AREA PROFILE: JOYDEN'S WOOD AND MAYPOLE & LEYTON CROSS

**DECEMBER 2025
PLANNING SERVICES**

DARTFORD
BOROUGH COUNCIL

AREA PROFILE

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INTRODUCTION

This profile summarises a range of population data for the wards of Joyden's Wood and Maypole & Leyton Cross in Dartford Borough.

Both wards partly fall within the area covered by Wilmington Parish Council. Census data specific to the geography of the parish can be found here.

As the ward boundaries changed in 2019, direct comparisons to earlier time periods should not be made.
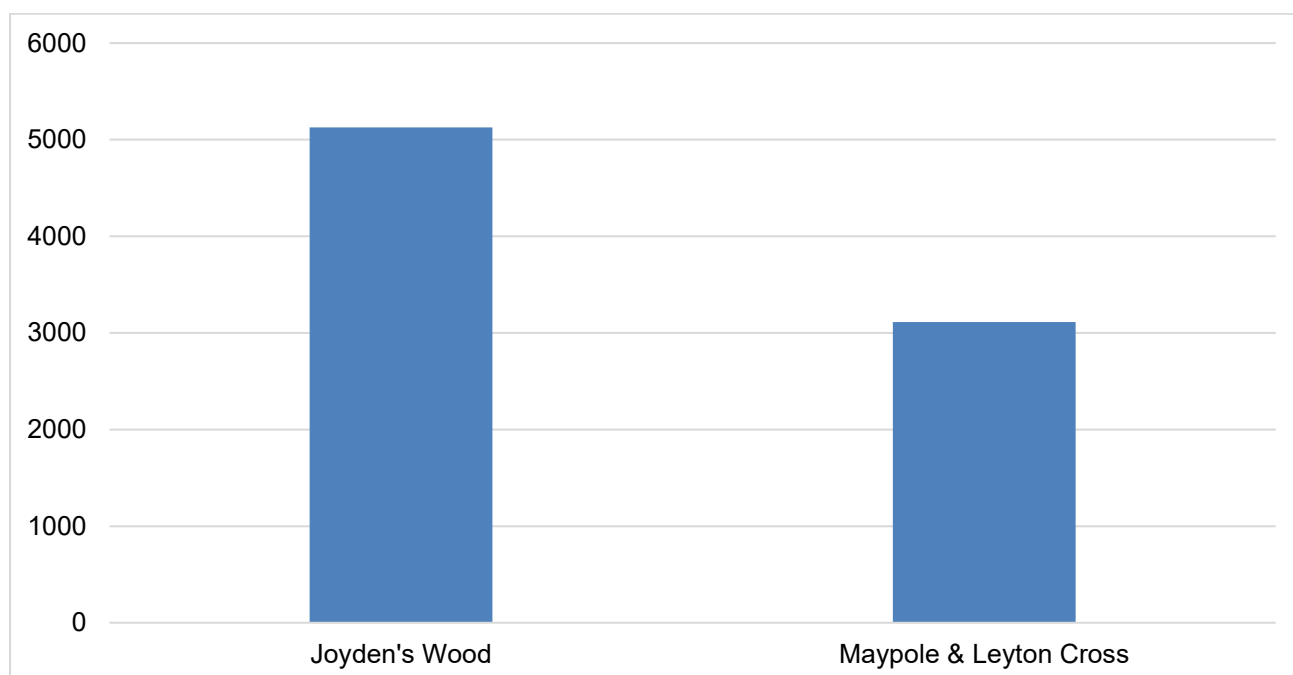
SUMMARY

- Joyden's Wood and Maypole & Leyton Cross have a population that is older than the Dartford average, with 50% of residents being 50 years or older.

- Higher than average levels of managerial and professional employees living in this area; almost 55% work in these occupations.

- Very low levels of unemployment with an annual average of 1.9%, compared to the Dartford average of 3.1%.

- Semi-detached properties are most common, making up 45% of the housing stock. Detached properties represent 30% and terraced being 18%. Overall, 87.5% of dwellings are owner occupied.

- Relatively high car ownership as only 9.5% of households do not own a car or van.
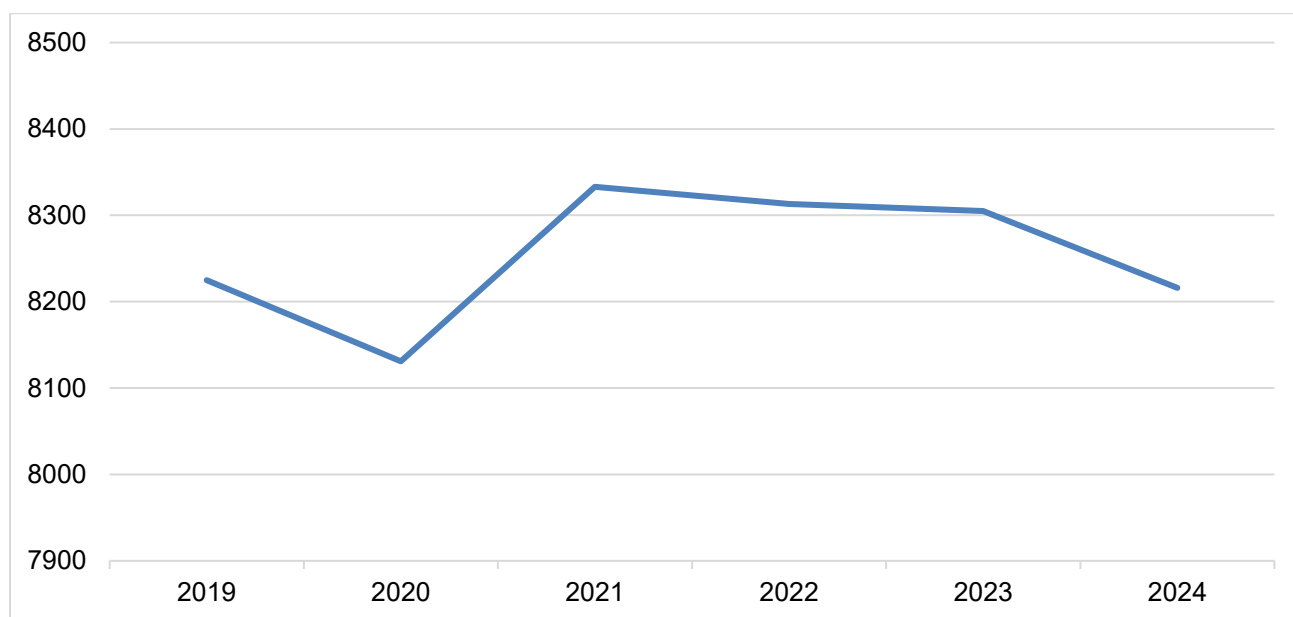
POPULATION

In 2021, Joyden's Wood and Maypole & Leyton Cross had a population of 8,241 people. This comprised of 3,984 males and 4,257 females, representing a 48.3% and 51.7% split respectively.

Chart 1: Population by ward, 2021
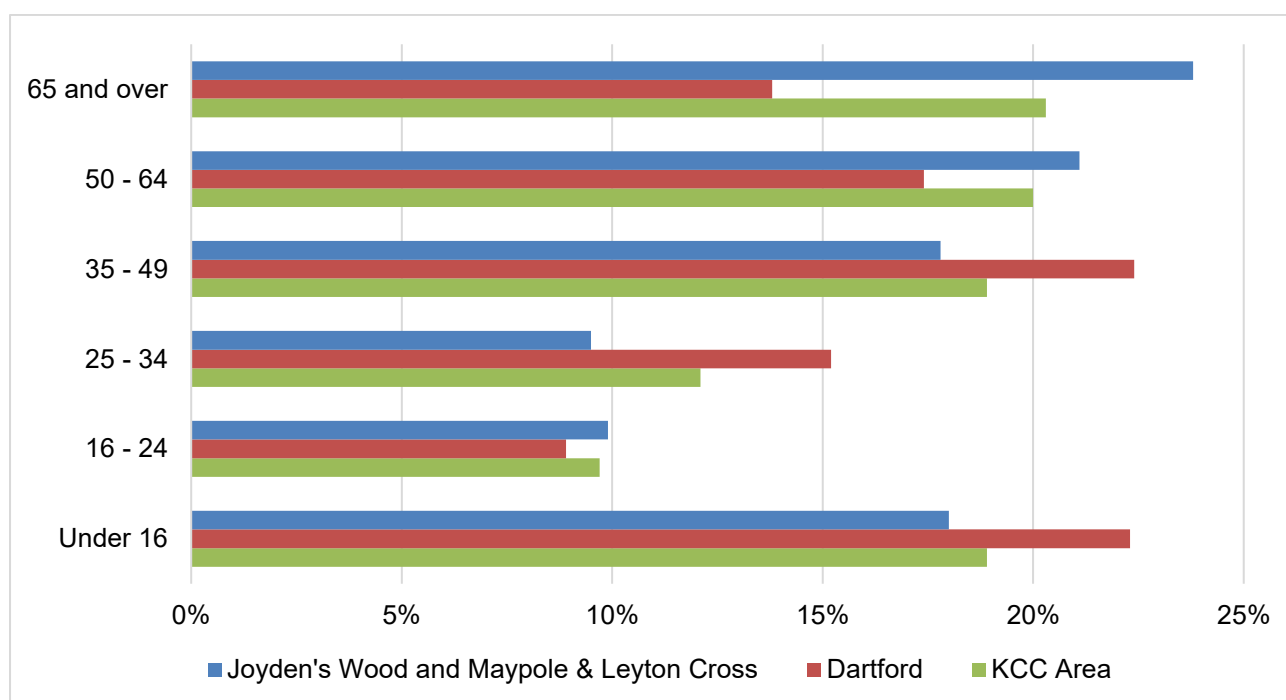

Source: ONS – 2021 Census (TS008)

Chart 2: Estimated population of Joyden's Wood and Maypole & Leyton Cross, mid-2019 to mid-2024

Source: ONS – Mid-year Population Estimates

AGE PROFILE

Chart 3: Age profile of Joyden's Wood and Maypole & Leyton Cross, 2021

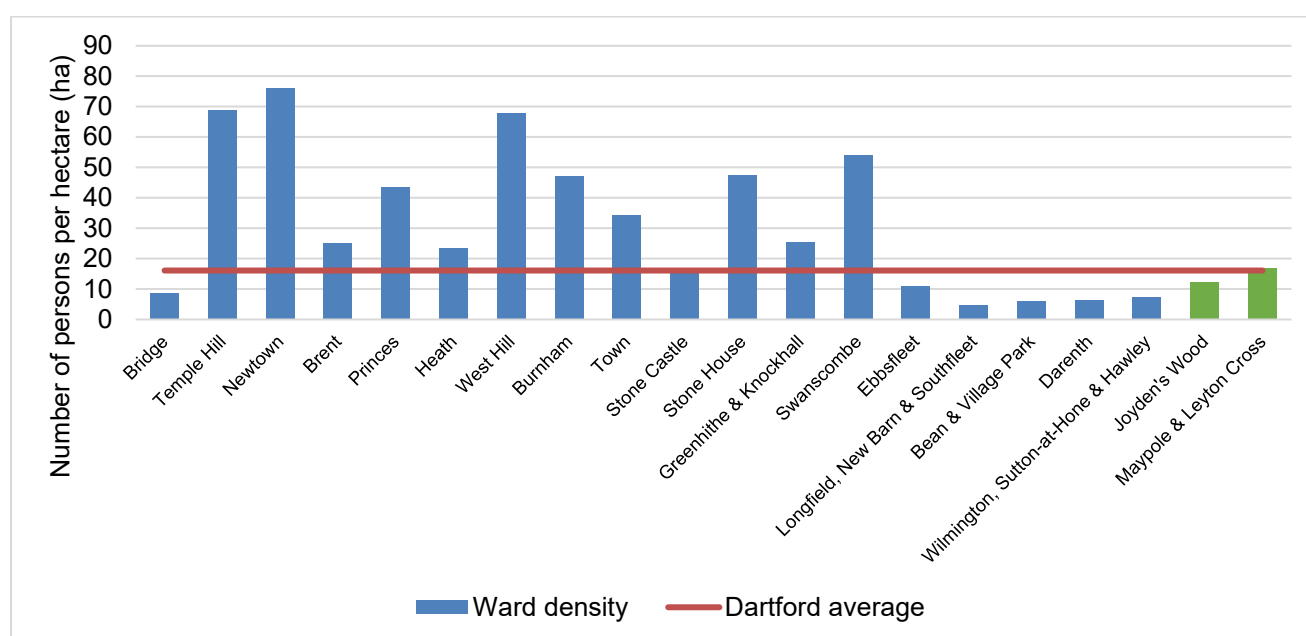Source: ONS – 2021 Census (TS007B)

POPULATION DENSITY

Joyden's Wood and Maypole & Leyton Cross collectively have a population density of 13.7 persons per hectare, compared to the Borough average of 16.1 persons per hectare.

Table 1: Population density, 2021

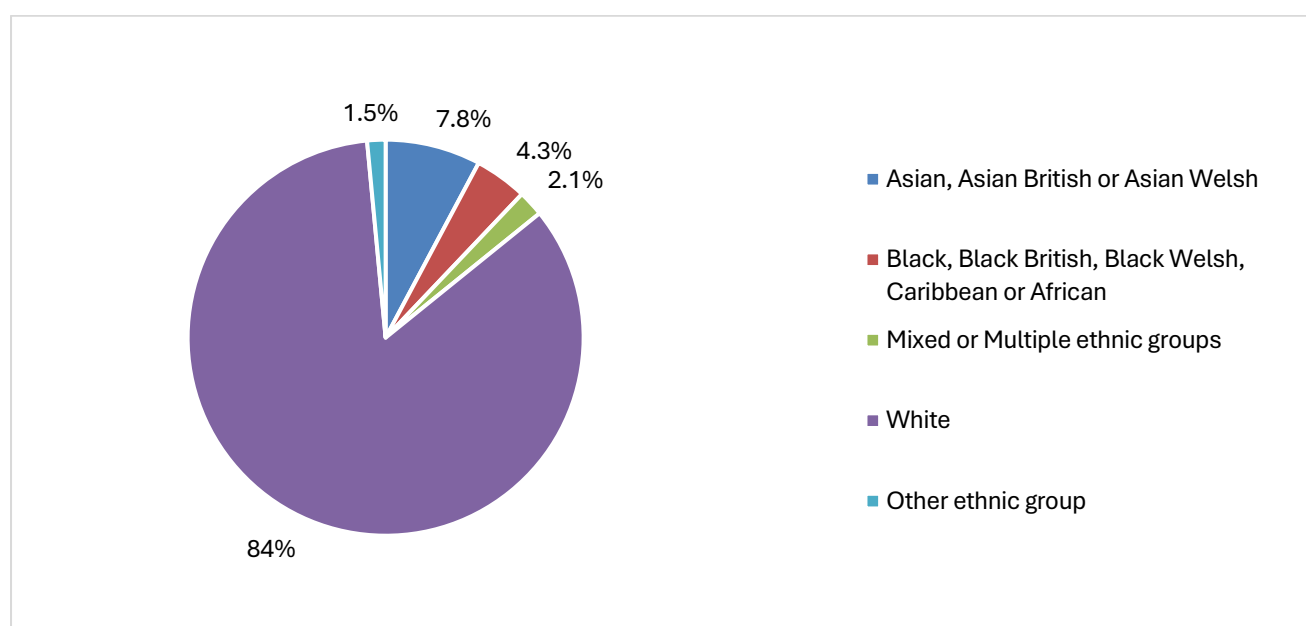| Joyden's Wood and Maypole & Leyton Cross		Dartford		KCC Area	
Area (ha)	Density (persons per ha)	Area (ha)	Density (persons per ha)	Area (ha)	Density (persons per ha)
602.3	13.7	7,273.3	16.1	354,437.1	4.4

Source: ONS – 2021 Census

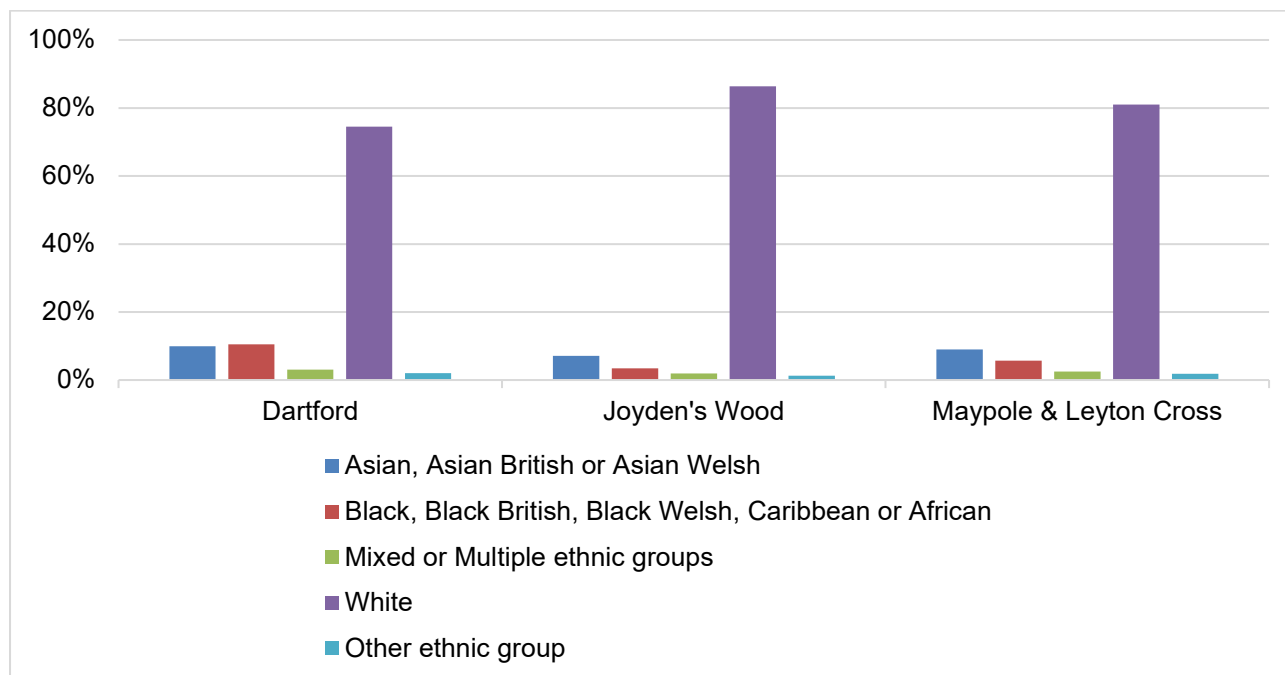**Chart 4: Population density by ward, 2021**

ETHNICITY

Chart 5: Ethnic groups in Joyden's Wood and Maypole & Leyton Cross, 2021

Source: ONS – 2021 Census (TS021)

Chart 6: Ethnic groups by ward in Joyden's Wood and Maypole & Leyton Cross and Dartford Borough, 2021
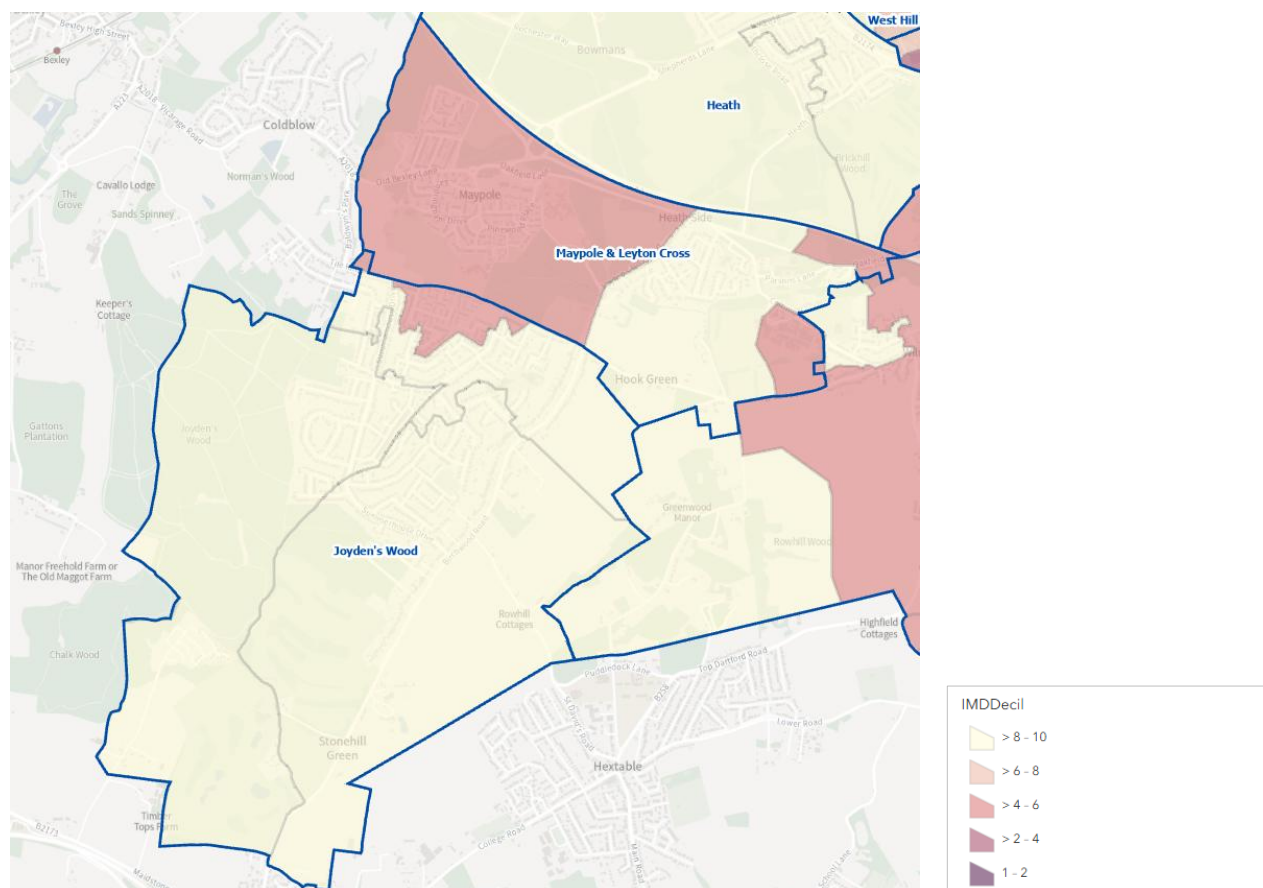

Source: ONS – 2021 Census (TS021)

DEPRIVATION

The Indices of Multiple Deprivation (IMD) provides data to a localised scale in terms of the most and least deprived neighbourhoods. In 2025 the updated IMD was published, superseding the 2019 IMD.

Neighbourhoods are called a 'Lower-layer Super Output Area' (LSOA) and have an average population of 1,500 people. In Dartford, there are 67 such neighbourhoods and these do not align with electoral ward boundaries.
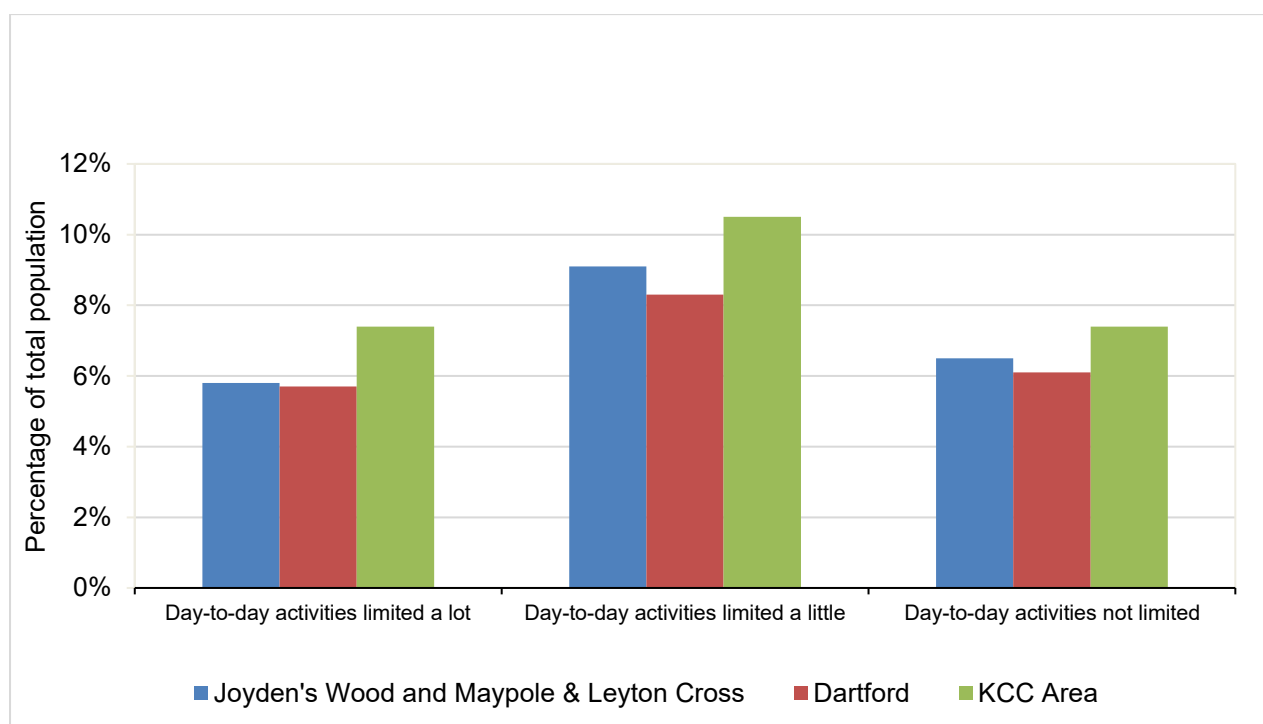
Overall, Joyden's Wood is around 90% less deprived than neighbourhoods nationally whilst Maypole & Leyton Cross is 60-80% less deprived than all neighbourhoods.

Figure 1: IMD deciles for LSOAs in Joyden's Wood and Maypole & Leyton Cross, 2025

HEALTH AND DISABILITY

Chart 7: Population with long term health condition or disability, 2021

Source: ONS – Census 2021 (TS038)

ECONOMY

EMPLOYEES & HOURS WORKED

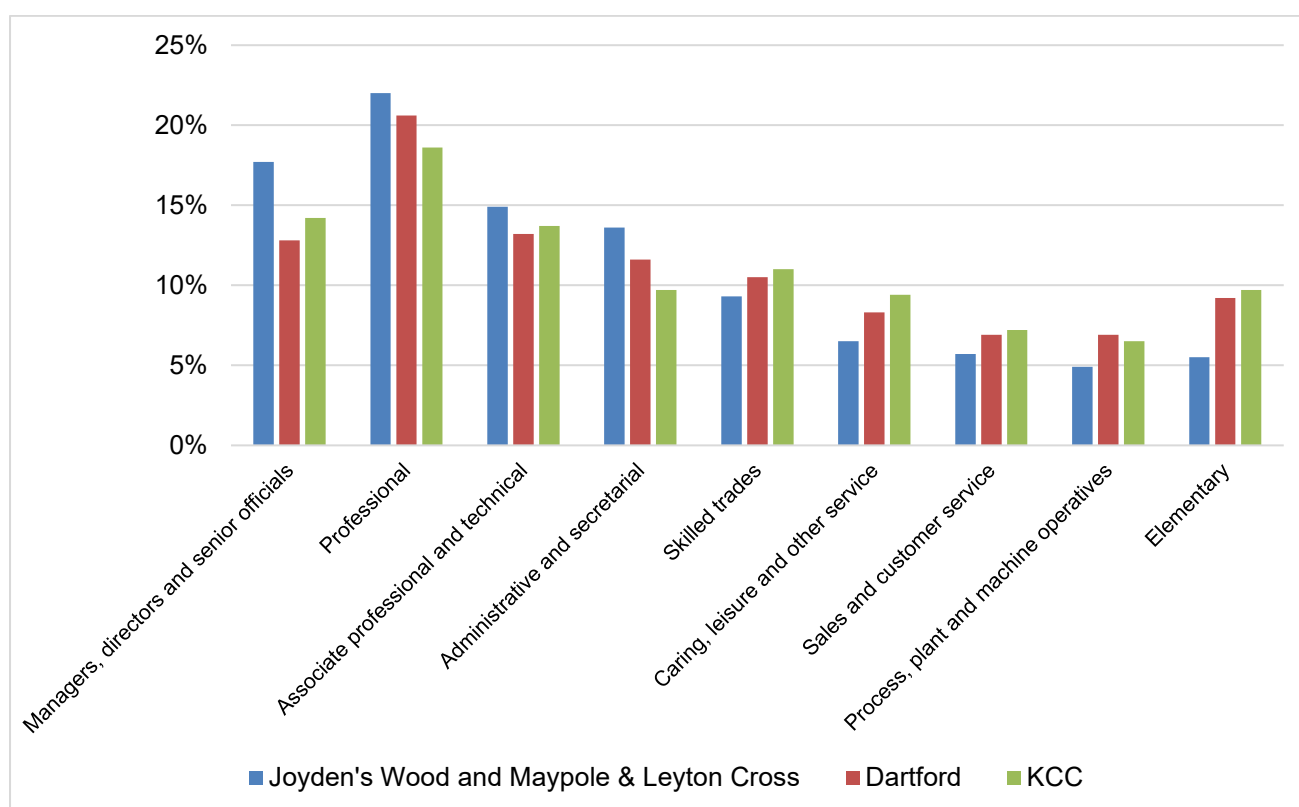Joyden's Wood and Maypole & Leyton Cross make up 6.5% of the total employee jobs in the Borough.

Table 2: Economically active population, 2021

	Joyden's Wood and Maypole & Leyton Cross		Dartford		KCC Area	
	Count	**% of Total**	**Count**	**% of Total**	**Count**	**% of Total**
Total	3,811		58,822		728,618	
Full Time	2,719	71.3%	43,697	74.3%	510,265	70.0%
Part Time	1,092	28.7%	15,125	25.7%	218,353	30.0%

Source: ONS – 2021 Census (TS059)

EMPLOYMENT BY OCCUPATION

Chart 8: Percentage of residents (aged 16+) by employment occupation, 2021

Source: ONS – 2021 Census (TS063)

The charts below further break down the proportion of residents in different occupation groups.

Chart 9: 'White collar' occupations in Joyden's Wood and Maypole & Leyton Cross, 2021

Source: ONS – 2021 Census (TS063)

Chart 10: 'Blue collar'/service occupations in Joyden's Wood and Maypole & Leyton Cross, 2021

Source: ONS – 2021 Census (TS063)

UNEMPLOYMENT

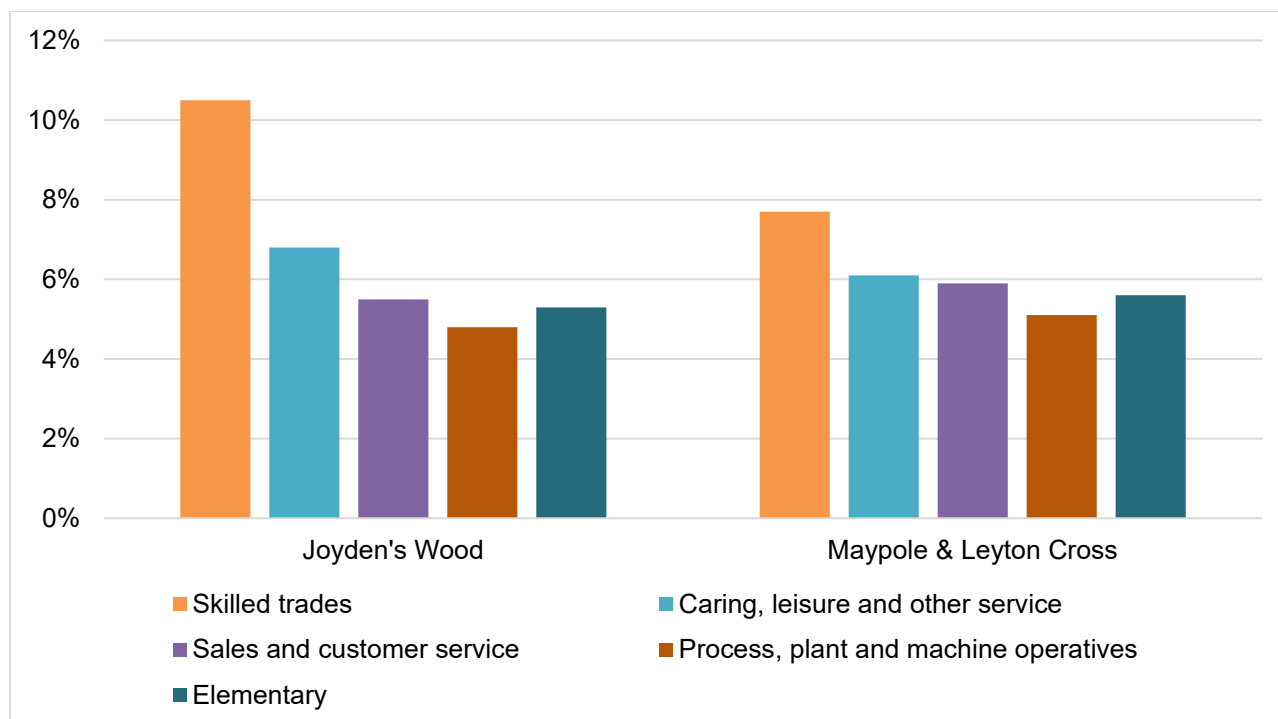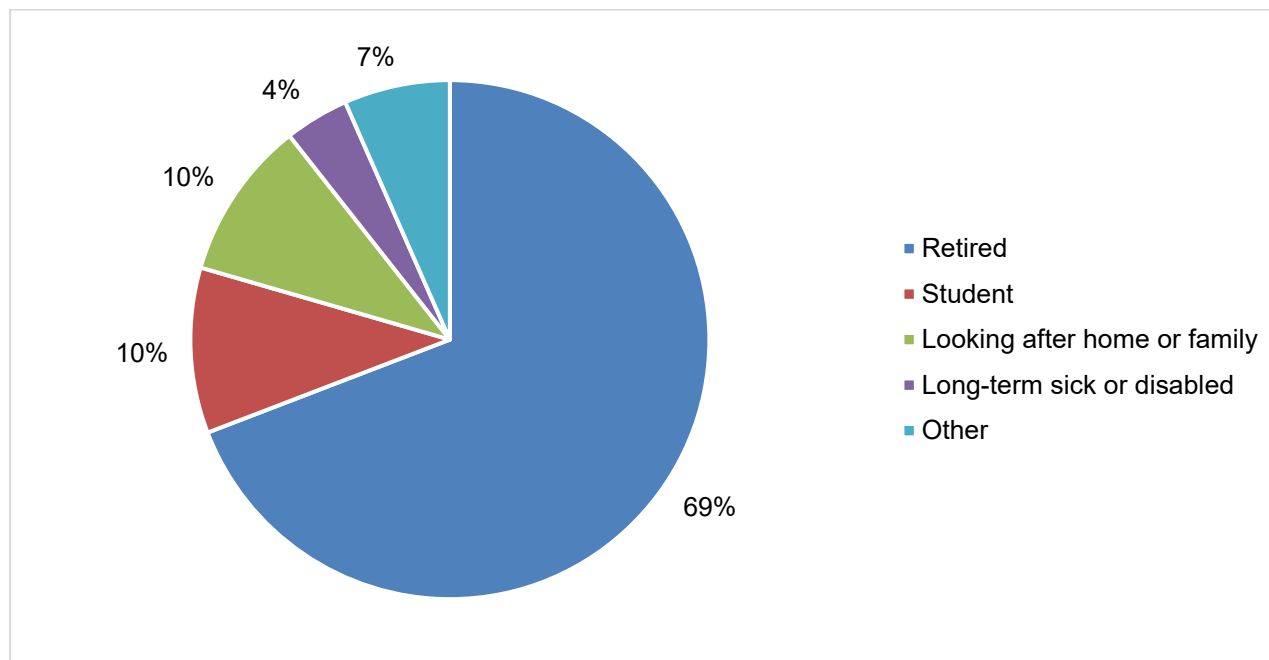Of all usual residents aged 16 years and over in Joyden's Wood and Maypole & Leyton Cross, 2,784 people (41.2%) were economically inactive in the 2021 Census. The reasons are presented in the charts below.

Chart 11: Reasons for economic inactivity in Joyden's Wood and Maypole & Leyton Cross, 2021

Source: ONS – 2021 Census (TS066)

Kent County Council compiles data on unemployment rates at the district and ward levels. The figures are taken from the monthly Claimant Count from the Office for National Statistics, which records the number of people who are unemployed and claiming Jobseekers Allowance or out of work and claiming Universal Credit at local Job Centre Plus offices.

Table 3: Average unemployment rate in 2024

Joyden's Wood and Maypole & Leyton Cross	Dartford	KCC Area
1.9%	3.1%	3.4%

Source: Kent Analytics – Ward Unemployment Bulletin

METHOD OF TRAVEL TO WORK

The Office for National Statistics (ONS) collected Census 2021 responses during the coronavirus (COVID-19) pandemic, a period of unparalleled and rapid change; the national lockdown, associated guidance and furlough measures. As a result, these factors will have affected the travel to work topic, therefore extra caution should be taken when interpreting the below figures.

Chart 12: Method of travel to work, 2021

Source: ONS – 2021 Census (TS061)

HOUSING

TYPES

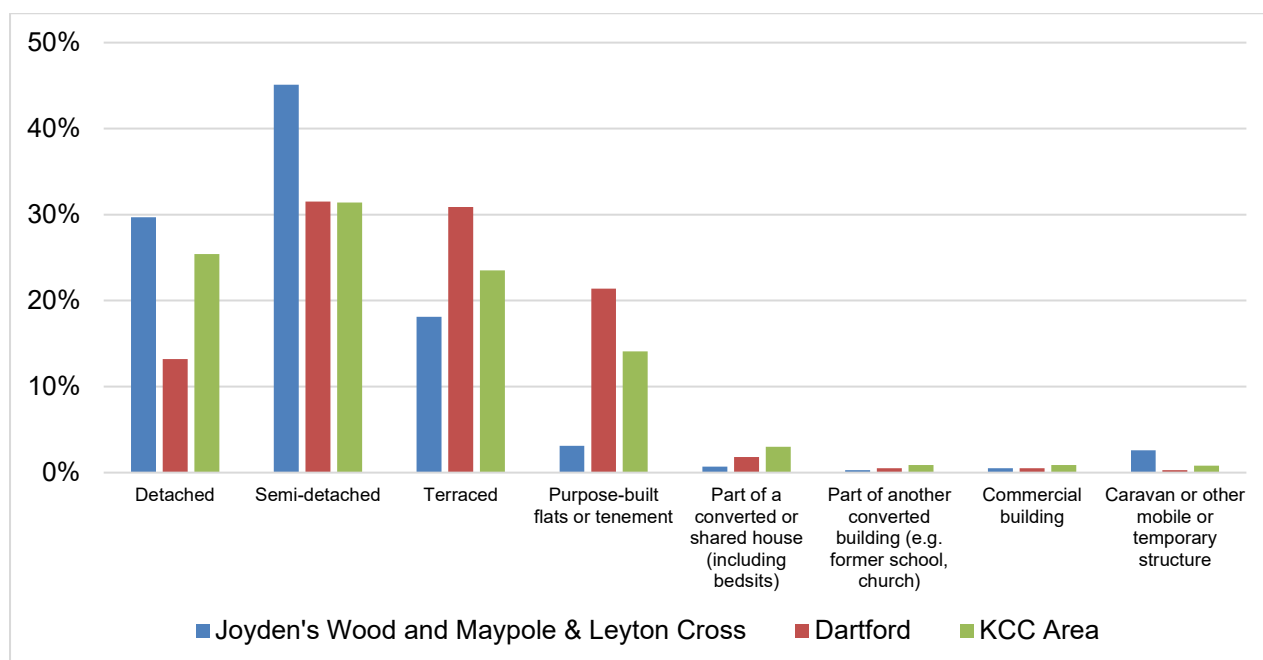In 2021 there were 3,186 households in Joyden's Wood and Maypole & Leyton Cross. The types of properties are shown below.
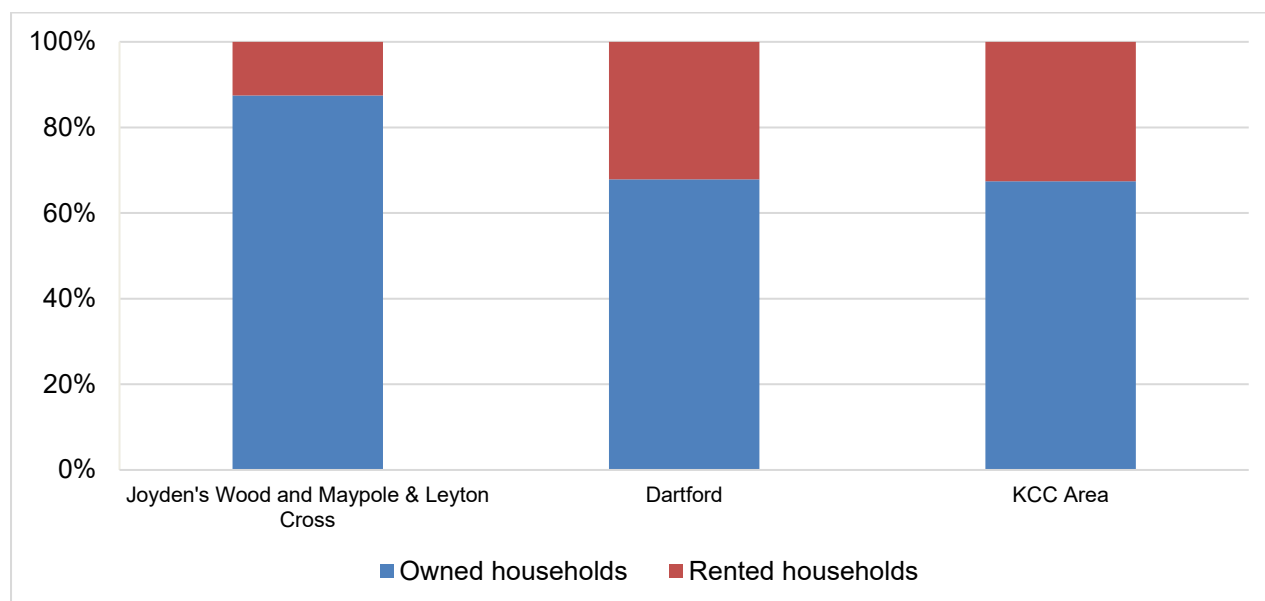
Chart 13: Types of housing, 2021

Source: ONS – 2021 Census (TS052)

TENURE

87.5% of households in Joyden's Wood and Maypole & Leyton Cross are owner occupied. Rented households consist of social rented and private rented or living rent free.

Chart 14: Housing by tenure type, 2021

Source: ONS – 2021 Census (TS054)

HOUSEHOLD SIZE & OCCUPANCY RATING

2.4% of households in Joyden's Wood and Maypole & Leyton Cross have fewer rooms than required, and 2% have fewer bedrooms than required. This implies that those households are overcrowded.

Table 4: Household size and occupancy ratings, 2021

	Joyden's Wood and Maypole & Leyton Cross		Dartford		KCC Area	
	No.	**% of Total**	**No.**	**% of Total**	**No.**	**% of Total**
All Households	3,186		45,696		648,393	
Average household size (persons)	2.6		2.5		2.4	
Occupancy rating (rooms) of -1 or less[1]	76	2.4%	3,401	7.4%	34,764	5.4%
Occupancy rating (bedrooms) of -1 or less	64	2.0%	2,581	5.6%	23,093	3.6%

Source: ONS – 2021 Census (T2017, TS052, TS053)

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[1] Occupancy rating measures whether a household is overcrowded, ideally occupied or under-occupied. A rating of -1 or less indicates that a household has fewer rooms than required (overcrowded). The number of rooms is taken from Valuation Office Agency (VOA) administrative data.
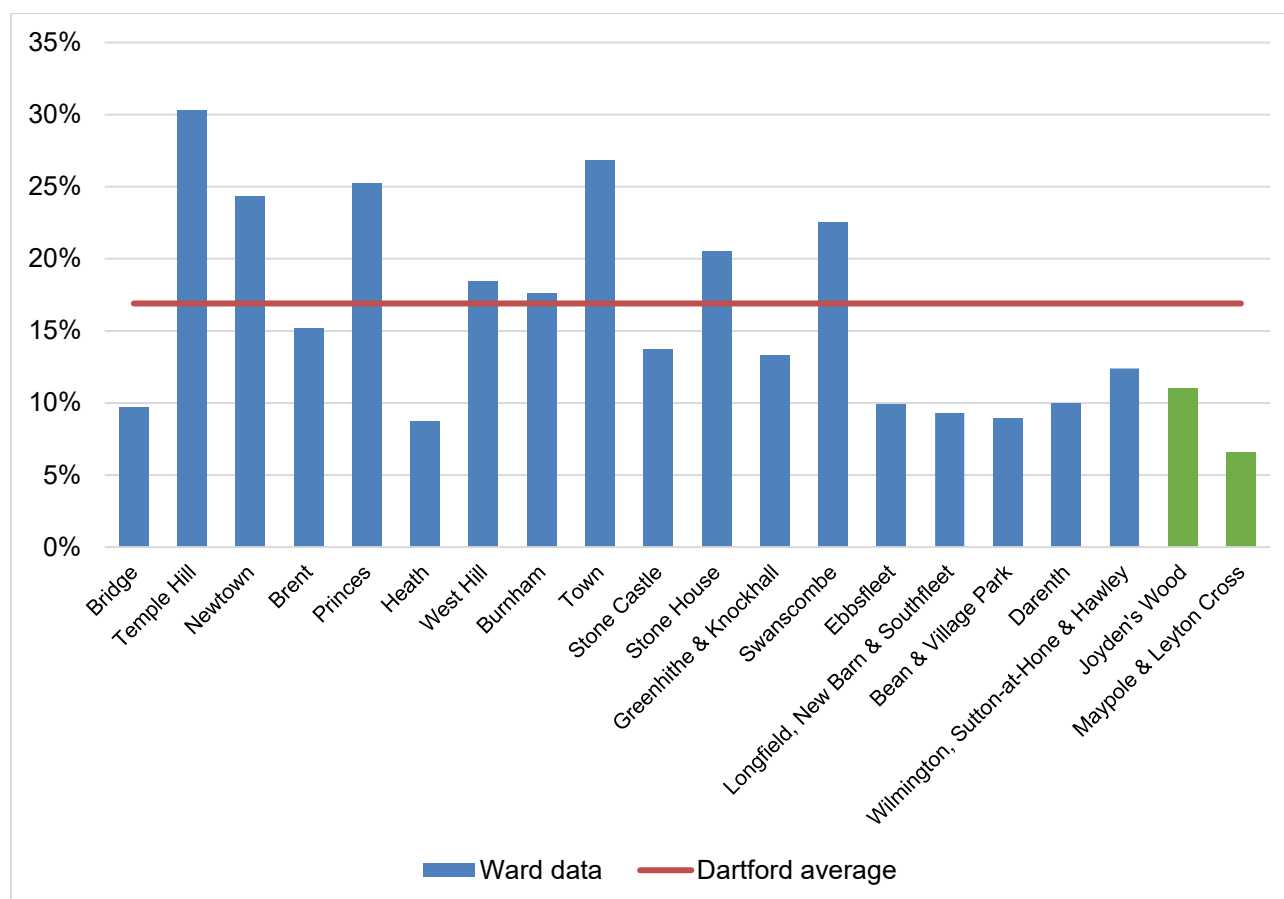
HOUSEHOLD AMENITIES

Table 5: Household amenities, 2021

	Joyden's Wood and Maypole & Leyton Cross		Dartford		KCC Area	
	No.	**% of Total**	**No.**	**% of Total**	**No.**	**% of Total**
All Households	3,186		45,696		648,393	
Has central heating	3,161	99.2%	45,073	98.6%	639,907	98.7%
No car or van in household	303	9.5%	7,700	16.9%	113,321	17.5%

Source: ONS – 2021 Census (TS045, TS046)

The chart below shows the various levels of car ownership in wards across the Borough against the Dartford average.

Chart 15: Percentage of households with no car or van by ward, 2021

PLANNING & INFRASTRUCTURE

DEVELOPMENT PLAN DESIGNATIONS

0	**Strategic Allocations**
3	**District / Local Centres** Birchwood Drive; Pinewood Place/Oakfield Lane; Summerhouse Drive
0	**Identified Employment Areas**
2	**Ancient Woodland** Joyden's Wood; Rowhill Wood

459.18 ha	**Green Belt (GB) & Protected Local Green Space (PLGS)** 459ha GB + 0.18ha PLGS
249 ha	**Borough Open Space**
0	**Conservation Areas**
2	**Listed Buildings**

1	**Scheduled Monument** Faesten (a Medieval Frontier Work)

COMMUNITY INFRASTRUCTURE LEVY

The Community Infrastructure Levy (CIL) is a charge on development that allows Dartford Borough Council to raise and pool contributions from developers towards the funding of a wide range of infrastructure. The Council introduced its CIL charging scheme on 1 April 2014.

A limited (nationally set) portion of Dartford's CIL receipts are transferred towards the local neighbourhood level, for appropriate smaller projects. CIL Regulations require that 15% of CIL receipts received from development within a local parish/town council area is transferred by the Council to those parish/town councils.
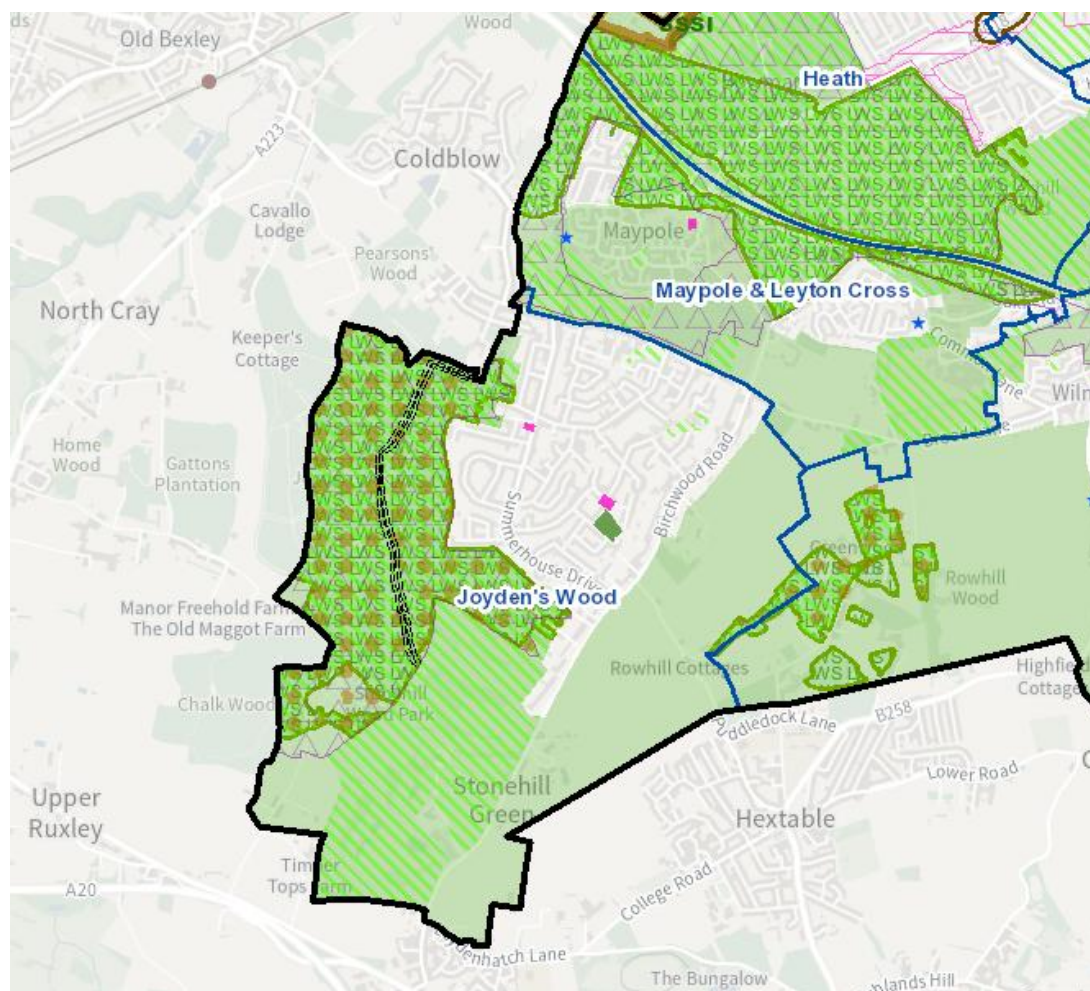
In 2023/24, total CIL receipts amounting to £3,580.37 were transferred to Wilmington Parish Council.

Further information can be found in the latest Infrastructure Funding Statement here.

DEVELOPMENT POLICIES MAP

The Development Policies Map for the area covering Joyden's Wood and Maypole & Leyton Cross is shown below. An interactive version of the map and the key can be found online here.

Figure 2: Development Policies Map of Joyden's Wood and Maypole & Leyton Cross

Source: Dartford Borough Council