

**AREA PROFILE:  
LONGFIELD, NEW  
BARN AND  
SOUTHFLEET**

**DECEMBER 2025  
PLANNING SERVICES**

**DARTFORD  
BOROUGH COUNCIL**

# AREA PROFILE

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## INTRODUCTION

This profile summarises a range of population data for the ward of Longfield, New Barn and Southfleet in Dartford Borough.

The ward falls within the areas covered by Longfield and New Barn Parish Council and Southfleet Parish Council. Census data for the specific geography of the former can be found [here](#) and for the latter [here](#).

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

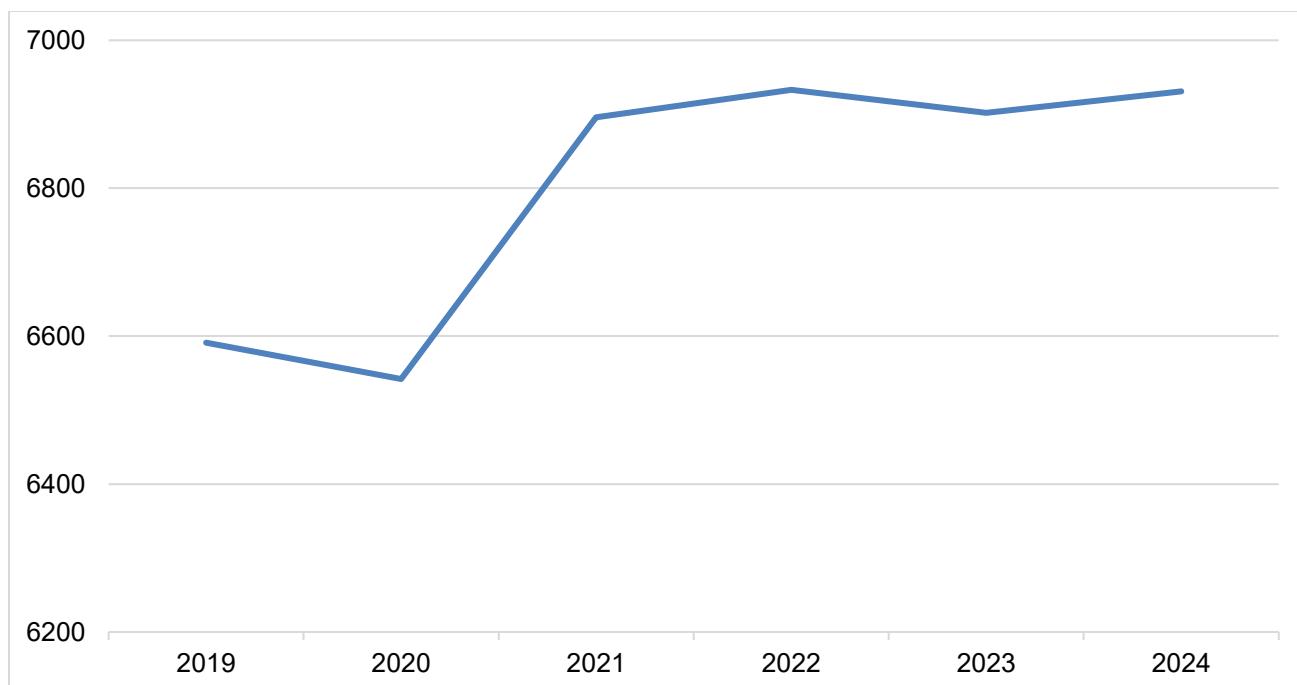
## SUMMARY

- Longfield, New Barn and Southfleet has an older than average population, with 50.4% of residents being aged 50 or over.
- Lowest population density of all Dartford wards at 4.6 persons per hectare.
- Most residents work in managerial (20.7%) and professional (19.7%) occupations, and unemployment is low at 1.9%.
- Detached properties are most common, representing 34% of the housing stock. Semi-detached properties make up 31.8% and terraced just 8.5%. Overall, 85.5% of dwellings are owner occupied.
- Just over 9.3% of households do not own a car or van, compared to the Borough average of 16.9%.

## POPULATION

In 2021, Longfield, New Barn and Southfleet had a population of 6,830 people. This comprised of 3,307 males and 3,523 females, representing a 48.4% and 51.6% split respectively.

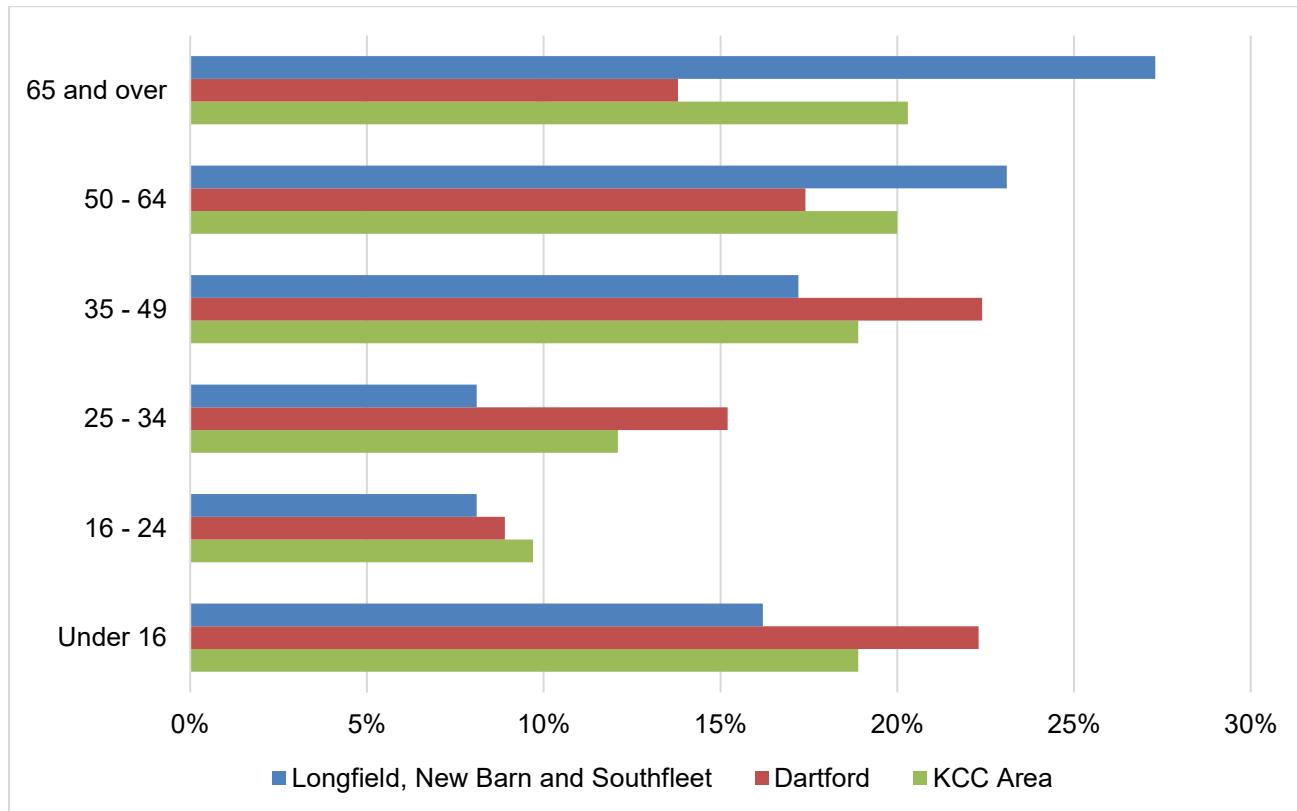
**Chart 1: Estimated population of Longfield, New Barn and Southfleet, mid-2019 to mid-2024**



Source: ONS – Mid-year Population Estimates

## AGE PROFILE

**Chart 2: Age profile of Longfield, New Barn and Southfleet, 2021**



Source: ONS – 2021 Census (TS007B)

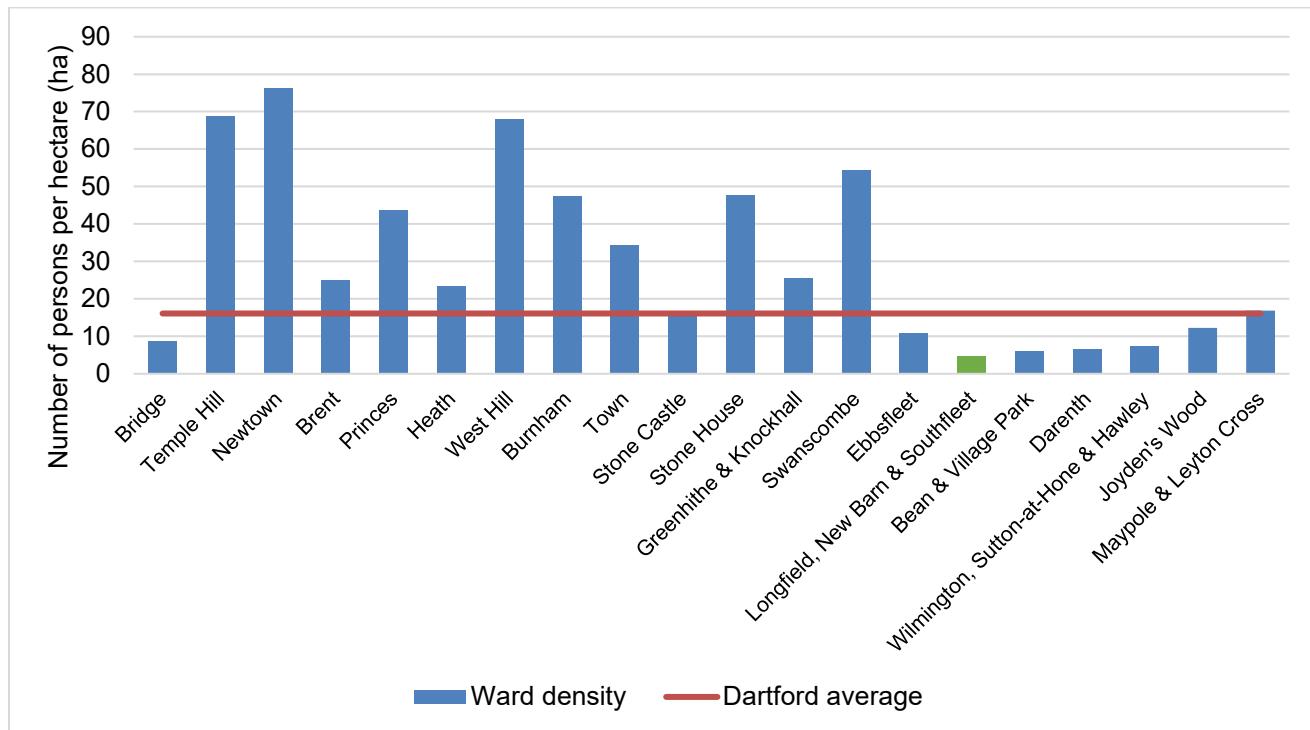
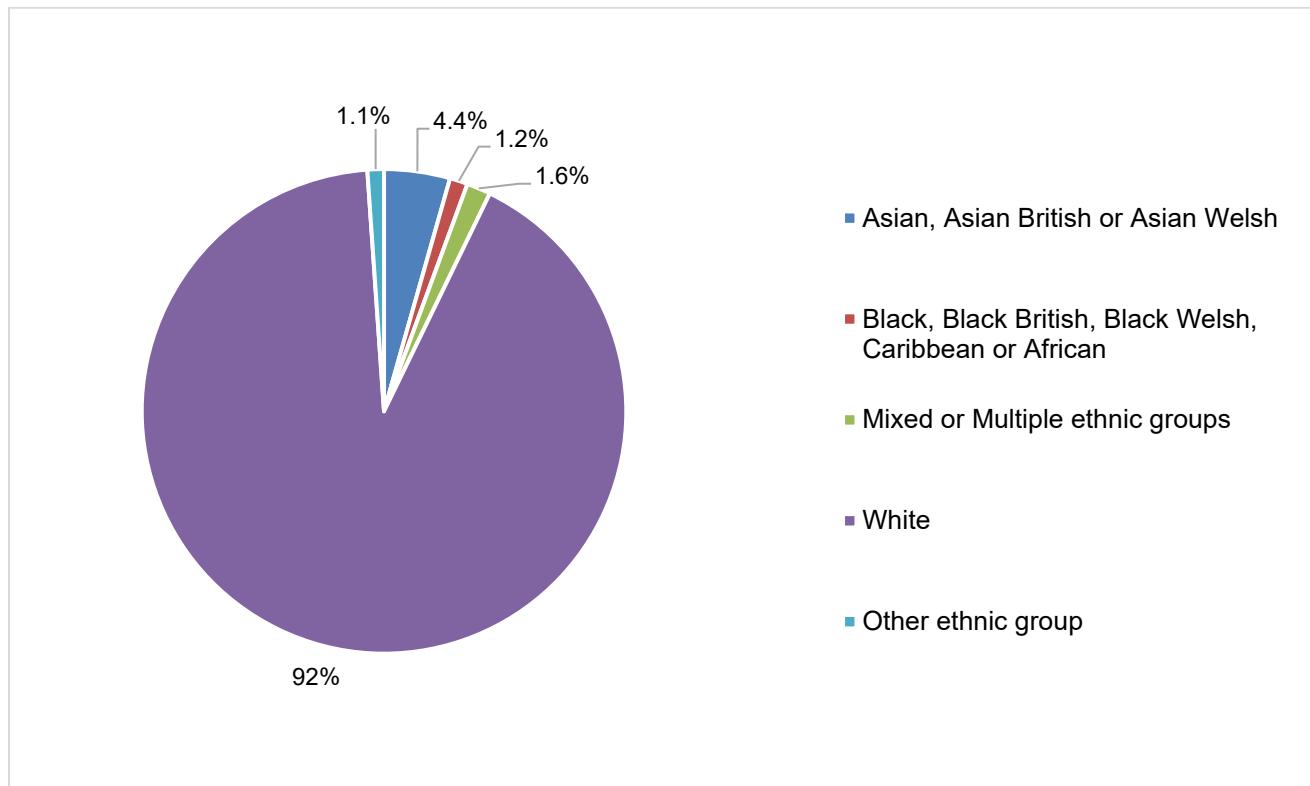
## POPULATION DENSITY

Longfield, New Barn and Southfleet has a population density of 4.6 persons per hectare, compared to the Borough average of 16.1 persons per hectare.

**Table 1: Population density, 2021**

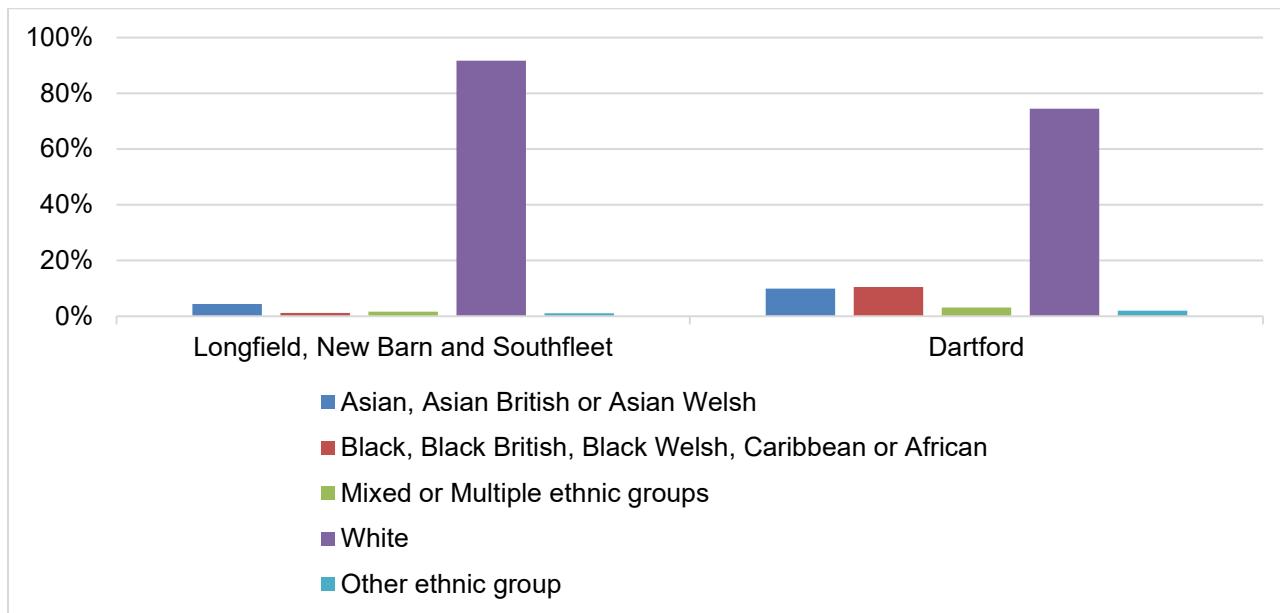
Longfield, New Barn and Southfleet		Dartford		KCC Area	
Area (ha)	Density (persons per ha)	Area (ha)	Density (persons per ha)	Area (ha)	Density (persons per ha)
1,475.9	4.6	7,273.3	16.1	354,437.1	4.4

Source: ONS – 2021 Census

**Chart 3: Population density by ward, 2021****ETHNICITY****Chart 4: Ethnic groups in Longfield, New Barn and Southfleet, 2021**

Source: ONS – 2021 Census (TS021)

## Chart 5: Proportion of ethnic groups in Longfield, New Barn and Southfleet and Dartford Borough, 2021



Source: ONS – 2021 Census (TS021)

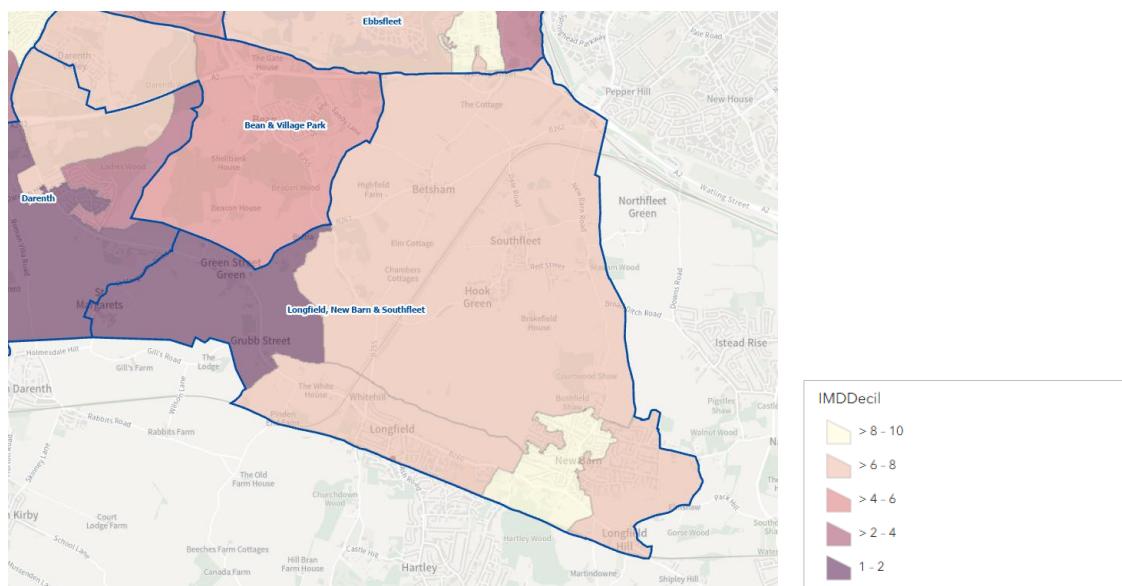
### DEPRIVATION

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.

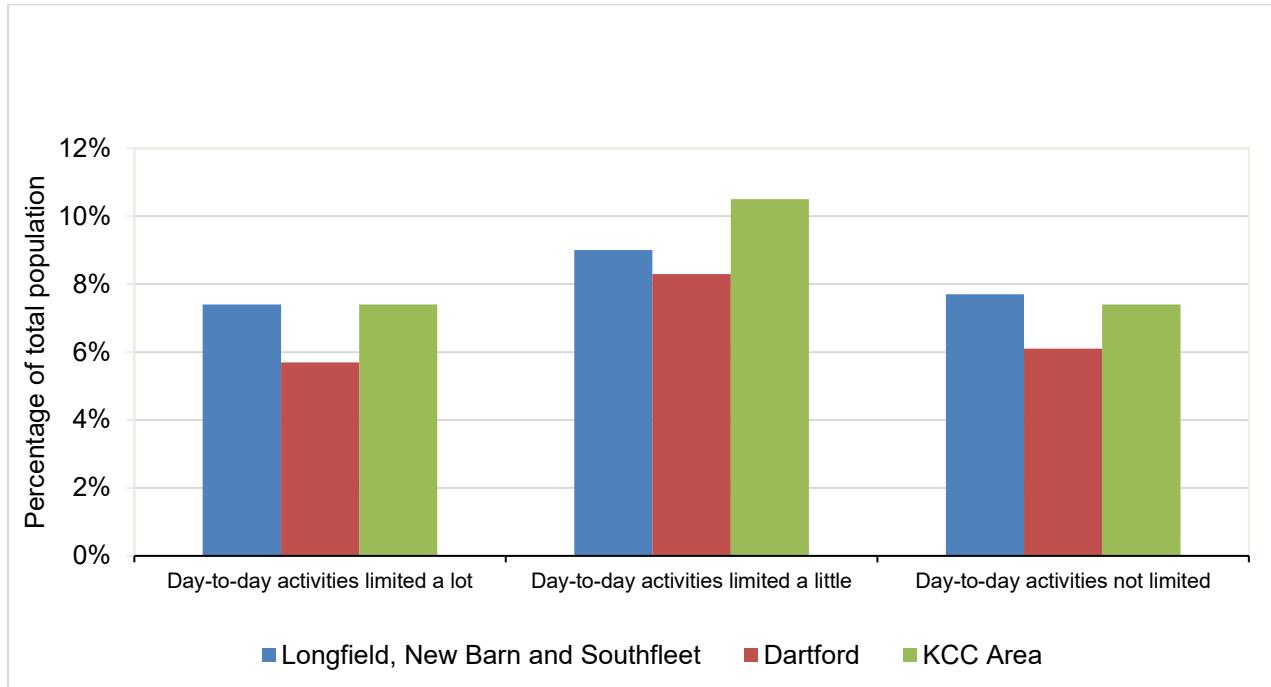
The majority of Longfield, New Barn and Southfleet is 60-90% less deprived than neighbourhoods nationally, although the north west of the area is more deprived than 82% of neighbourhoods.

**Figure 1: IMD deciles for LSOAs in Longfield, New Barn and Southfleet, 2025**



## HEALTH AND DISABILITY

**Chart 6: Population with long term health condition or disability, 2021**



Source: ONS – Census 2021 (TS038)

## ECONOMY

### EMPLOYEES & HOURS WORKED

Longfield, New Barn and Southfleet makes up 5.3% of the total employee jobs in the Borough.

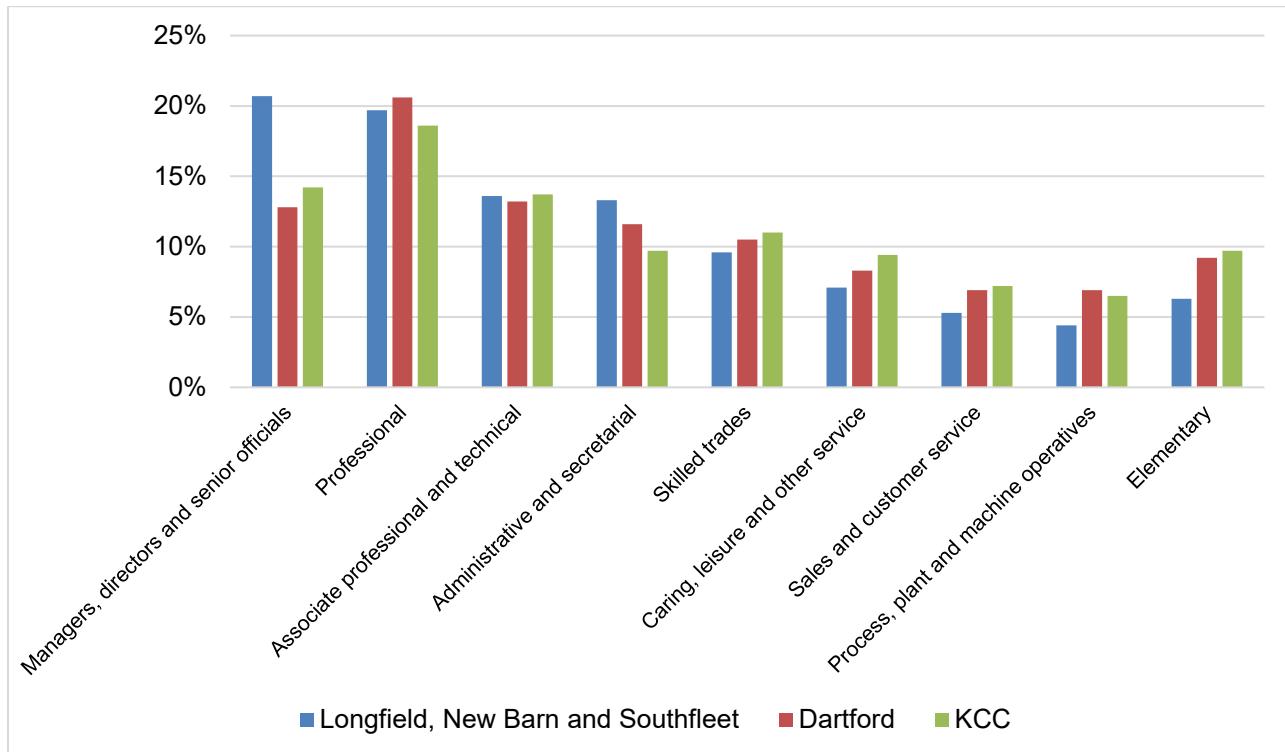
**Table 2: Economically active population, 2021**

Longfield, New Barn and Southfleet		Dartford		KCC Area		
	Count	% of Total	Count	% of Total	Count	% of Total
<b>Total</b>	3,118		58,822		728,618	
<b>Full Time</b>	2,152	69.0%	43,697	74.3%	510,265	70.0%
<b>Part Time</b>	966	31.0%	15,125	25.7%	218,353	30.0%

Source: ONS – 2021 Census (TS059)

## EMPLOYMENT BY OCCUPATION

**Chart 7: Percentage of residents (aged 16+) by employment occupation, 2021**

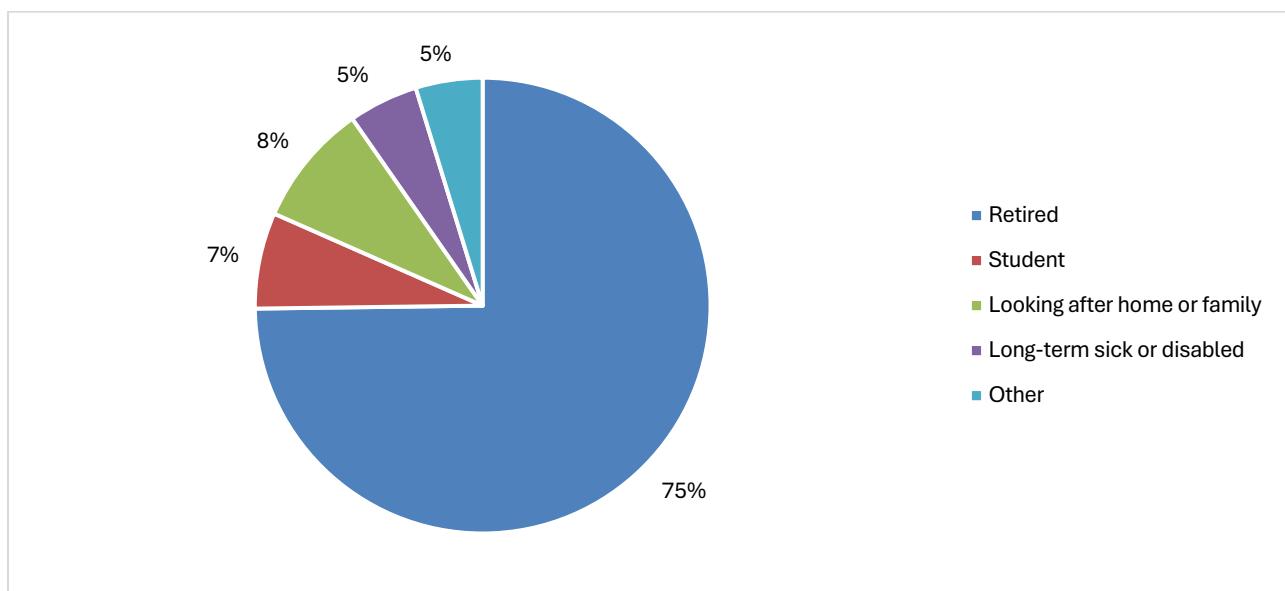


Source: ONS – 2021 Census (TS063)

## UNEMPLOYMENT

Of all usual residents aged 16 years and over in Longfield, New Barn and Southfleet, 2,507 people (43.8%) were economically inactive in the 2021 Census. The reasons are presented below.

**Chart 8: Reasons for economic inactivity in Longfield, New Barn and Southfleet, 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**

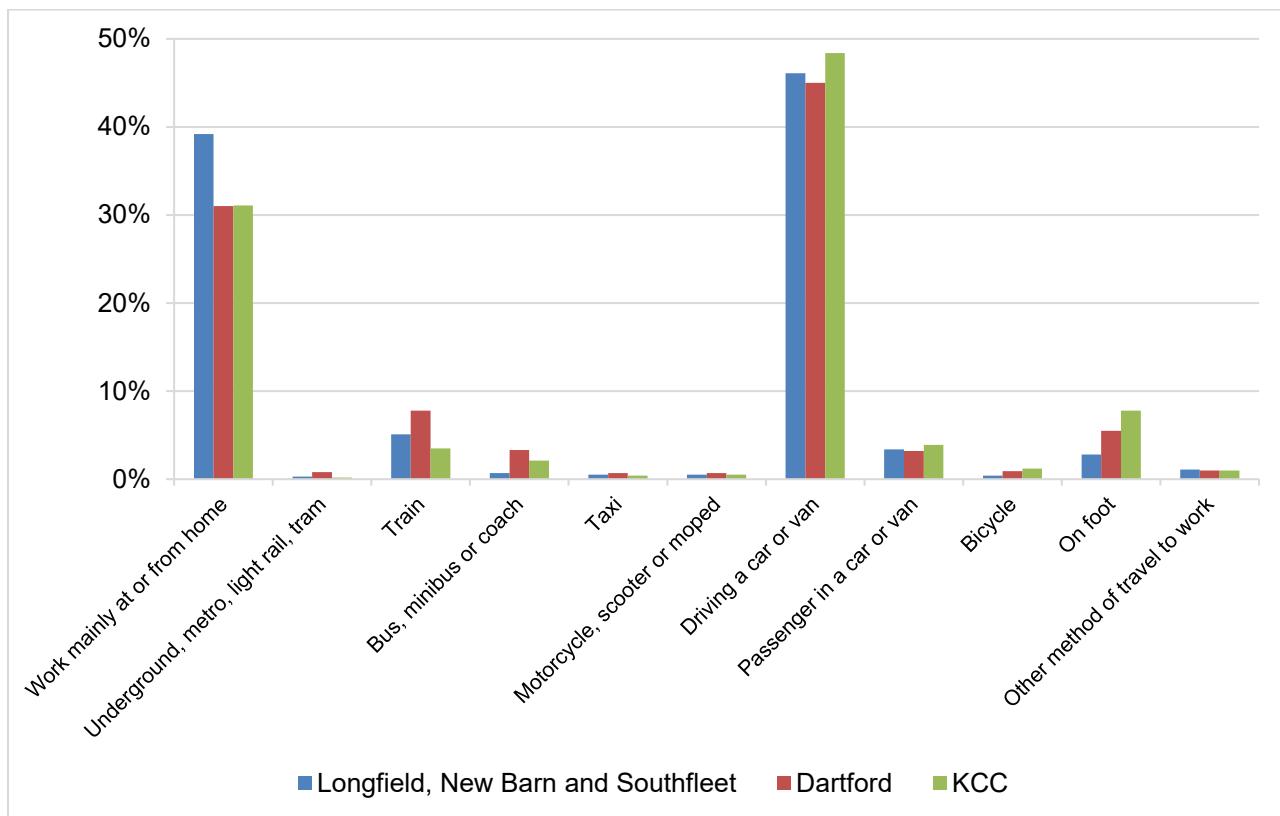
Longfield, New Barn and Southfleet	Dartford	KCC Area
1.9%	3.1%	3.4%

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 9: Method of travel to work, 2021**



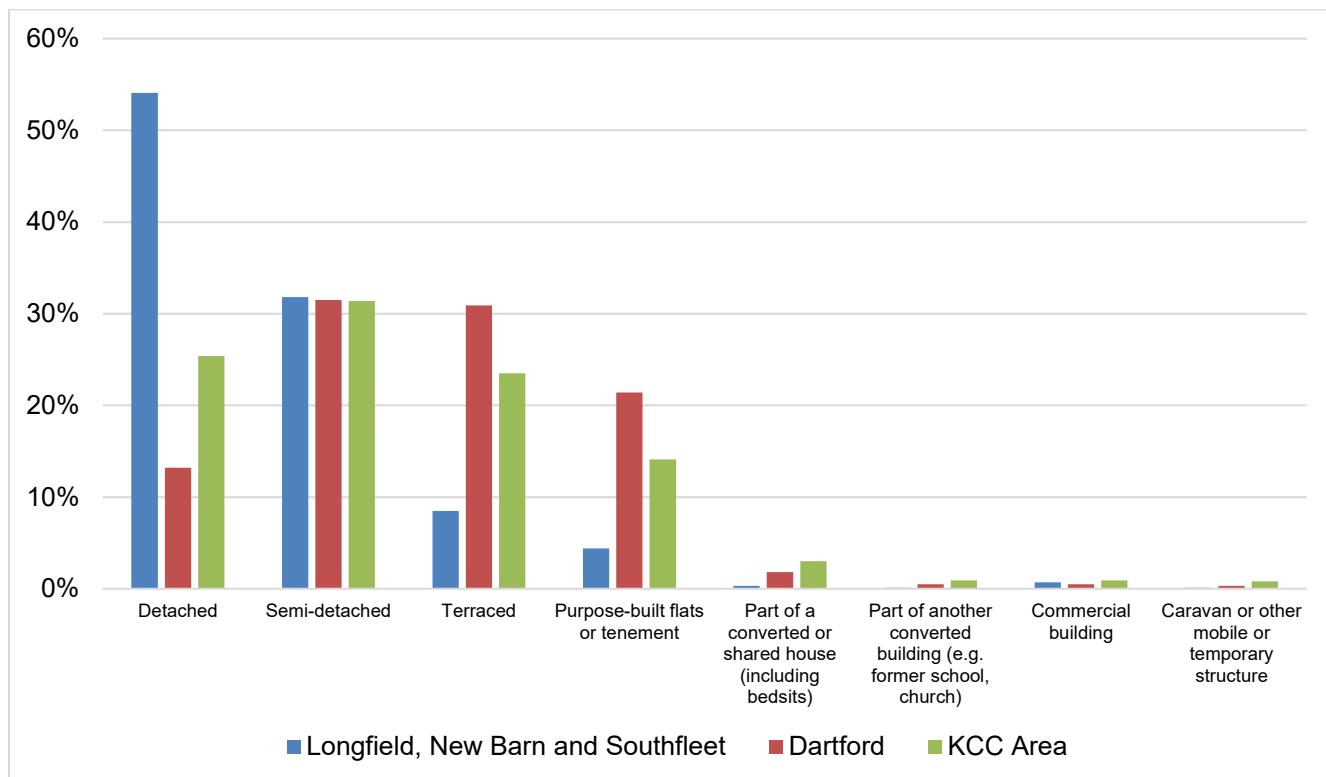
Source: ONS – 2021 Census (TS061)

## HOUSING

### TYPES

In 2021, there were 2,732 households in Longfield, New Barn and Southfleet. The types of properties are shown below.

**Chart 10: Types of housing, 2021**

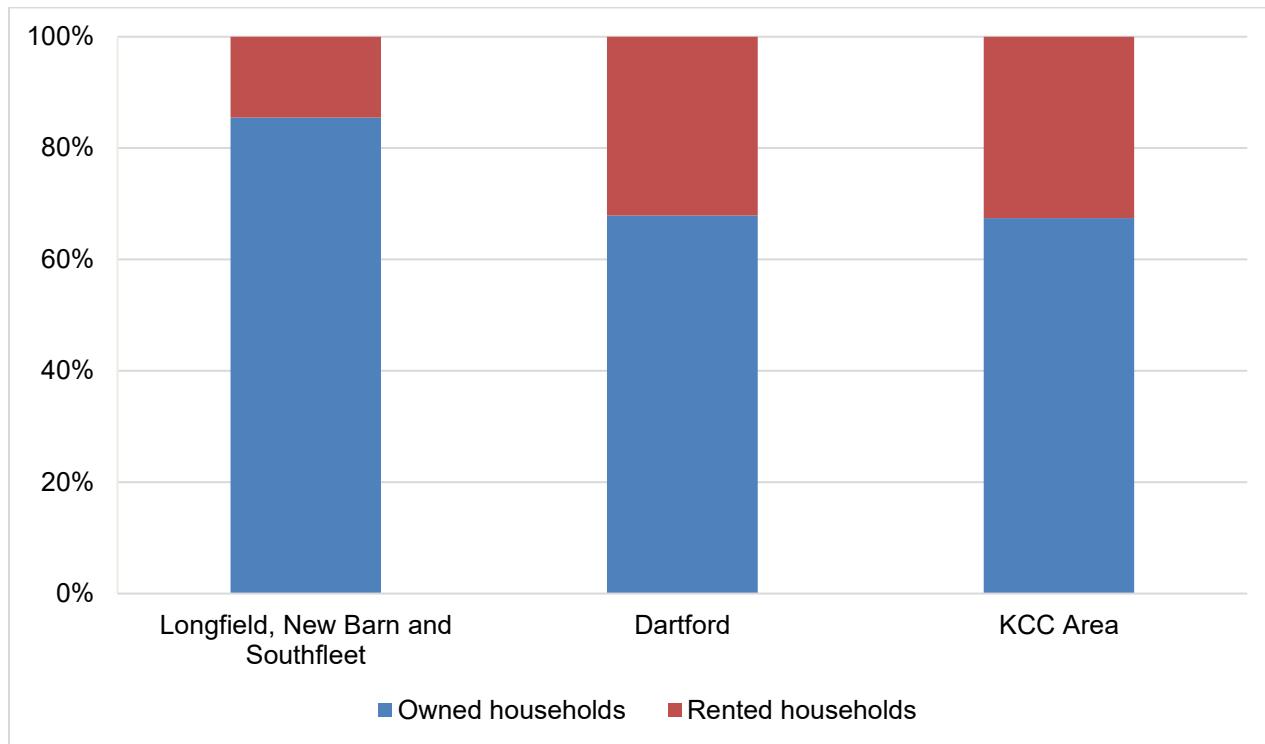


Source: ONS – 2021 Census (TS052)

### TENURE

85.5% of households in Longfield, New Barn and Southfleet are owner occupied. Rented households consist of social rented and private rented or rent free.

### Chart 11: Housing by tenure type, 2021



Source: ONS – 2021 Census (TS054)

### HOUSEHOLD SIZE & OCCUPANCY RATING

2.2% of households in Longfield, New Barn and Southfleet have fewer rooms than required, and 1.8% have fewer bedrooms than required. This implies that those households are overcrowded.

Table 4: Household size and occupancy ratings, 2021

Longfield, New Barn and Southfleet		Dartford		KCC Area	
	No.	No.	% of Total	No.	% of Total
All Households	2,732	45,696		648,393	
Average household size (persons)	2.5	2.5		2.4	
Occupancy rating (rooms) of -1 or less <sup>1</sup>	59	2,221	2.2%	3,401	7.4%
Occupancy rating (bedrooms) of -1 or less	49	2,581	1.8%	34,764	5.4%
				23,093	3.6%

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

<sup>1</sup> 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

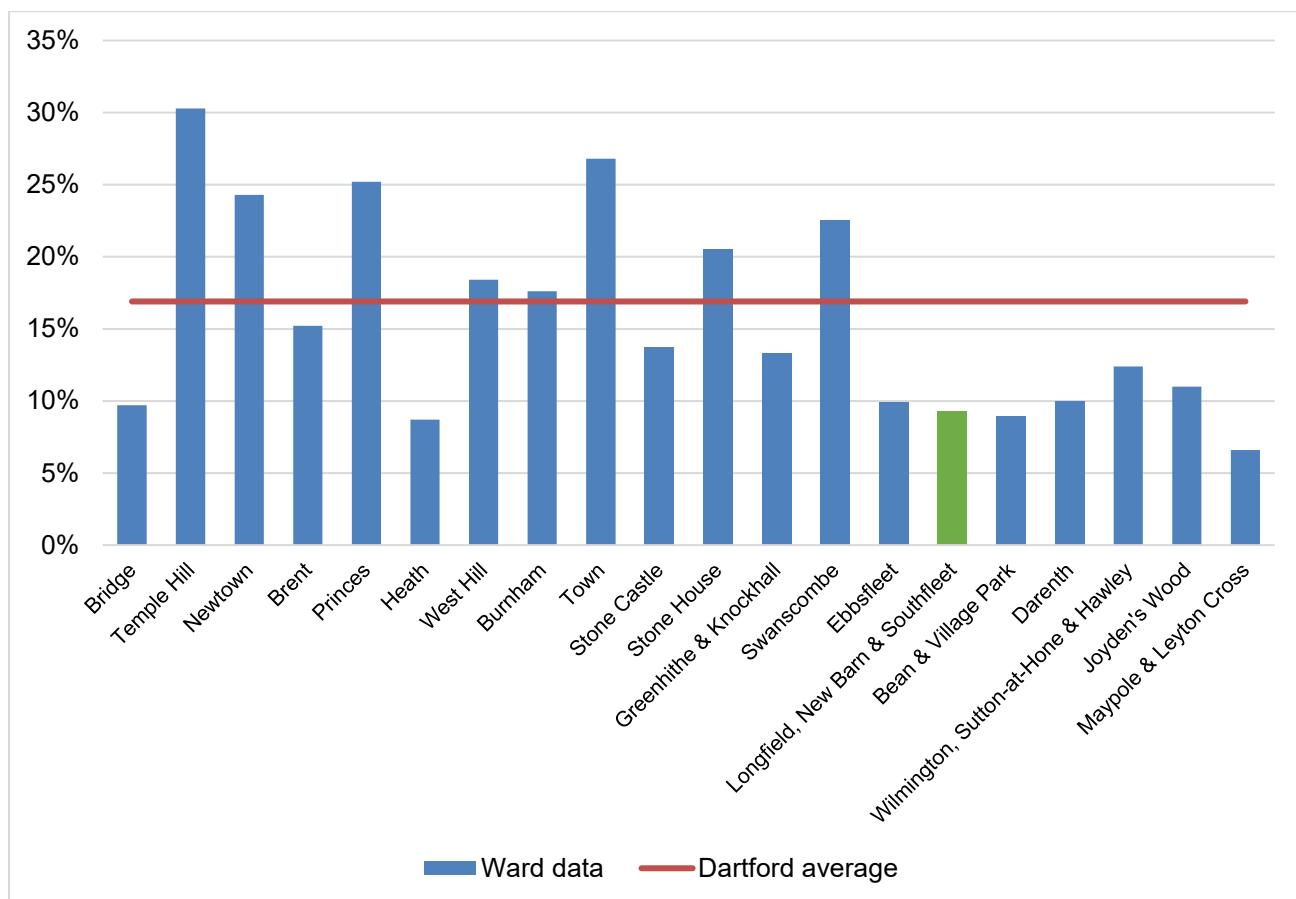
**Table 5: Household amenities, 2021**

	Longfield, New Barn and Southfleet		Dartford		KCC Area	
	No.	% of Total	No.	% of Total	No.	% of Total
<b>All Households</b>	2,732		45,696		648,393	
<b>Has central heating</b>	2,718	99.5%	45,073	98.6%	639,907	98.7%
<b>No car or van in household</b>	255	9.3%	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 12: Percentage of households with no car or van by ward, 2021**



## PLANNING & INFRASTRUCTURE

### DEVELOPMENT PLAN DESIGNATIONS

0	Strategic Allocations	1,291.2 ha	Green Belt (GB) & Protected Local Green Space (PLGS) 1,291ha GB + 0.16ha PLGS
1	District / Local Centres Longfield	39 ha	Borough Open Space
4	Identified Employment Areas Malt House Farm; Pinden End; St Margaret's Farm; Westwood	3	Conservation Areas Hook Green; Red Street; Southfleet
2	Ancient Woodland Croft Wood; Hook Green Farm	57	Listed Buildings
4	Scheduled Monuments Icehouse at Clock House (Green Street Green); Monastic Grange (Friary Court); Roman Enclosure south east of Vagniacae; Springhead Roman Site		

### 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

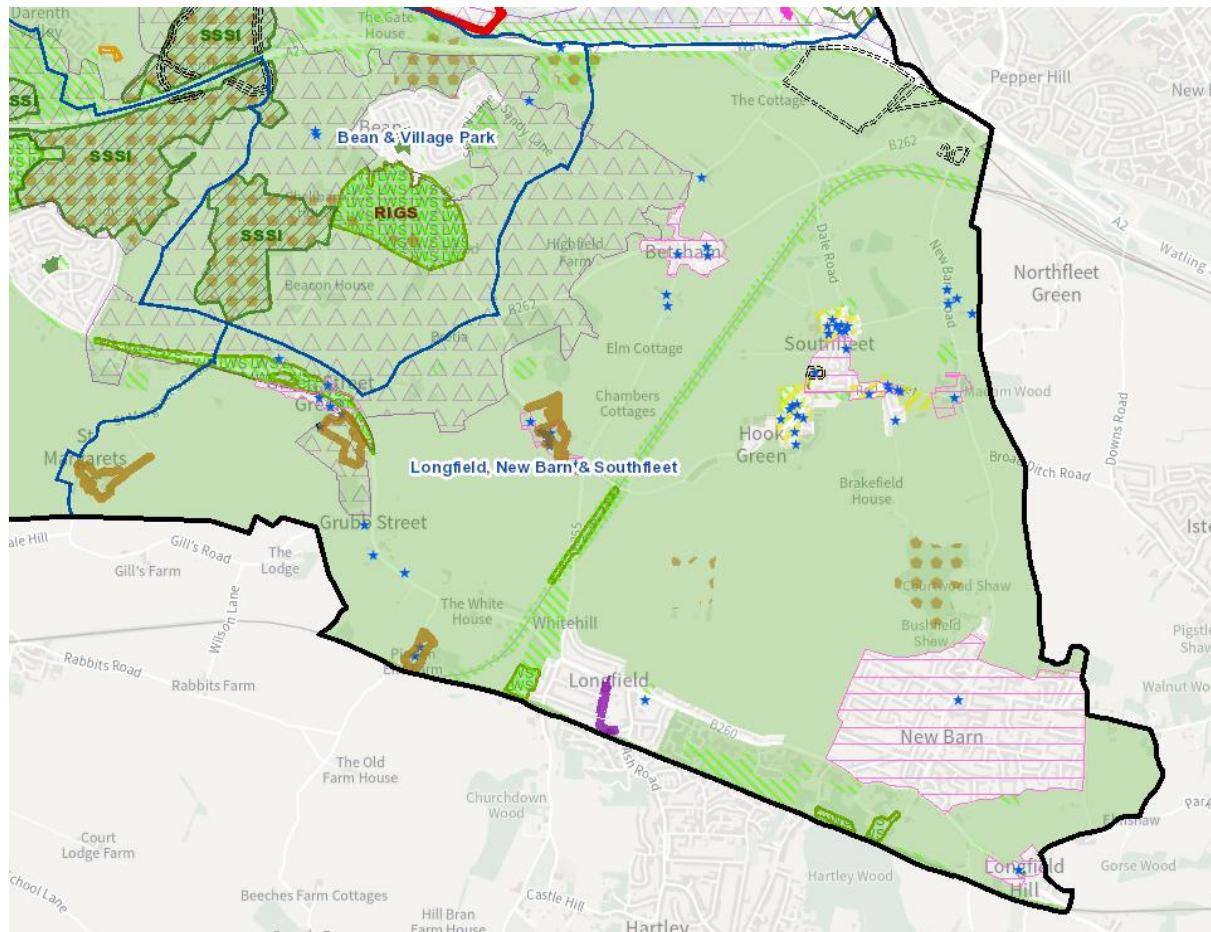
In 2023/24, total CIL receipts amounting to £11,585.28 were transferred to Southfleet Parish Council. There were no development sites within Longfield & New Barn parish that yielded CIL funding.

Further information can be found in the latest Infrastructure Funding Statement [here](#).

## DEVELOPMENT POLICIES MAP

The Development Policies Map for the area covering Longfield, New Barn and Southfleet is shown below. An interactive version of the map and the key can be found [online here](#).

**Figure 2: Development Policies Map of Longfield, New Barn and Southfleet**



Source: Dartford Borough Council