

Swanscombe

Area Profile

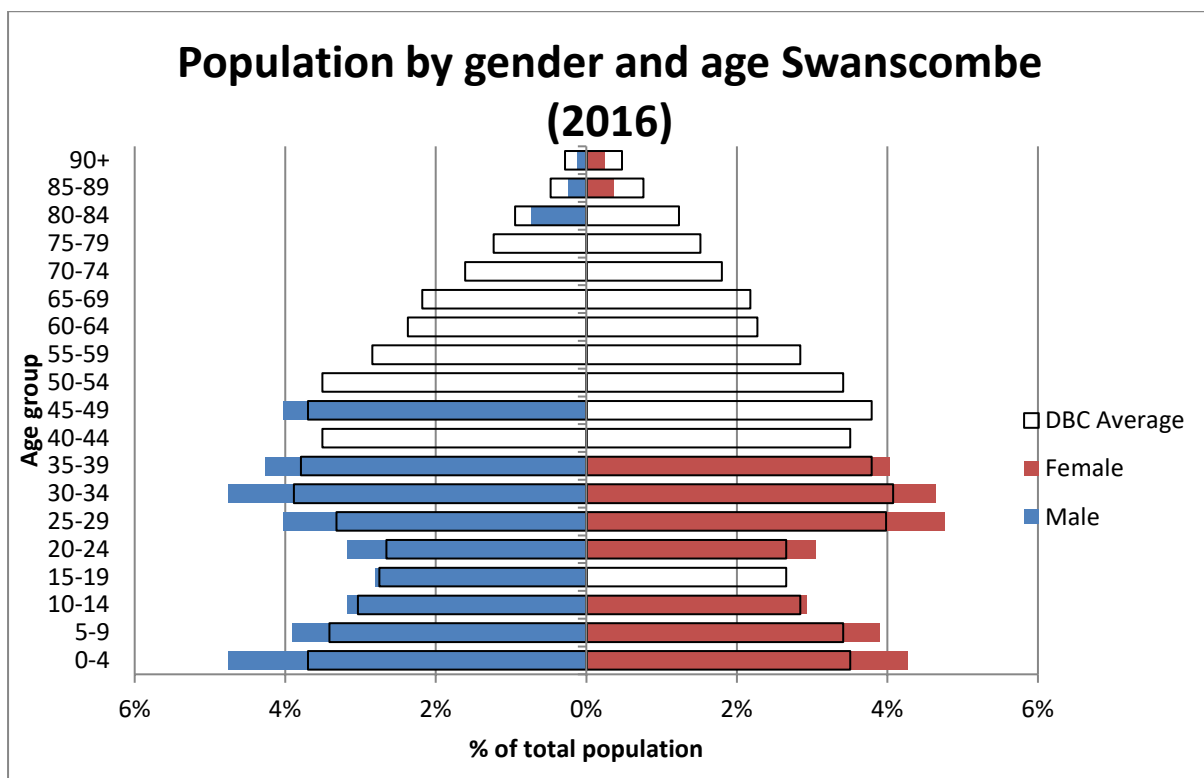
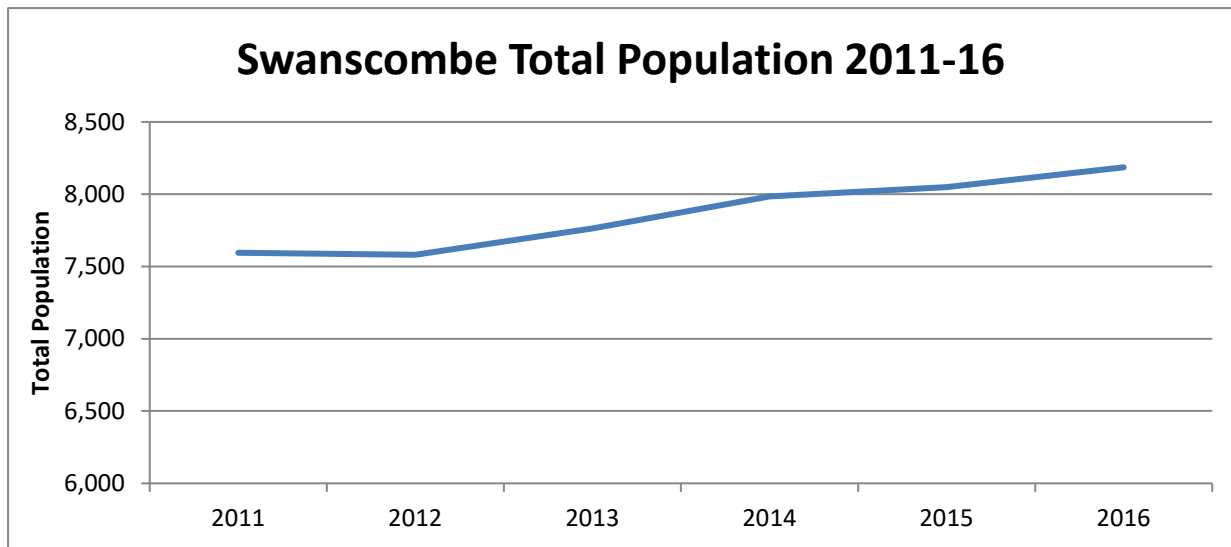
This profile covers the ward of Swanscombe.

CONTENTS

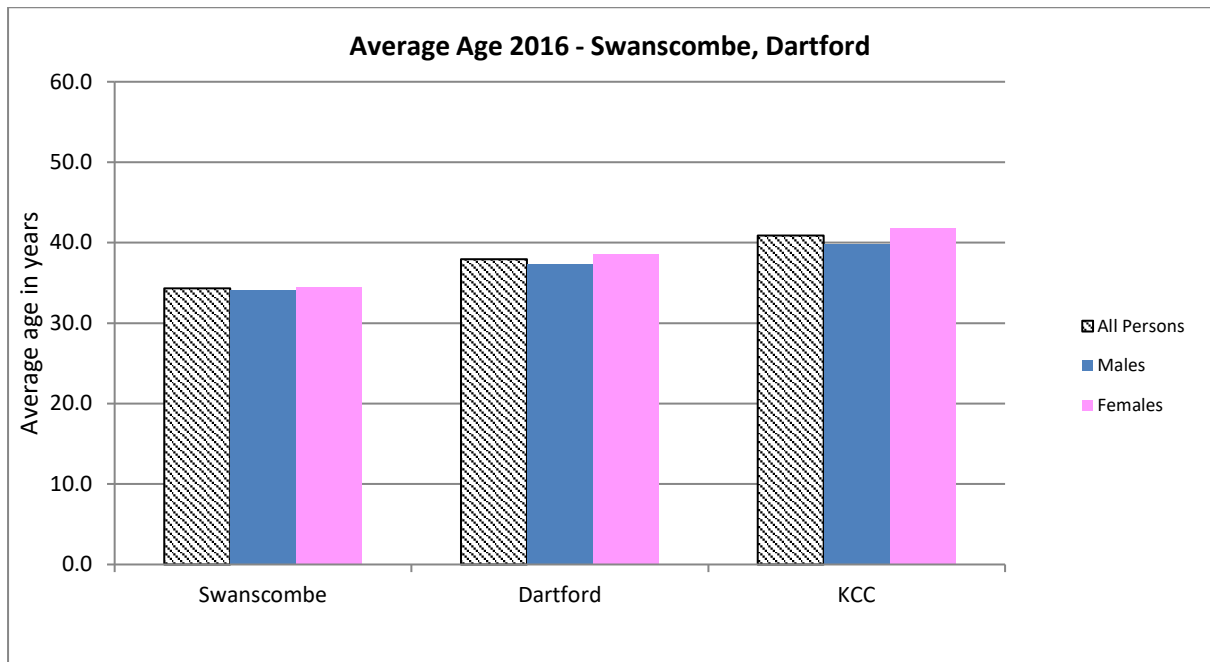
<u>Population</u>	<u>Page</u>
Current Population and Average Age	2
Population Density	3
Mosaic Profile	4
Deprivation	5
<u>Economy</u>	
Current Employment and Economic Activity	7
Occupation	8
Methods of travel to work	8
<u>Housing</u>	
Type	9
Tenure	9
Occupancy	10
Amenities	10
<u>Character and Services</u>	11
<u>Settlements and Infrastructure</u>	13
Swanscombe	13
<u>Summary</u>	14

POPULATION

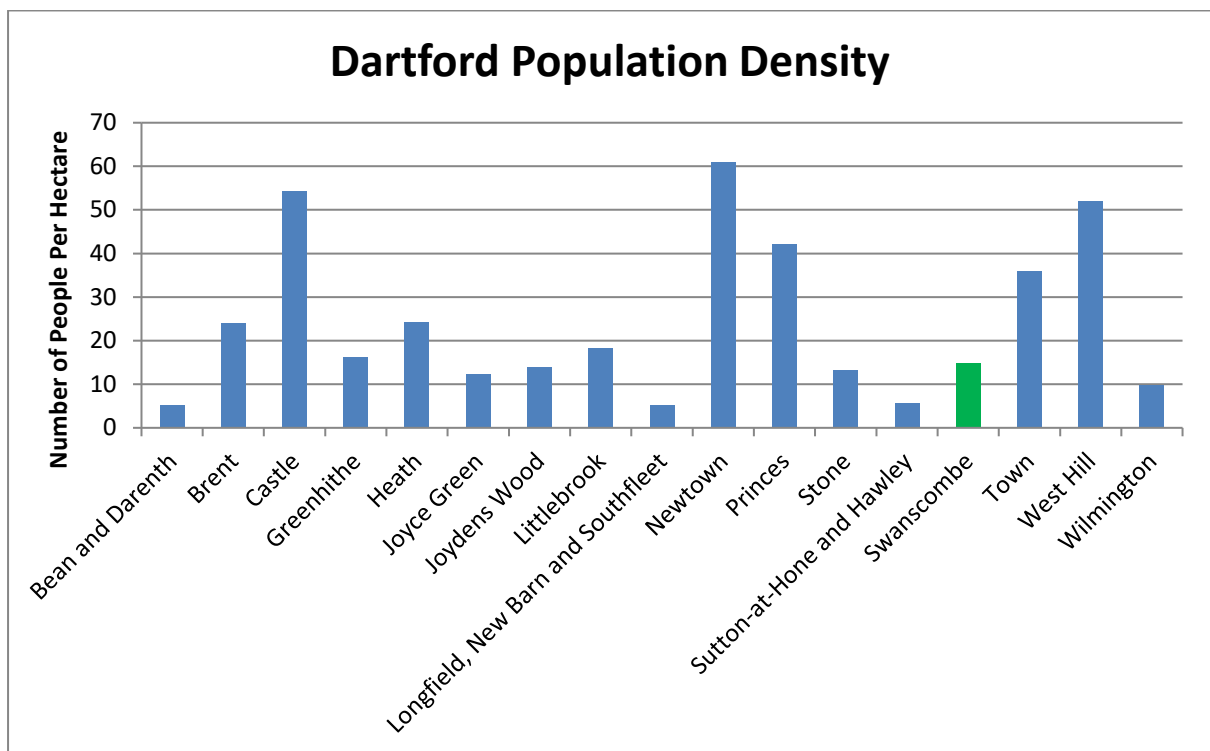
Total Current Population: 8,190 (4,180 males and 4,010 females)



Average Age

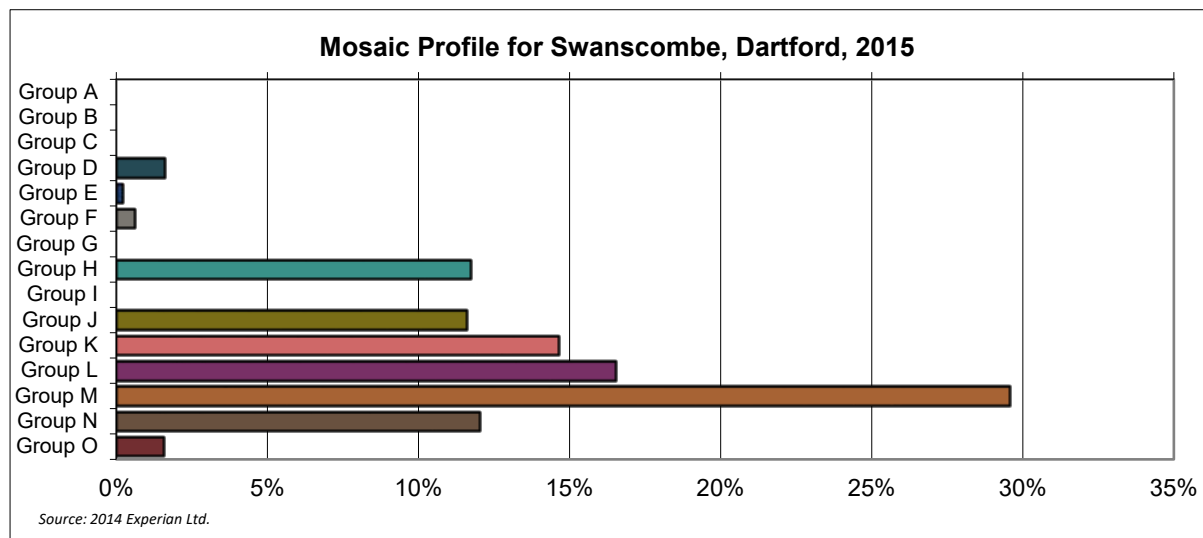


Population Density



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 Family Basics, followed by Transient Renters and Modest Traditions being the largest classifications found in Swanscombe.



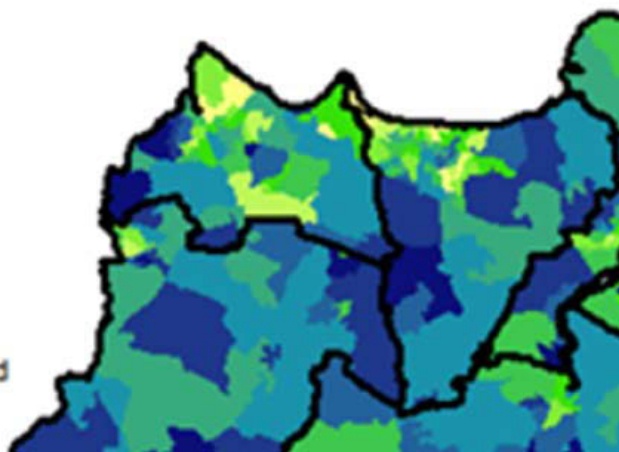
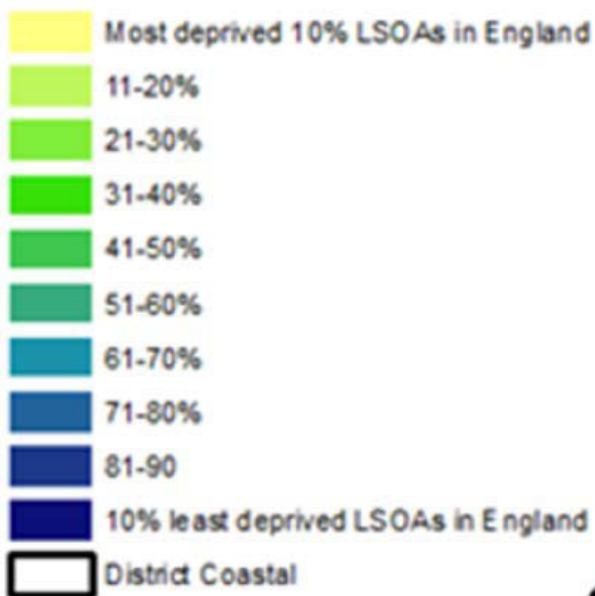
- Country Living - Well off owners in rural locations enjoying the benefits of Country life
- Prestige Positions - Established families in large detached homes Living upmarket lifestyles
- City Prosperity - High status city dwellers living in central locations and pursuing careers with high rewards
- 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 Swanscombe is within the 31-40% least deprived nationally.

Overall IMD - England Position

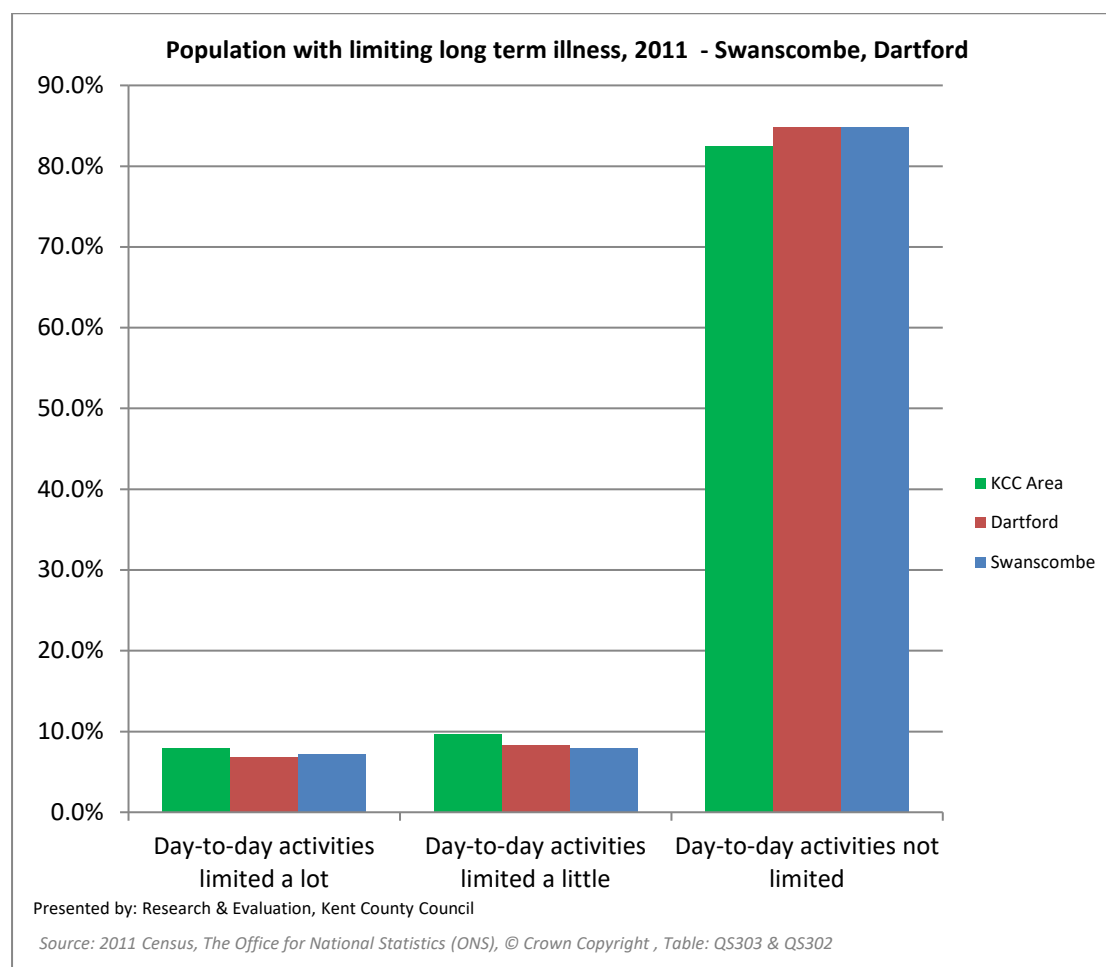
National Rank



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, the area in the south west of the ward does fall into the top 20% most deprived for six of the factors. The entire ward is also in the top 20% for Barriers to Housing & Services.

Health and Disability



Life Expectancy

	Swanscombe	Dartford	KCC Area
Male	76	78.8	79.9
Female	81	82.4	83.4

Source: Office for National Statistics

ECONOMY

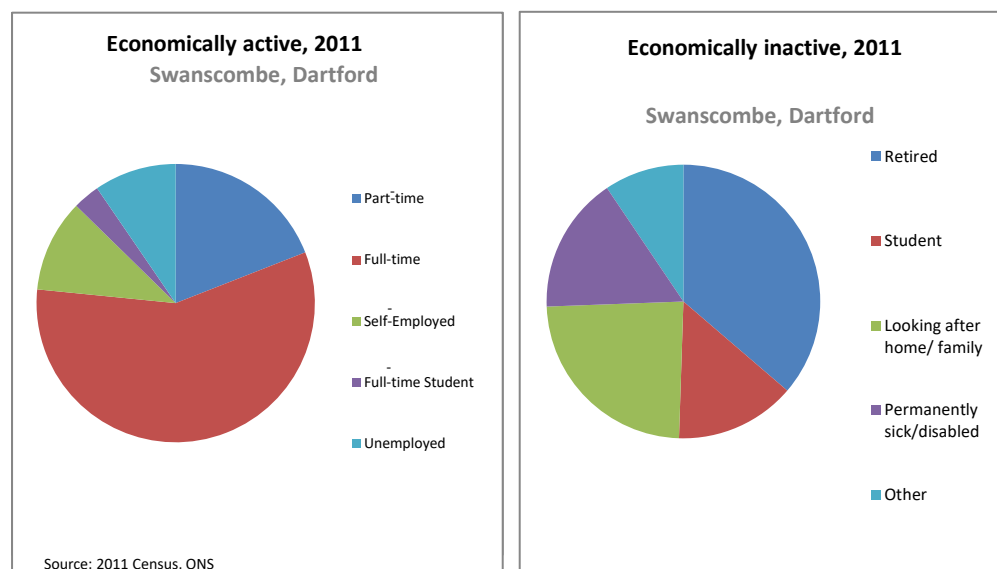
Employees (all employee jobs)

Swanscombe makes up 4% of the employee jobs in Dartford Borough.

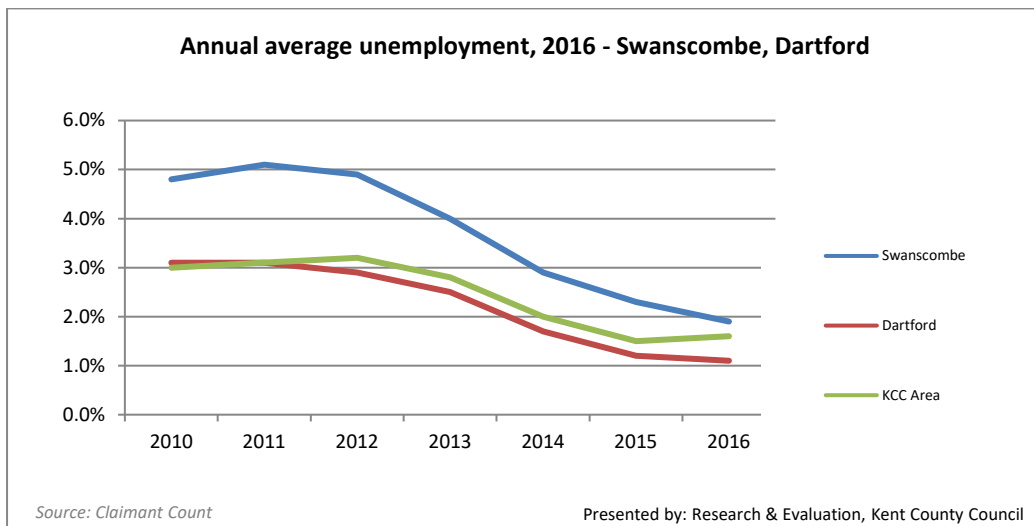
2016	Swanscombe		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total	2,400	100.0%	63,000	100%	608,500	100%
Full time	1,600	68.4%	40,500	64.3%	399,000	65.6%
Part time	800	33.7%	22,000	34.9%	209,500	34.4%

Source: BRES

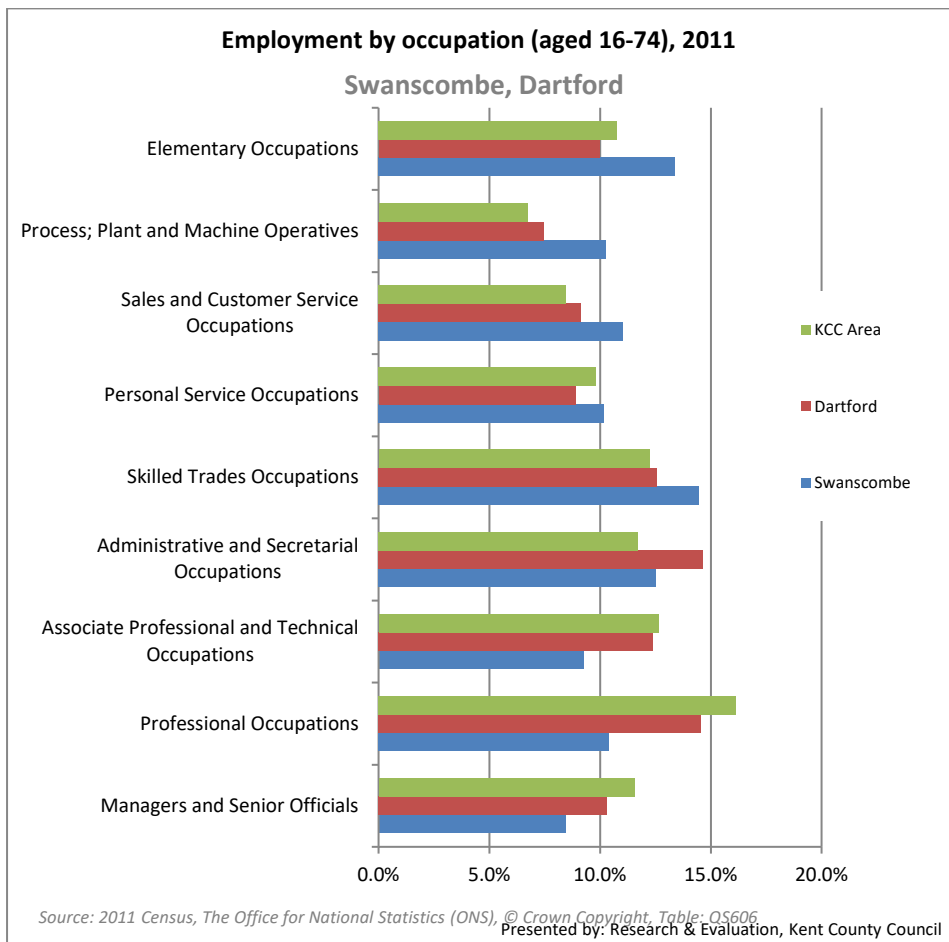
Economic activity



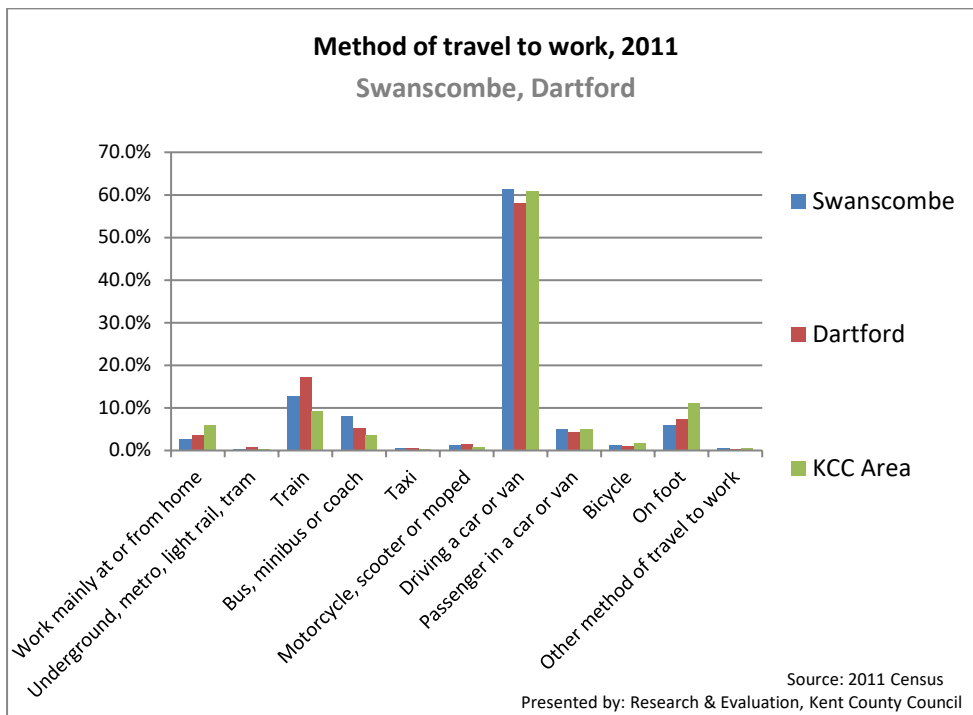
Unemployment



Employment by occupation



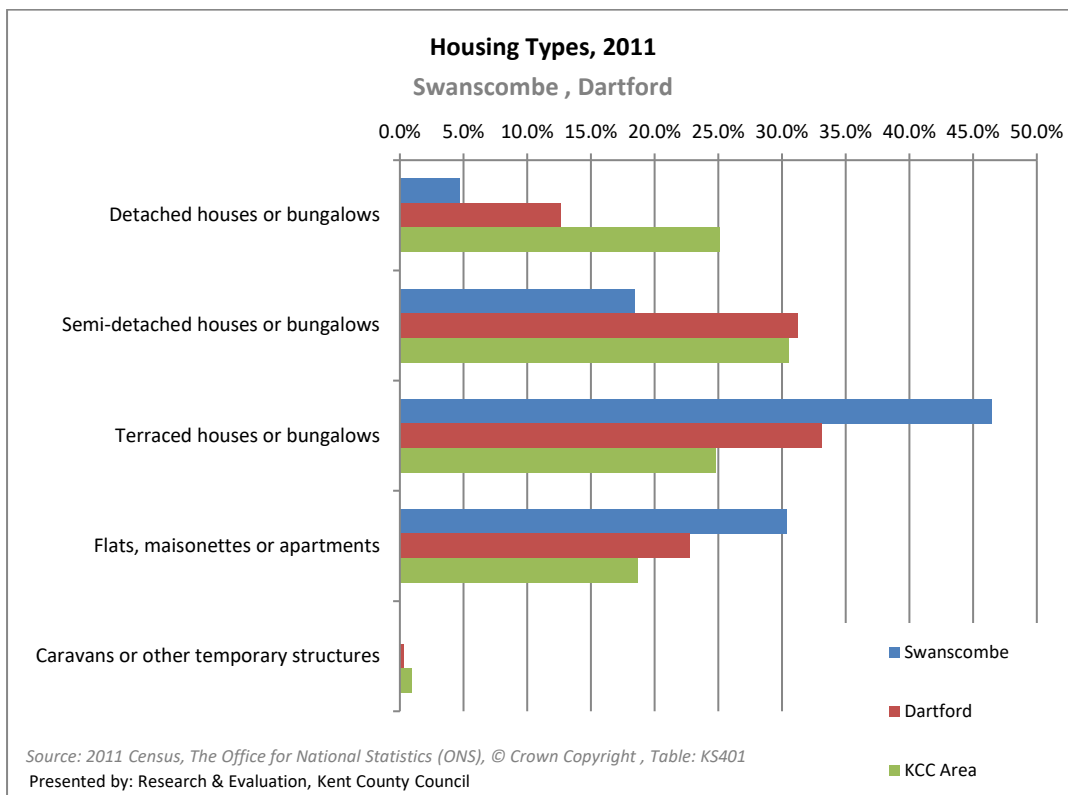
Method of travel to work



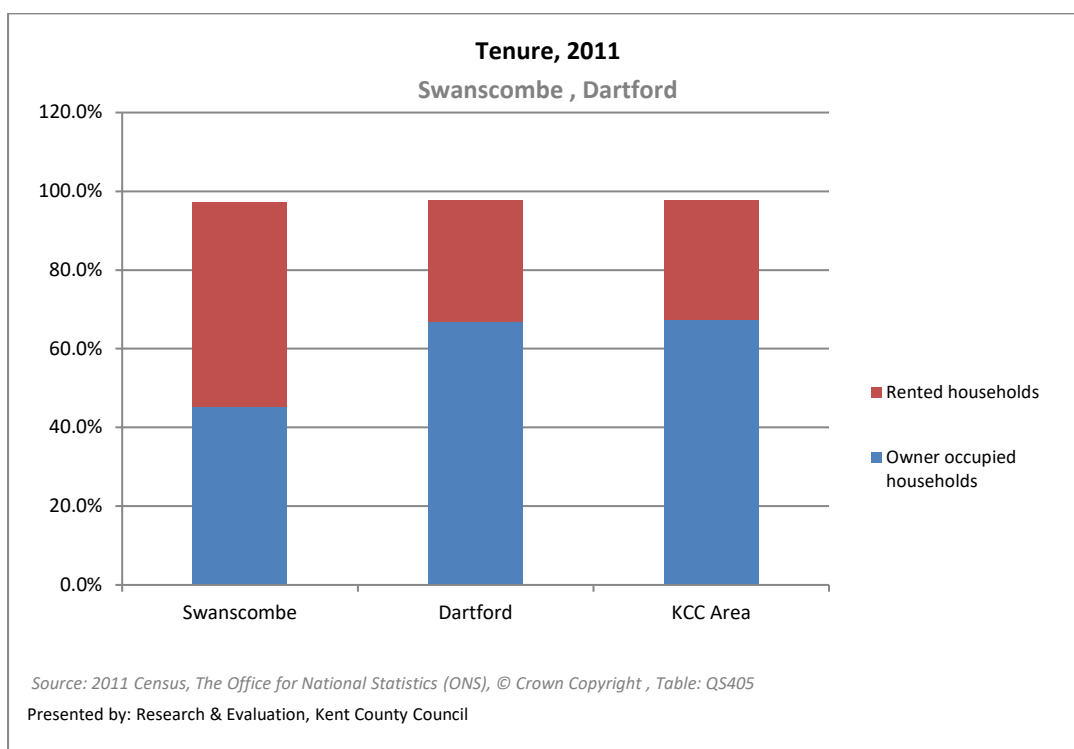
HOUSING

Housing Types

As of the 2011 Census there were 3,292 total household spaces in Swanscombe.



Housing Tenure



Household size & occupancy rating

2011	Swanscombe		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	4.7		5.1		5.5	
Average number of bedrooms per household	2.4		2.6		2.8	
Occupancy rating (rooms) of -1 or less ¹	377	11.5%	3,665	8.9%	41,920	6.6%
Occupancy rating (bedrooms) of -1 or less ¹	206	6.3%	1,974	4.8%	21,926	3.5%

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

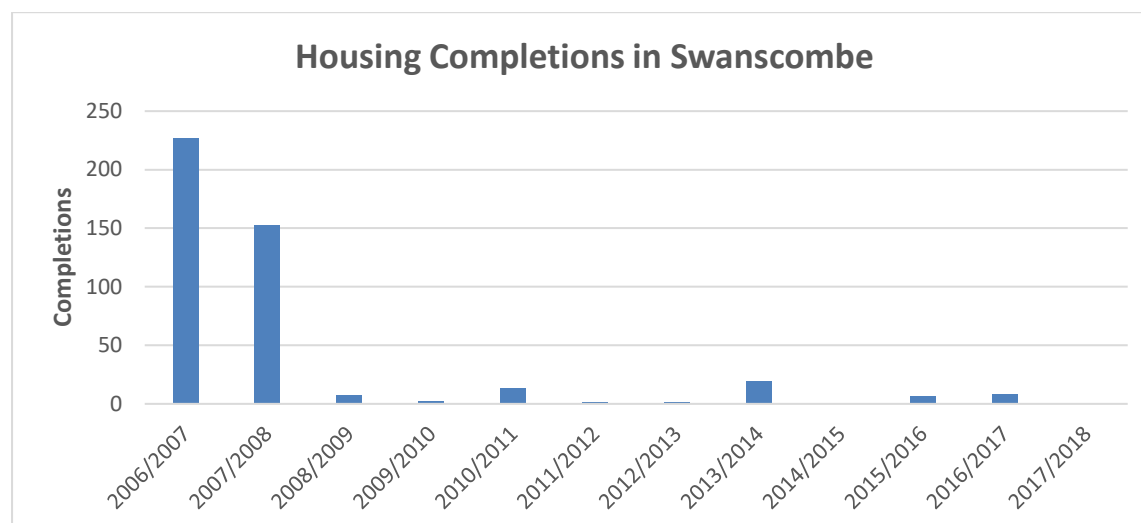
Housing Amenities

2011	Swanscombe		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total household spaces with residents	3,223		40,081		634,800	
Does not have central heating	105	3.2%	1,010	2.4%	14,759	2.3%
Does have central heating	3,118	94.7%	39,071	94.7%	590,879	93.1%

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

Housing Completions

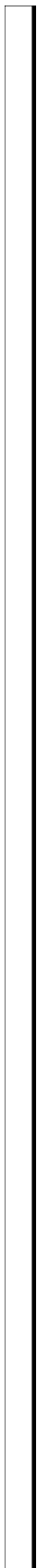
There is an average of 36 homes per year completed in this ward over the last 12 years. There are 2323 homes with planning permission as of 1st April 2018; these are primarily at Ebbsfleet Central.



CHARACTER & SERVICES – Existing Local Plan designated areas

Green Belt	There is no green belt in this ward.
PLGS <i>[small urban greenspace with Green Belt level protection]</i>	There is one PLGS in the ward, Keary Road Allotments.
BOS <i>[other designated Borough Open Space]</i>	22% of this ward is designated as Borough Open Space, amounting to 121 hectares of land.
Conservation Area	There is no conservation area in this ward.
Area of Special Character <i>[other areas of possible built environment sensitivity]</i>	There is no area of special character in this ward.
Identified Employment Areas	There are four Identified Employment Areas in this ward. These include: London Road; Galley Hill Road; Northfleet Industrial Estate; and Manor Way.
District Centre	Swanscombe District Centre is in this ward on Swanscombe High Street.
Neighbourhood Centre <i>[designated small shopping parades]</i>	Craylands Lane/Milton Street Neighbourhood Centre in Swanscombe is in this ward.

SWANSCOMBE WARD DEVELOPMENT POLICIES MAP



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

SETTLEMENTS AND INFRASTRUCTURE

SWANSCOMBE

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 Dartford Town Centre and Bluewater
- ☒ Any every 10 mins to Darent Valley Hospital

SUMMARY

- Swanscombe has a population that is younger than the Dartford average, with 75% of the population being under 50 years old. There is an average age of 34. Overall population has increased by 118 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 "Family Basics" (Families with limited resources who have to budget to make ends meet) and "Transient Renters" (Single people privately renting low cost homes for the short term), making up nearly 47% of the population in 2015.
- Swanscombe has a High Street, identified as a District Centre providing local retail and community facilities. There are also clusters of public and recreation etc. facilities on Craylands Lane, and the southeastern corner of the town.
- Large open spaces and the residential core of houses form a quiet heart to the town.
- Over 60% of workers travel to work by car, a high level.
- Swanscombe Railway Station is the least used in the Borough, having been overtaken by growth in use of Stone Crossing.
- 4% of the employee jobs in Dartford Borough. Unemployment is slight higher than the rest of Dartford at 1.9%.
- There is a below average representation of managerial and professional workers.
- Many homes in Swanscombe are terraced (46%), with 30% of dwellings in Swanscombe being flats, maisonettes or apartments. Only 45% of dwellings are owner occupied.
- Swanscombe has slightly smaller sized homes than average.
- 3.2% of homes have no central heating, above average.
- There has been an average of 40 homes per year completed in this ward over the last 11 years.
- Life expectancy is slightly lower than average for the rest of the Borough. Parts of Swanscombe are also in the top 20% most deprived.