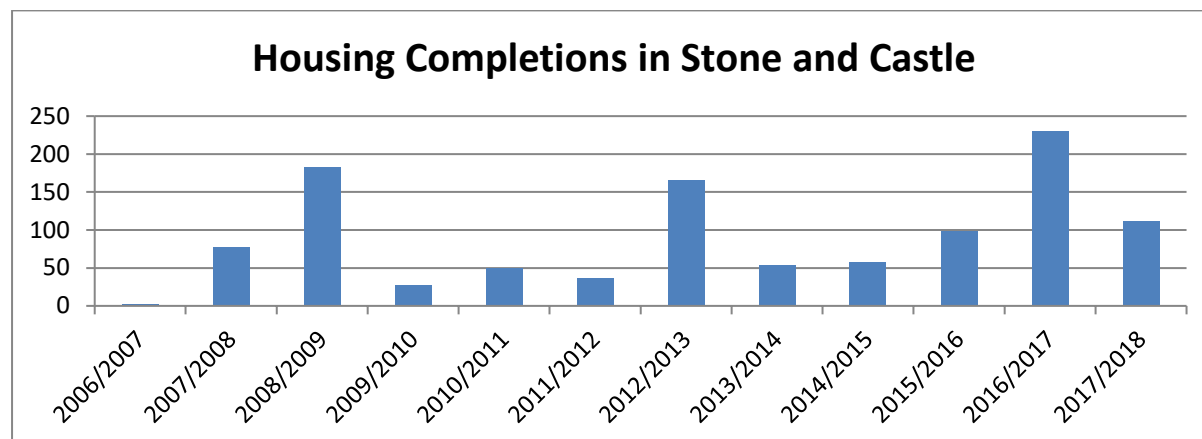
CHARACTER & SERVICES – Existing Local Plan designated areas

Green Belt	There is no green belt within this ward.
PLGS *[small urban greenspace with Green Belt level protection]*	There are three PLGS designations in this ward, including: Waterstone Park (rear of Sandpiper Close), Charles St Community Park, and Kirby Road Allotments.
BOS *[other designated Borough Open Space]*	26% of the ward is Borough Open Space, amounting to 162 hectares of land.
Conservation Area	There is not a conservation area within this ward.
Area of Special Character *[other main areas of possible built environment sensitity]*	There is not an area of special character in this ward.
Identified Employment Areas	Crossways Business Park is an Identified Employment Area.
District Centre	There is not a district centre in Stone and Castle
Neighbourhood Centre *[designated small shopping pardes]*	Horns Cross Neighbourhood Centre is within this ward.

STONE AND CASTLE WARD DEVELOPMENT POLICIES MAP

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

SETTLEMENTS AND INFRASTRUCTURE

STONE

Facilities

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

Public Transport

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

SUMMARY

- Stone and Castle wards collectively has a population that is younger than the Dartford average, with the average age being 34 (compared to the Dartford average of 38 and KCC of 41).
- The area population has increased by 217 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 "Retail Hubs" (Educated young people privately renting in urban neighbourhoods) and "Aspiring Homemakers" (Younger households settling down in housing priced within their means), making up nearly 50% of the population in 2015.
- Stone and Castle wards include 36% of jobs in Dartford Borough, particularly due to inclusion of Crossways Business Park and Bluewater.
- Unemployment is slightly higher in the area than the Borough average of 1.1%, but remains low at 1.6%.
- More people in Stone and Castle rent their home than average. There is a relatively even split between owner occupied (55%) and rented (41%).
- A mixture of housing types can be found in Stone and Castle, with 37% of dwellings in Stone and Castle being flats, maisonettes or apartments. 31% is terraced housing and the remaining, 42% are detached and semi-detached houses/bungalows.
- Housing density is low in Stone and high in Castle, compared to the Borough as a whole.
- There has been an average of 89 homes per year completed in this ward over the last 11 years.
- Life expectancy is lower than average for the rest of the Borough. Parts of Stone and Castle are also in the top 20% most deprived with regards to some areas, particularly barriers to housing and services.