

Wilmington

Area Profile

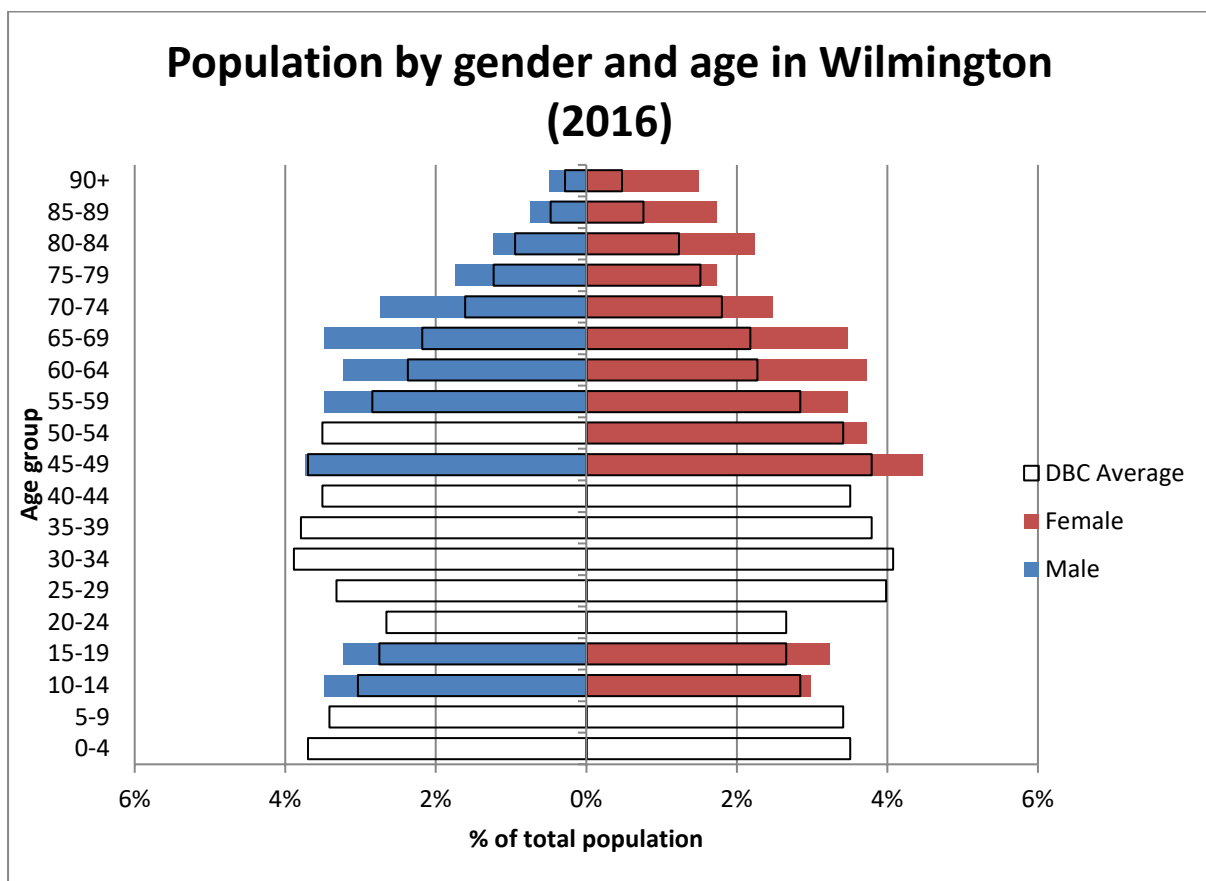
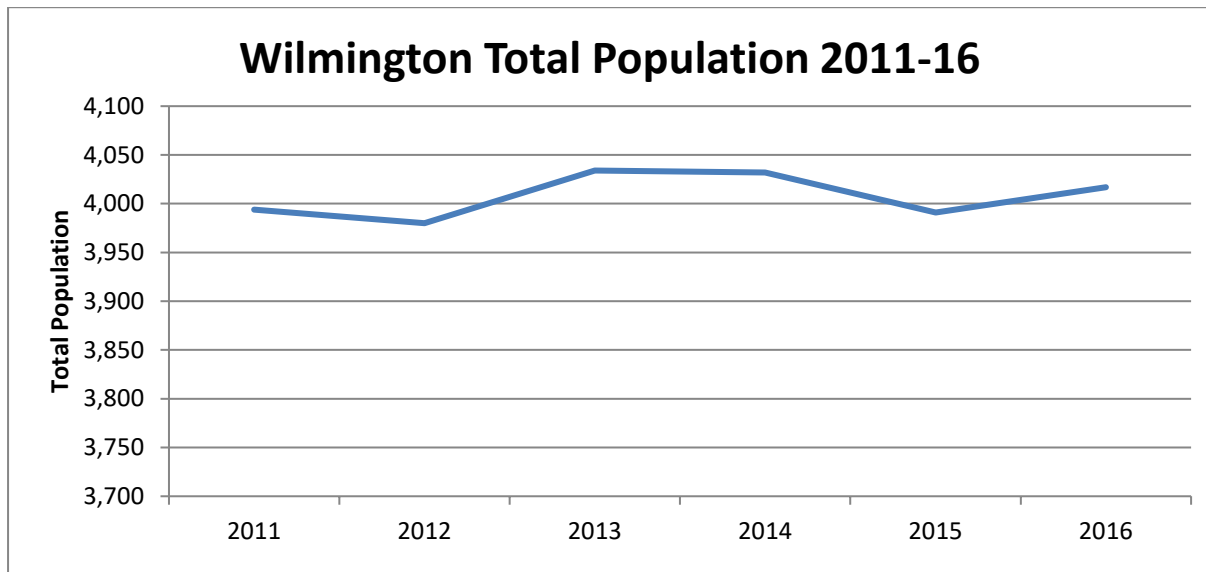
This profile covers the ward of Wilmington.

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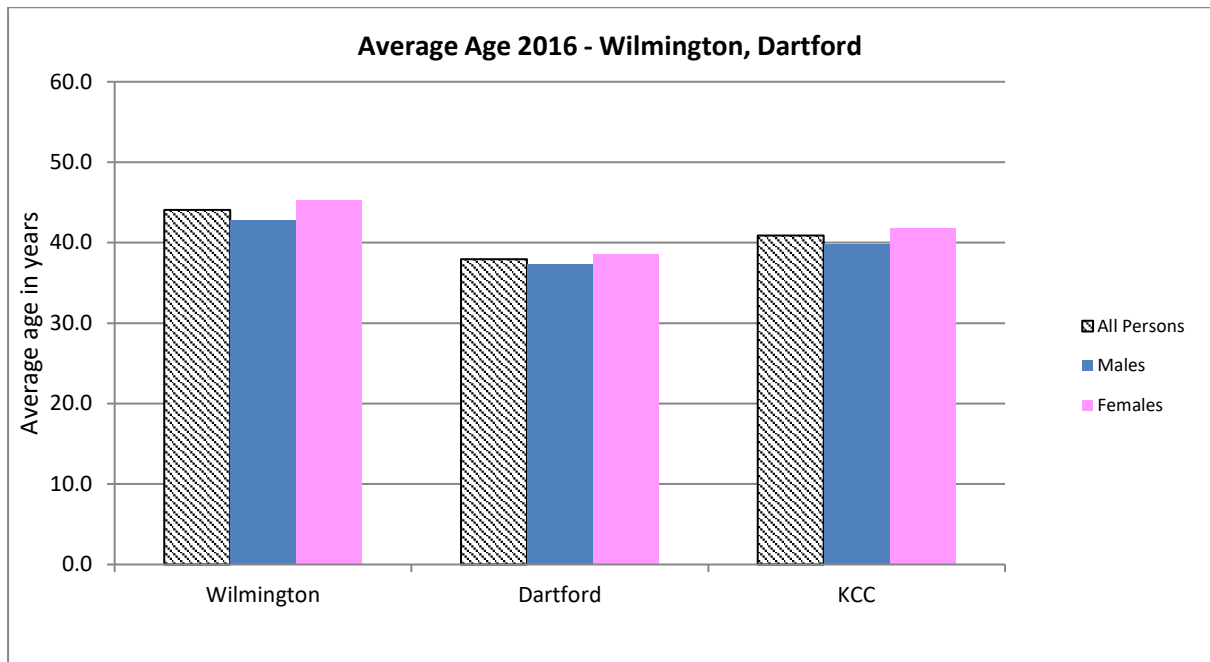
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POPULATION

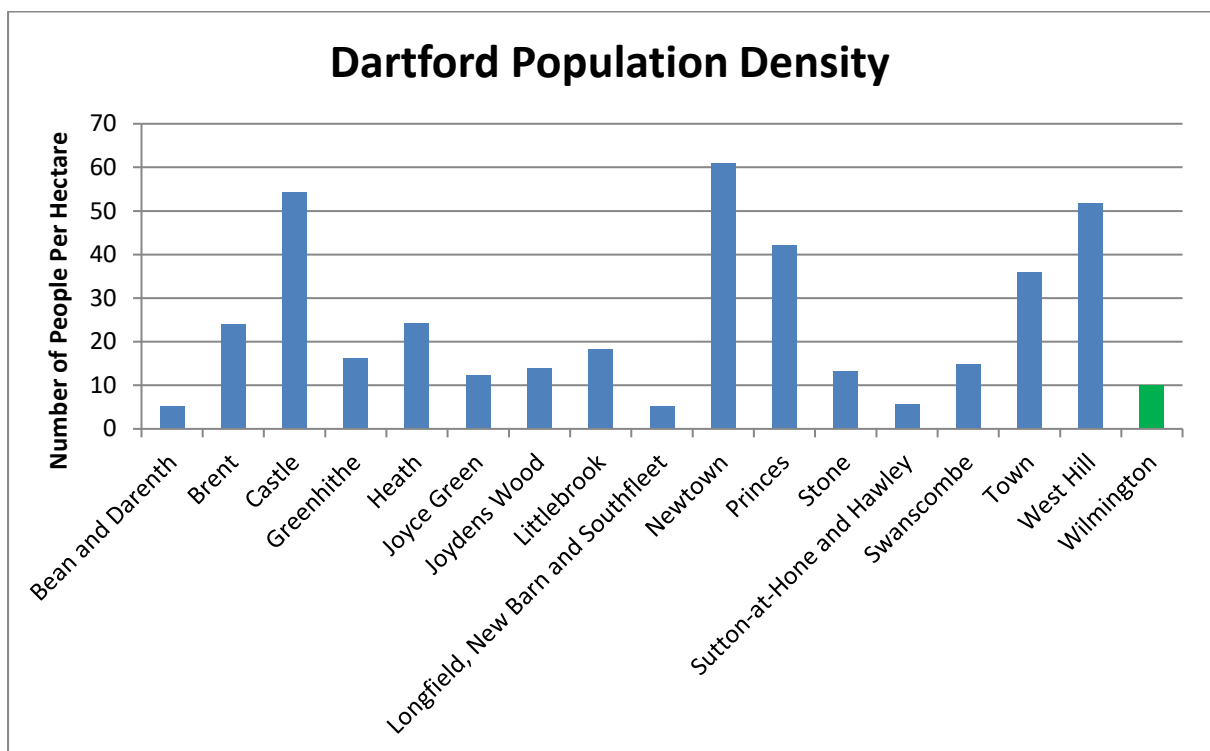
Total Current Population: 4,020 (1,910 males and 2,110 females)



Average Age

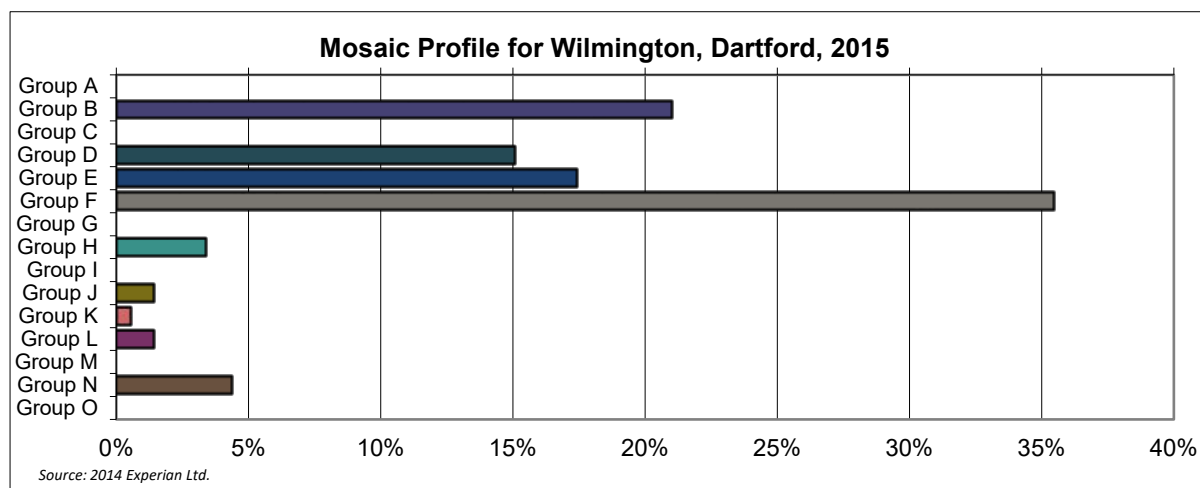


Population Density



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 Prestige Positions and Suburban Stability being the largest classifications found in Wilmington.



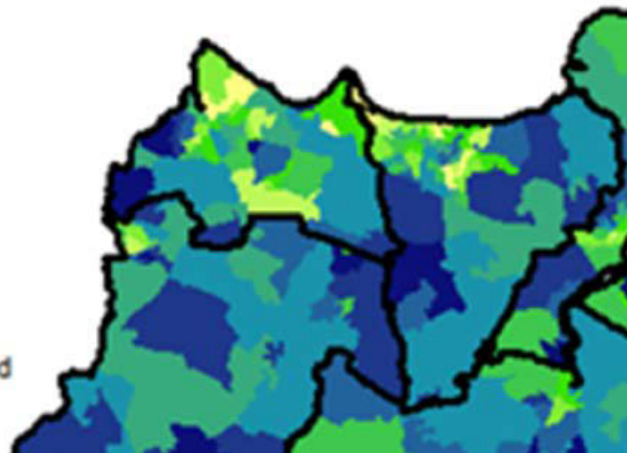
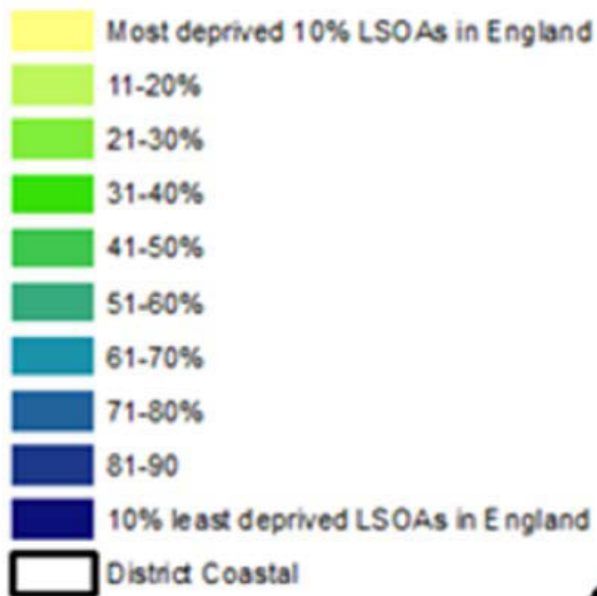
- Country Living - Well off owners in rural locations enjoying the benefits of Country life
- **Prestige Positions - Established families in large detached homes Living upmarket lifestyles**
- City Prosperity - High status city dwellers living in central locations and pursuing careers with high rewards
- 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

The ONS (Office of National Statistics) produce data on 'deprivation' to a localised scale in terms of the most and least deprived areas. The infographic below indicates that Wilmington is within the 61-70% least deprived nationally.

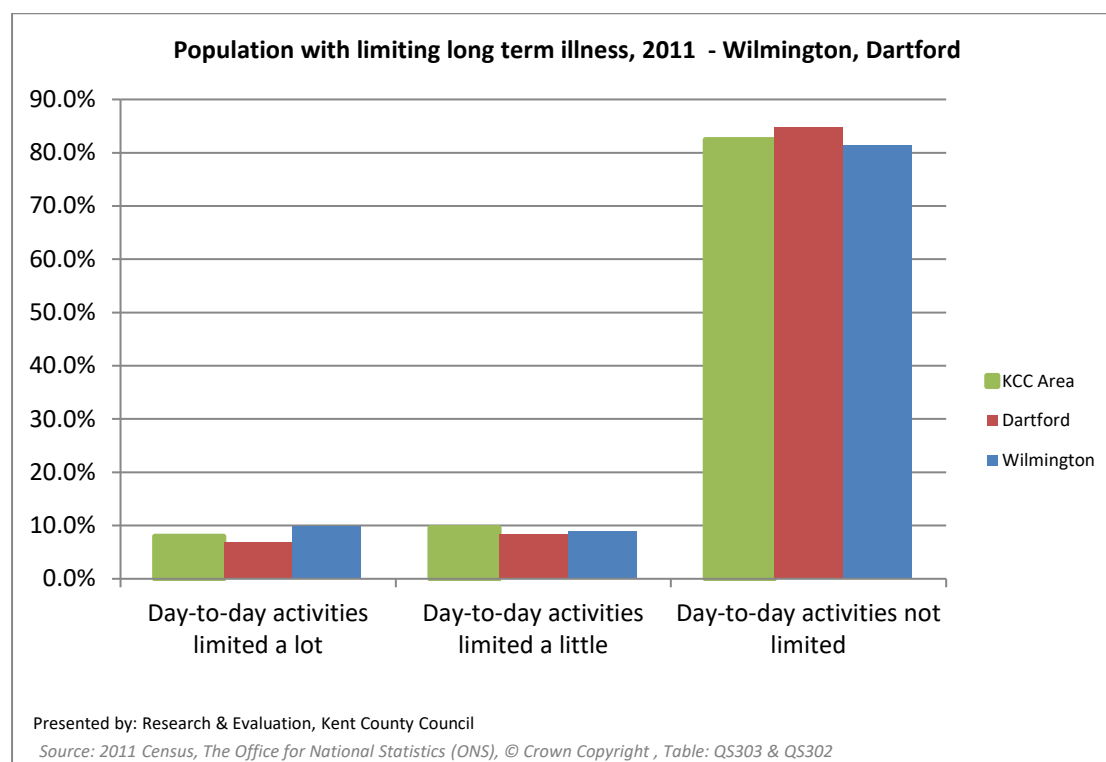
Overall IMD - England Position

National Rank



ONS produce data on individual elements that make up this measure of 'deprivation'. This covers income, employment, health, education, housing, crime, and environment. Some of Wilmington is not ranked as most deprived for any of these factors. The only measure (out of all the considerations) where parts of Wilmington are in the top fifth most deprived was crime.

Health and Disability



Life Expectancy

	Wilmington	Dartford	KCC Area
Male	76	78.8	79.9
Female	79	82.4	83.4

Source: Office for National Statistics

ECONOMY

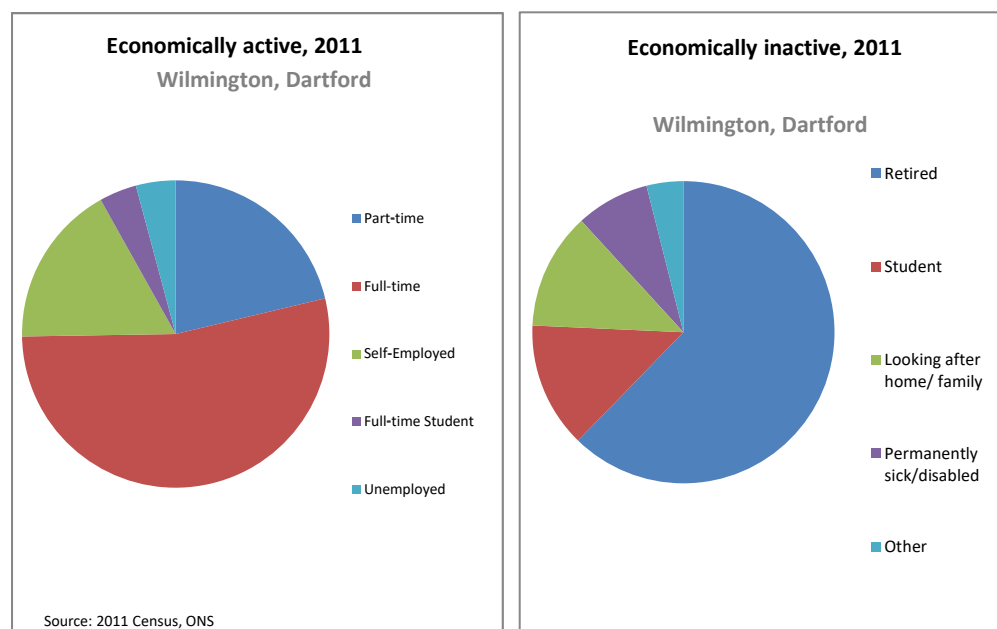
Employees (all employee jobs)

Wilmington makes up 2% of the employee jobs in Dartford Borough.

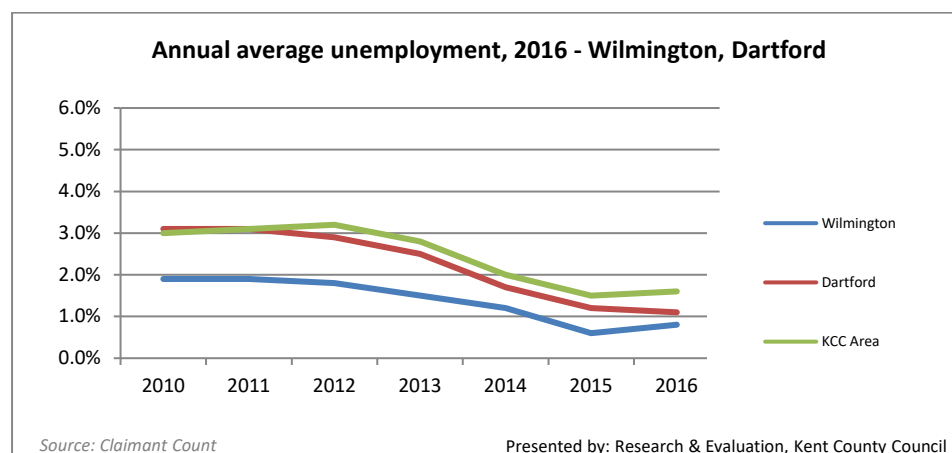
2016	Wilmington	
	No.	
Total	1,300	
Full time	800	
Part time	400	

Source: BRES

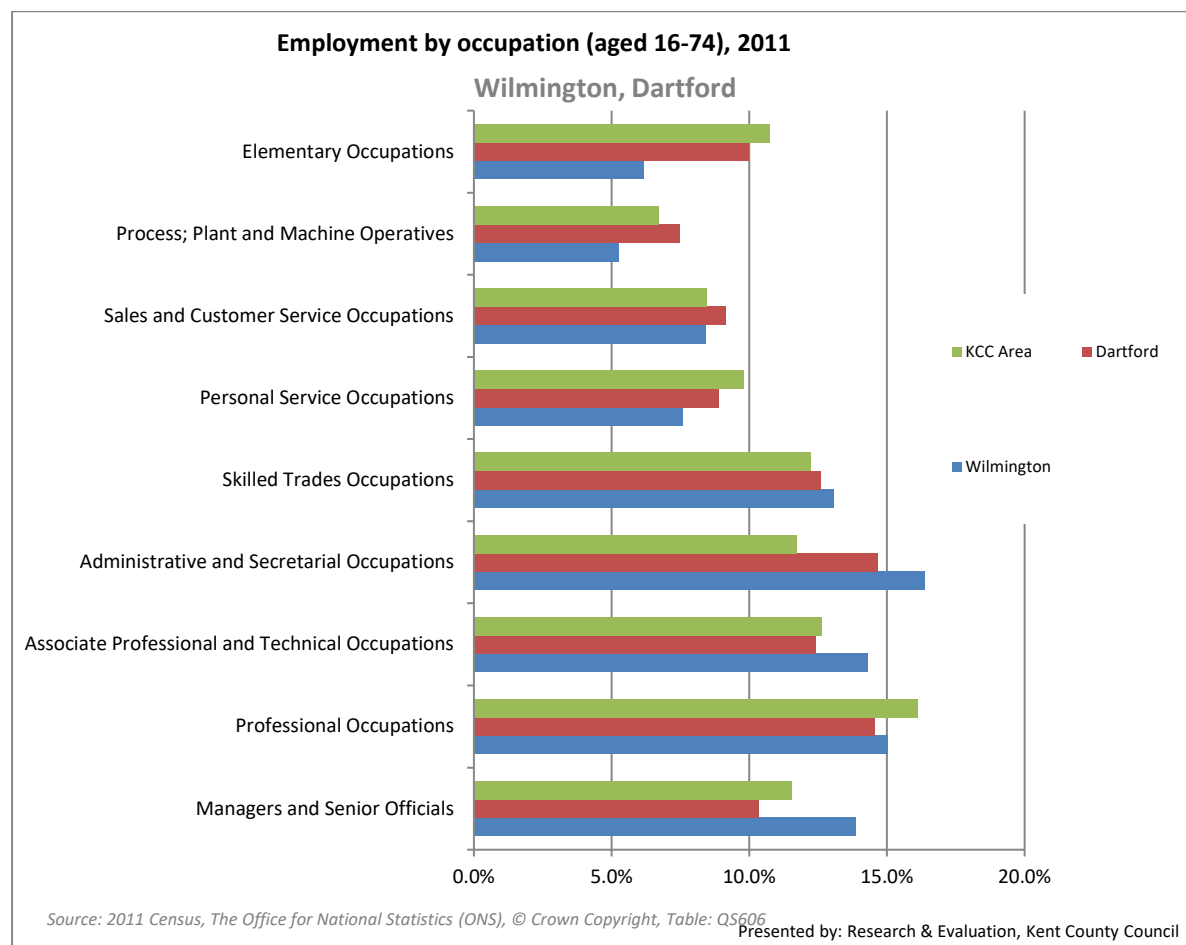
Economic activity



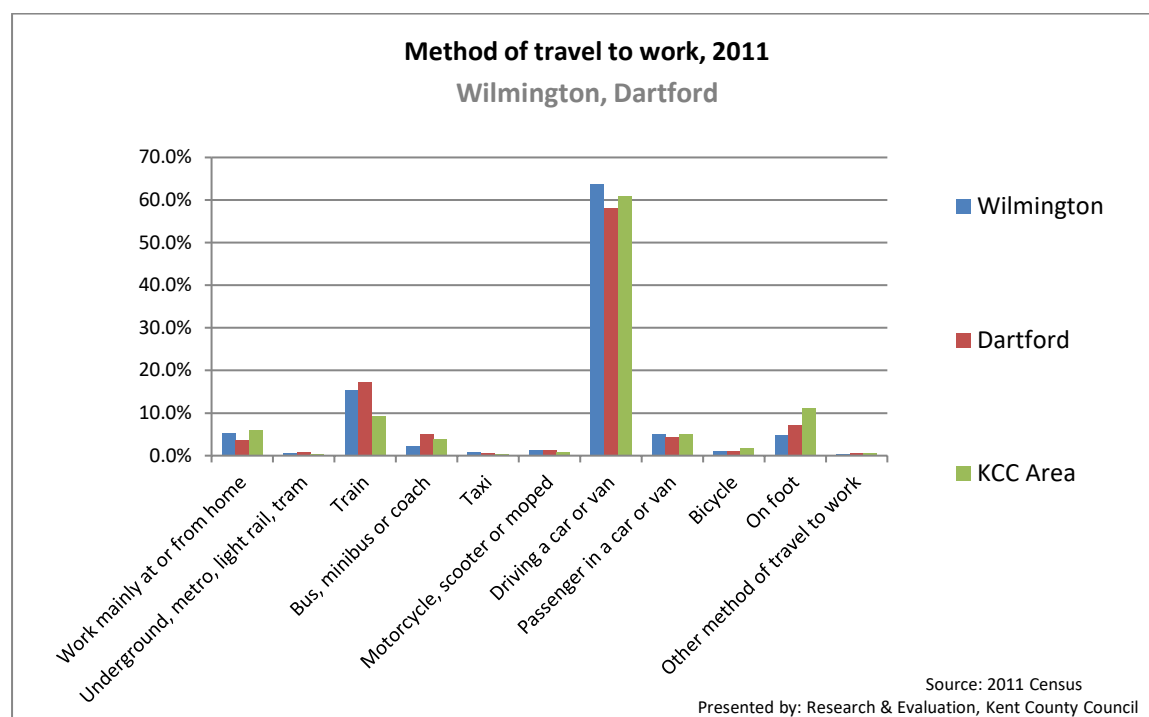
Unemployment



Employment by occupation



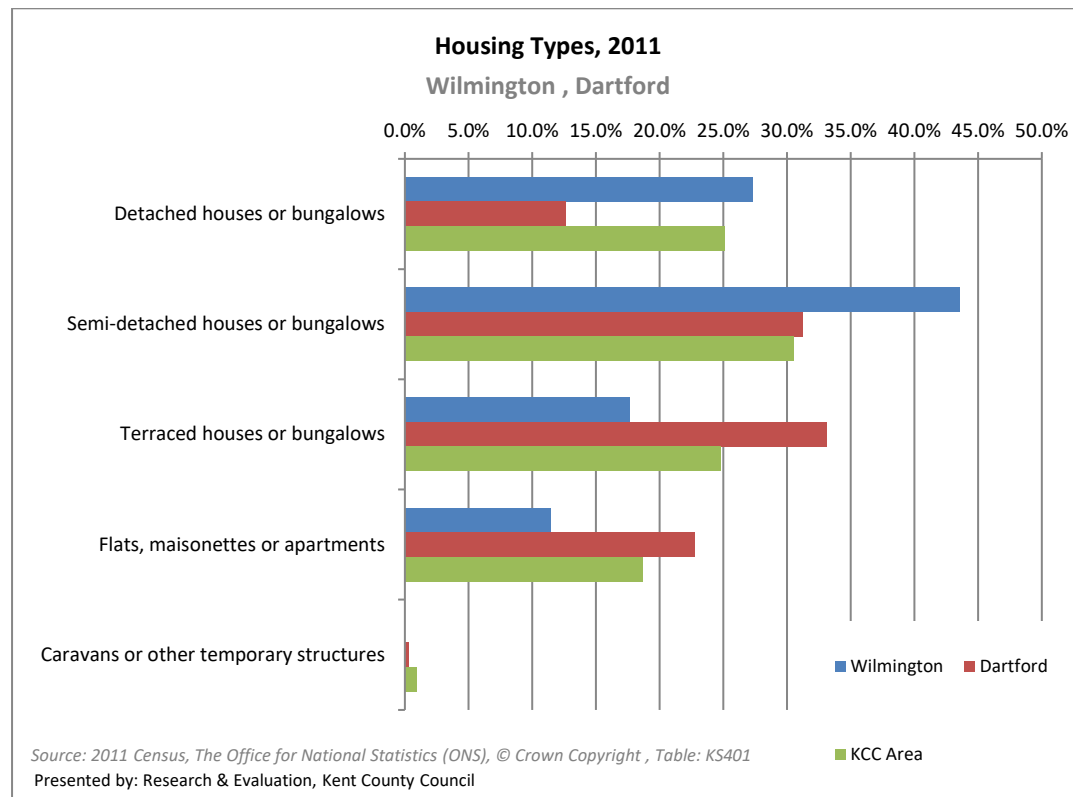
Method of travel to work



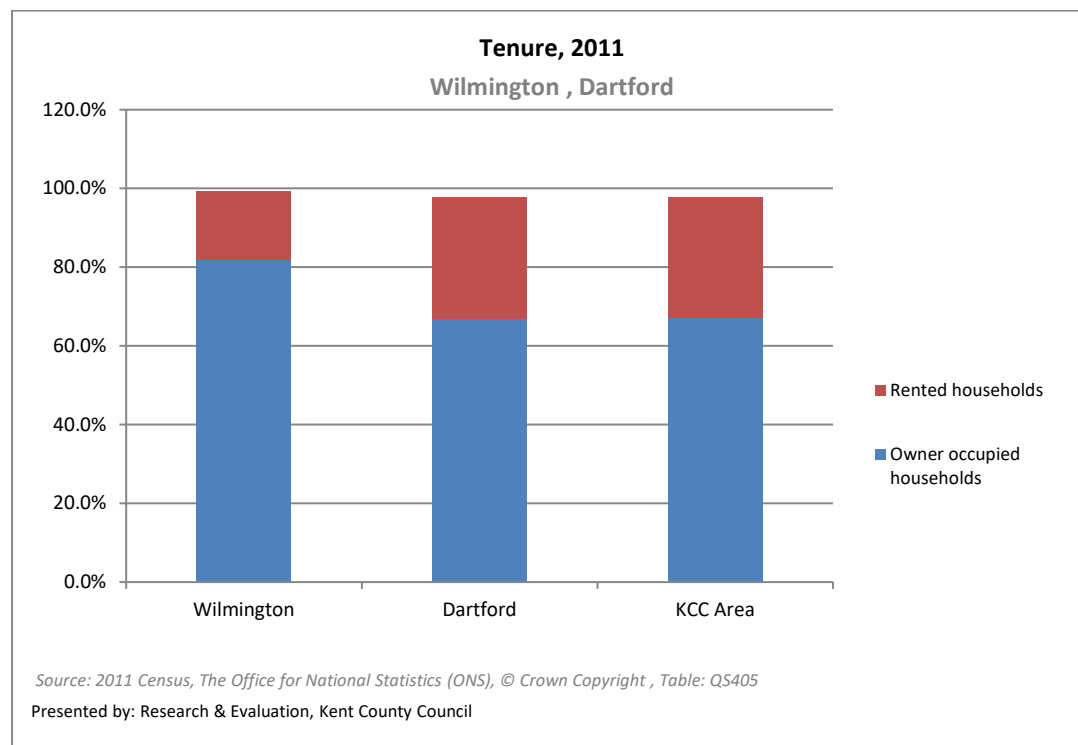
HOUSING

Housing Types

As of the 2011 Census there were 1,671 total household spaces in Wilmington.



Housing Tenure



Household size & occupancy rating

2011	Wilmington		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	5.8		5.1		5.5	
Average number of bedrooms per household	2.9		2.6		2.8	
Occupancy rating (rooms) of -1 or less	76	4.5%	3,665	8.9%	41,920	6.6%
Occupancy rating (bedrooms) of -1 or less	42	2.5%	1,974	4.8%	21,926	3.5%

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

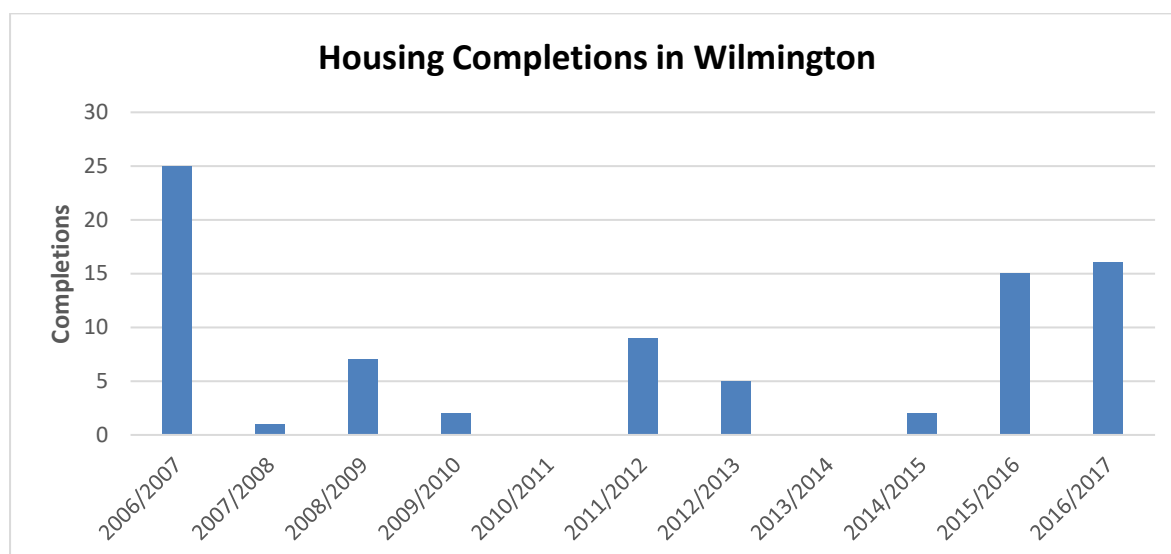
Housing Amenities

2011	Wilmington		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total household spaces with residents	1,635		40,081		634,800	
Does not have central heating	22	1.3%	1,010	2.4%	14,759	2.3%
Does have central heating	1,613	96.5%	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 7 homes per year completed in this ward over the last 11 years. There are 3 homes with planning permission, as of 1st April 2017.



CHARACTER & SERVICES – Existing Local Plan designated areas

Green Belt	Outside of settlements, the area is designated green belt.
PLGS <i>[small urban greenspace with Green Belt level protection]</i>	There is no PLGS within this ward.
BOS <i>[other designated Borough Open Space]</i>	18% of this ward has been designated as Borough Open Space, amounting to 73 hectares of land.
Conservation Area	Church Hill Wilmington Conservation Area is within this ward.
Area of Special Character <i>[other main areas of possible built environment sensitivity]</i>	There are no Areas of Special Character within this ward.
Identified Employment Areas	There are no Identified Employment Areas within 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.

WILMINGTON WARD DEVELOPMENT POLICIES MAP

SETTLEMENTS AND INFRASTRUCTURE

WILMINGTON

Facilities

☐

☐ Post Office

☒ Public House

☒ Village Hall

☒ Supermarket / Convenience Store(s)

☒ School(s)

☐ GP

☒ Church / Place of Worship

☐ Public Library

Buses

☐

☐ Fastrack

☒ Daytime - Week days

☒ Evening - Weekdays

☒ Sundays

☒ Any every 30 mins to Dartford Town Centre and Bluewater

☒ Any every 30 mins to Darent Valley Hospital

SUMMARY

- Wilmington has a population that is older than the Dartford with 45% being 50 years old or over. Average age is 44.
- Population overall has increased by 5 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 "Senior Security" (elderly people with assets who are enjoying a comfortable retirement) and "Prestige Positions" (established families in large detached homes living "upmarket" lifestyles) making up 56% of the population in 2015.
- Generally prosperous area with unemployment is very low at only 0.8%.
- Accounts for 2% of the employee jobs in Dartford Borough.
- Nearly two thirds of Wilmington's resident workers travel to employment by car, above average.
- Good quality/ large housing can be found in this area, with 27% of dwellings in Wilmington being detached houses or bungalows. A further 44% being semi-detached homes or bungalows. 82% of dwellings are owner occupied. Higher than average provision of central heating.
- There has been an average of 7 homes per year completed in this ward over the last 11 years.
- Slightly greater propensity than the Borough as a whole (but less than the Kent average) for residents suffering from limiting illness. Life expectancy is slightly lower than average for the rest of the Borough.