

Longfield, New Barn and Southfleet

Area Profile

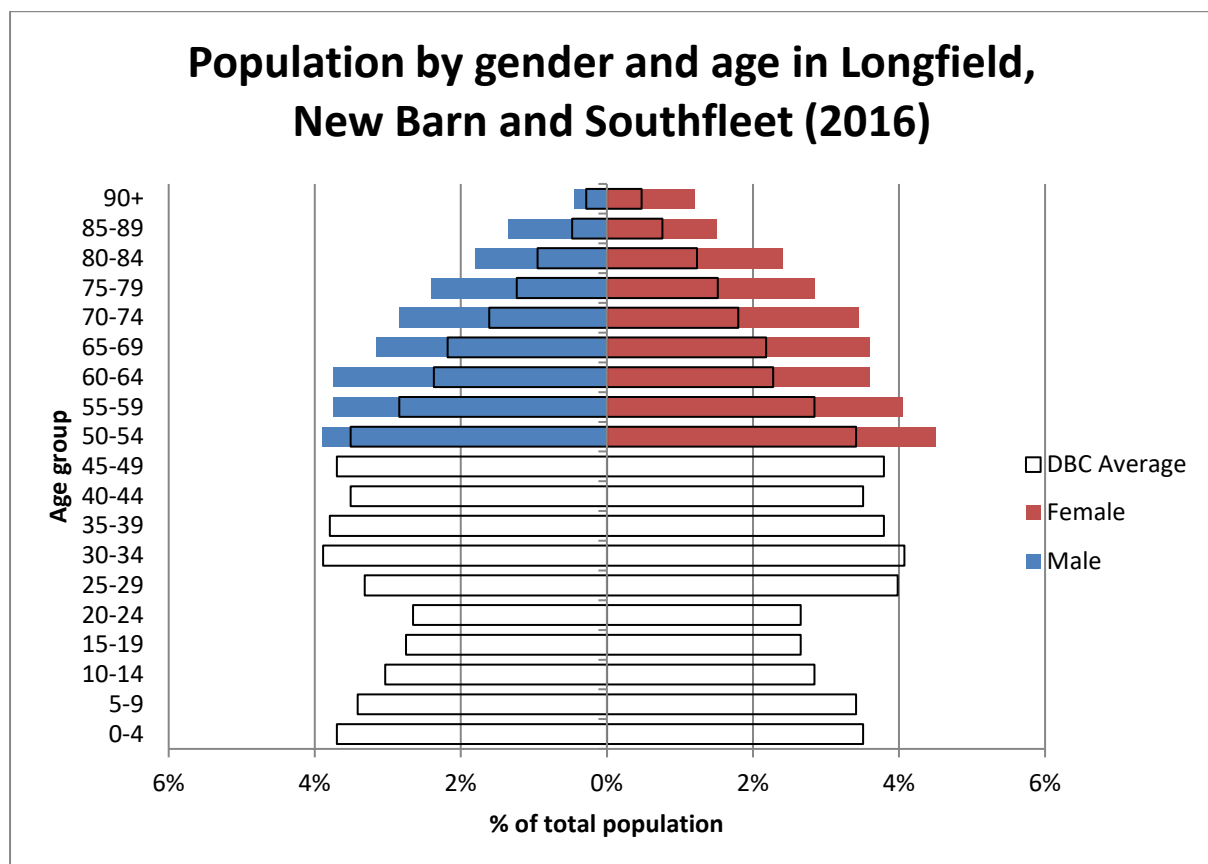
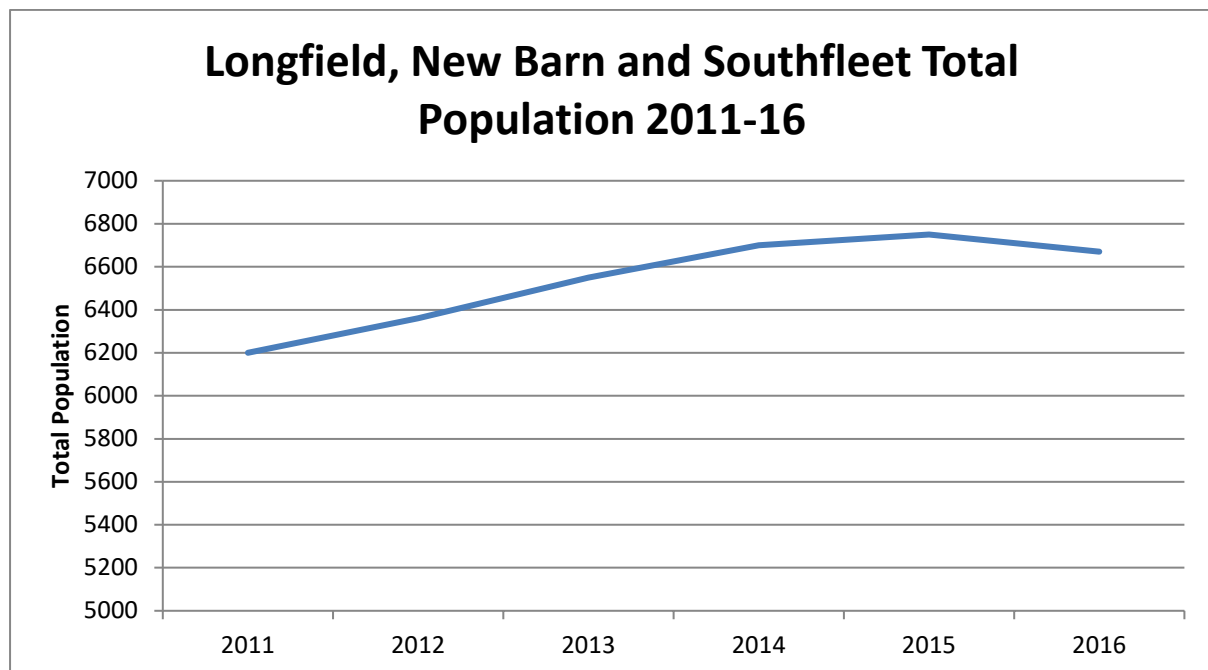
This profile covers the ward of Longfield and New Barn, and Southfleet.

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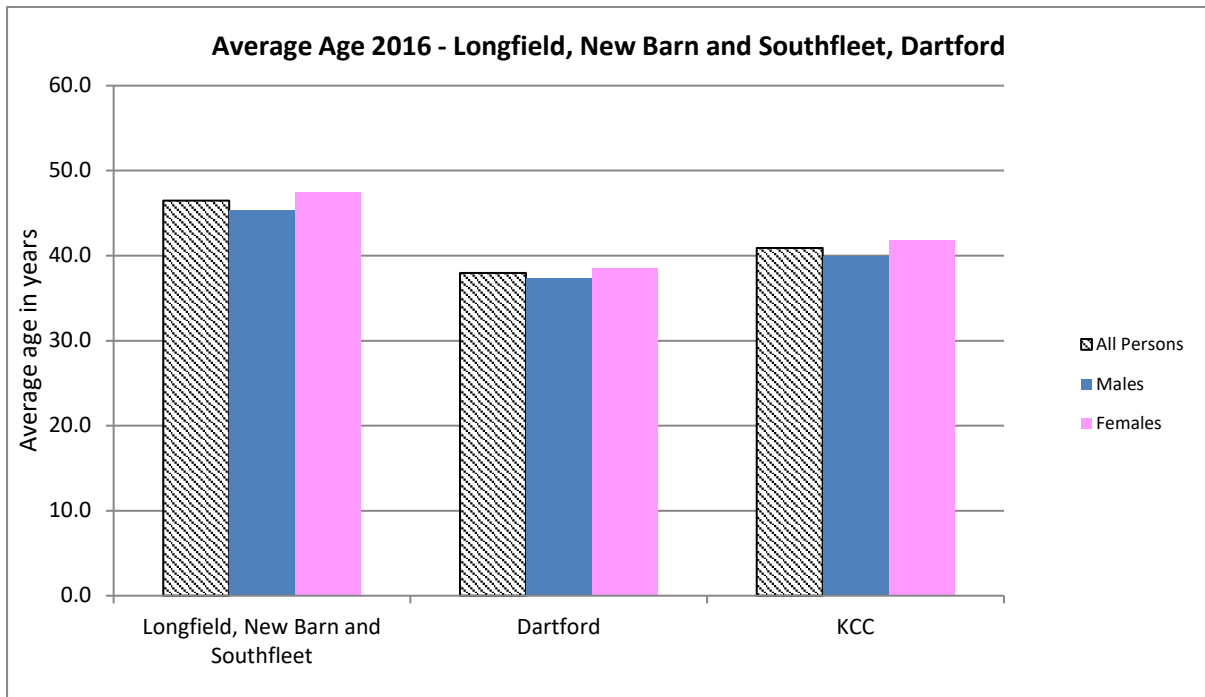
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POPULATION

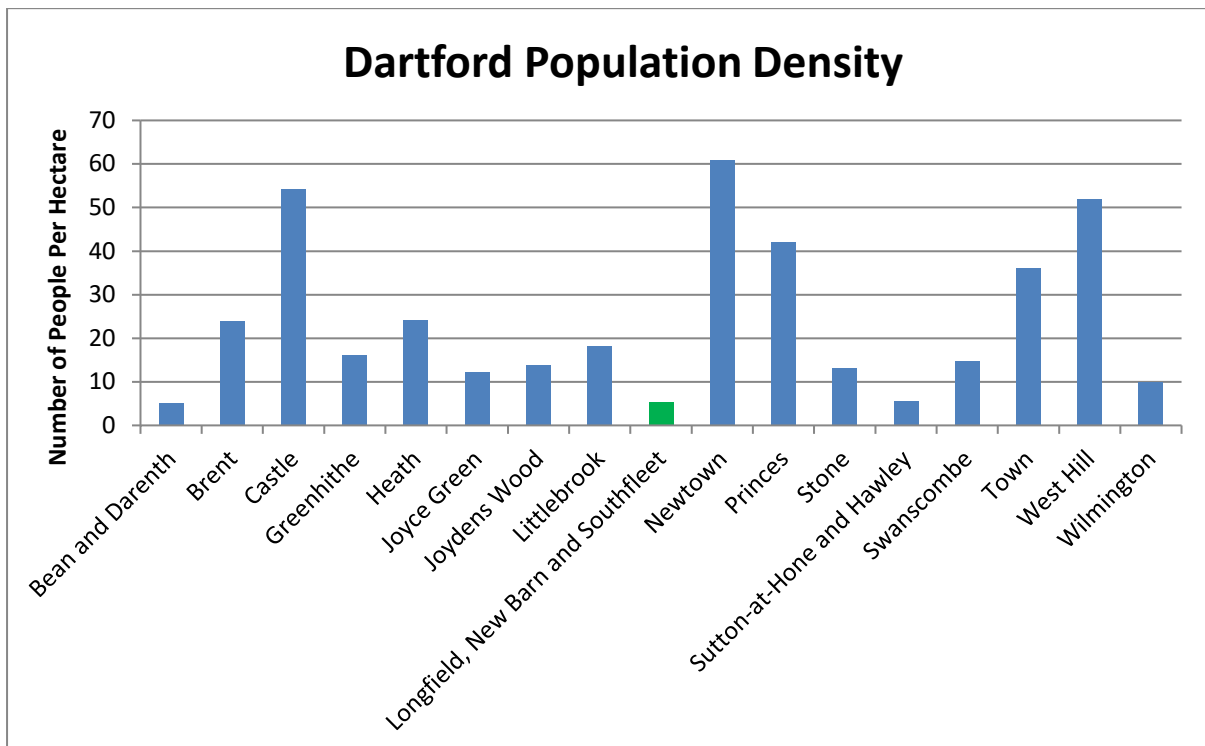
Total Current Population: 6,670 (3,180 males and 3,490 females)



Average Age

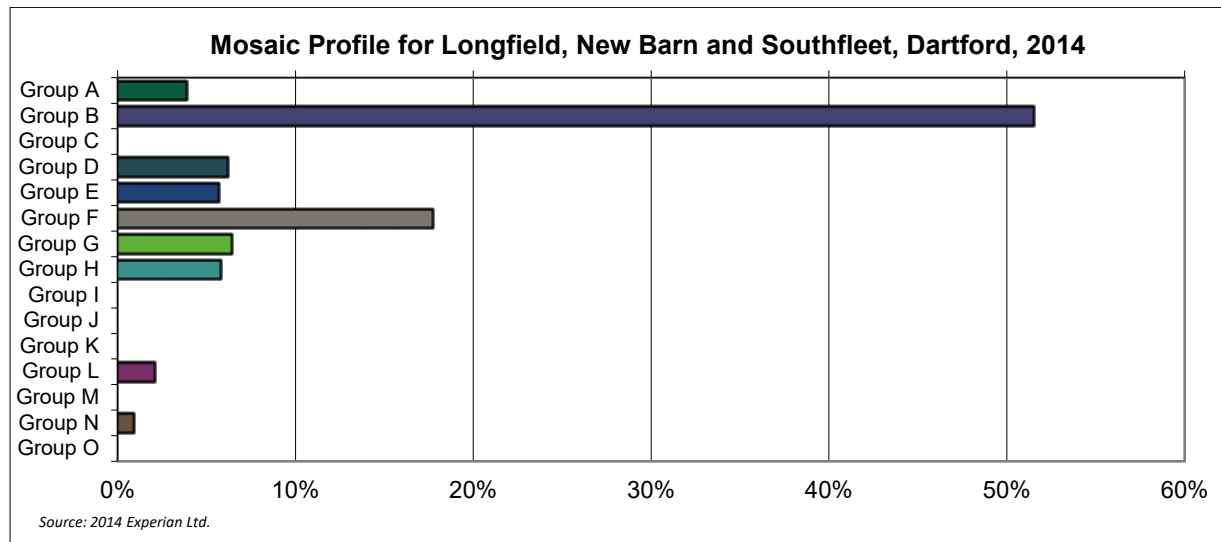


Population Density



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 Prestige Positions, followed by Senior Security and Rural Reality being the largest classifications found in Longfield, New Barn and Southfleet.



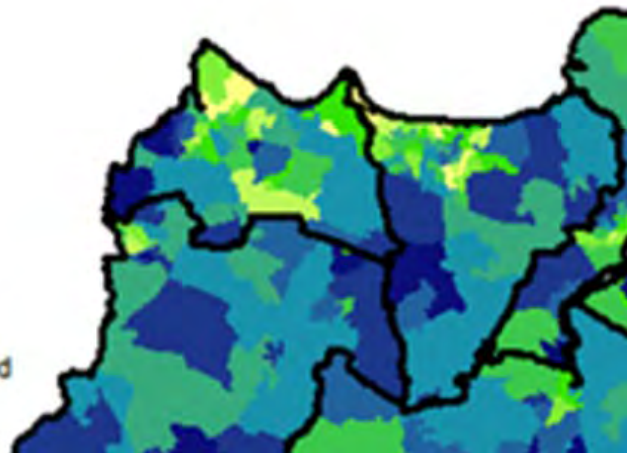
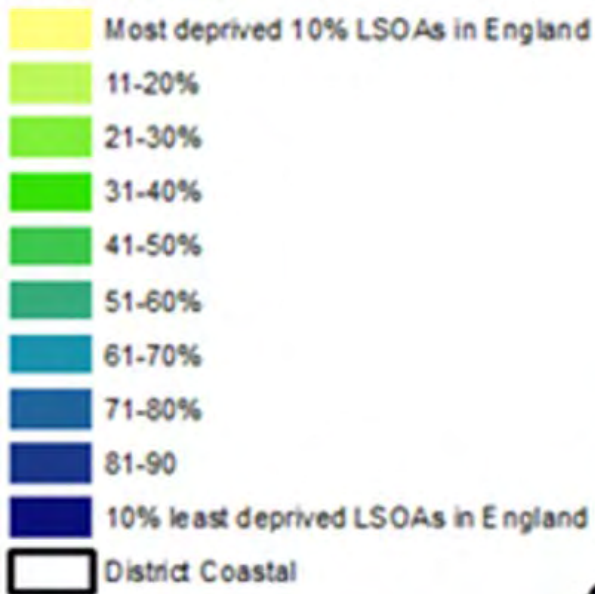
- Country Living - Well off owners in rural locations enjoying the benefits of Country life
- **Prestige Positions - Established families in large detached homes Living upmarket lifestyles**
- City Prosperity - High status city dwellers living in central locations and pursuing careers with high rewards
- 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 Longfield, New Barn and Southfleet are all within the 40% least deprived nationally. With Longfield Hill area being the least deprived.

Overall IMD - England Position

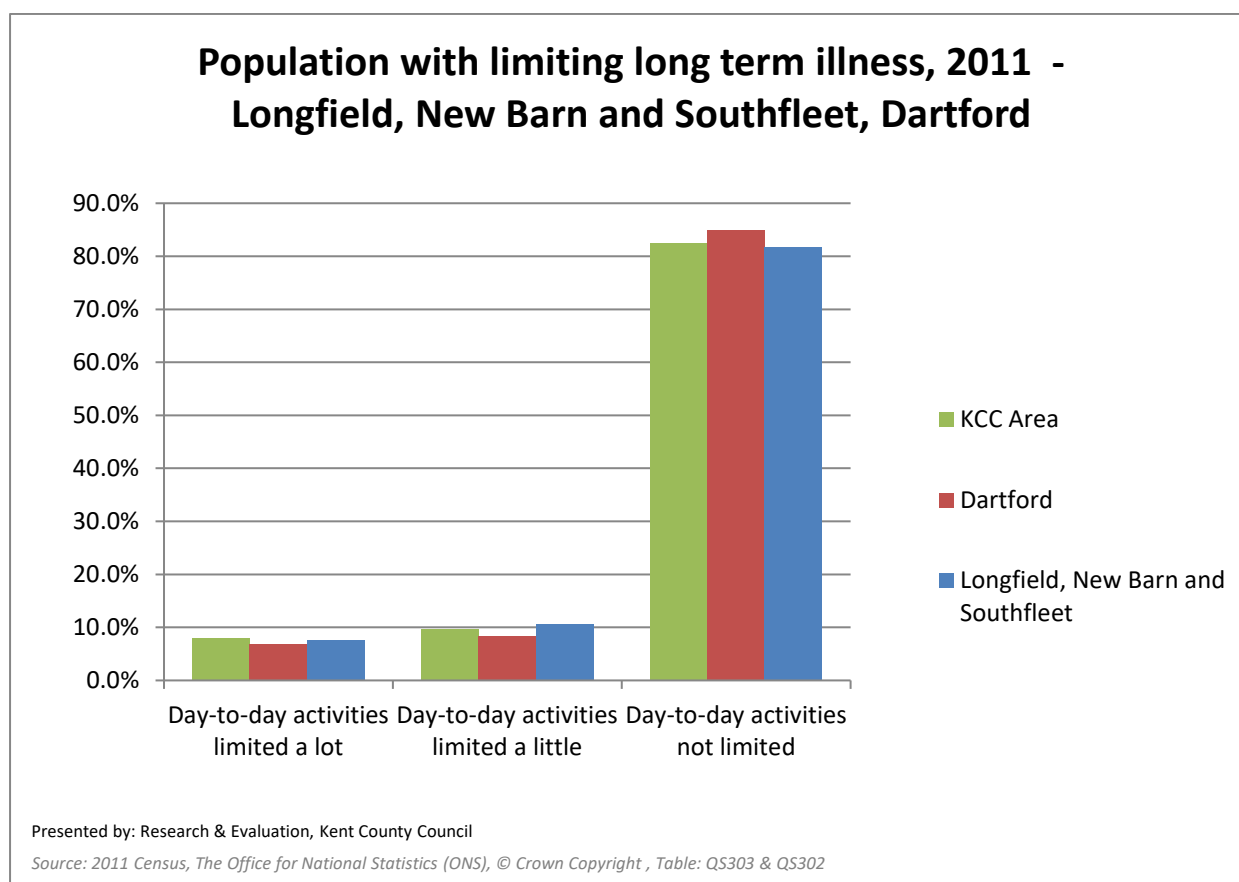
National Rank



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 ward (excluding Longfield area) does fall into the top 20% most deprived for one factor (Crime).

Health and Disability



Life Expectancy

	Longfield, New Barn and Southfleet	Dartford	KCC Area
Male	78	78.8	79.9
Female	80	82.4	83.4

Source: Office for National Statistics

ECONOMY

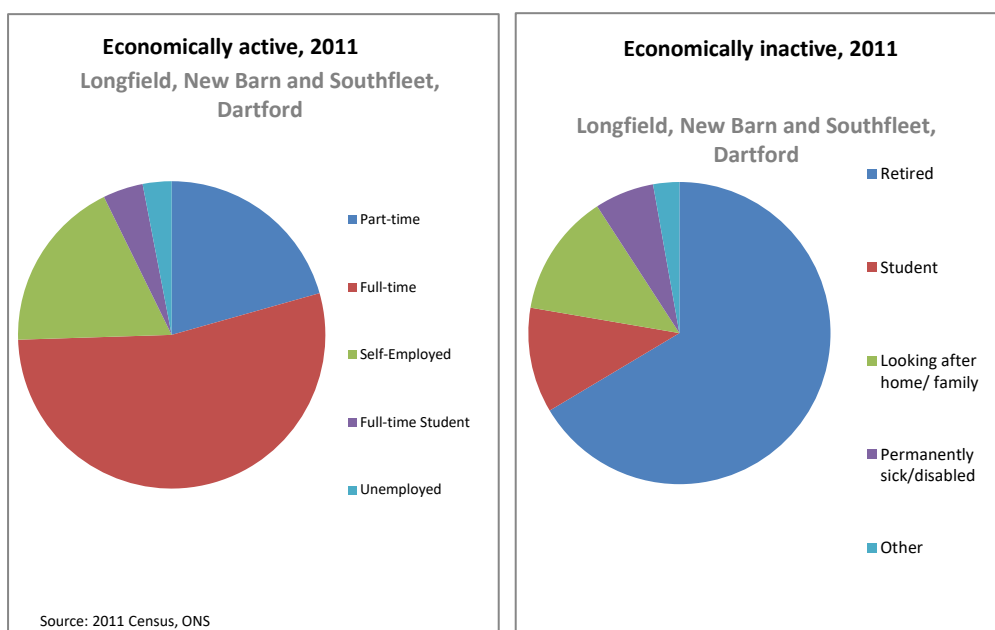
Employees (all employee jobs)

Longfield, New Barn and Southfleet makes up 4% of the employee jobs in Dartford Borough.

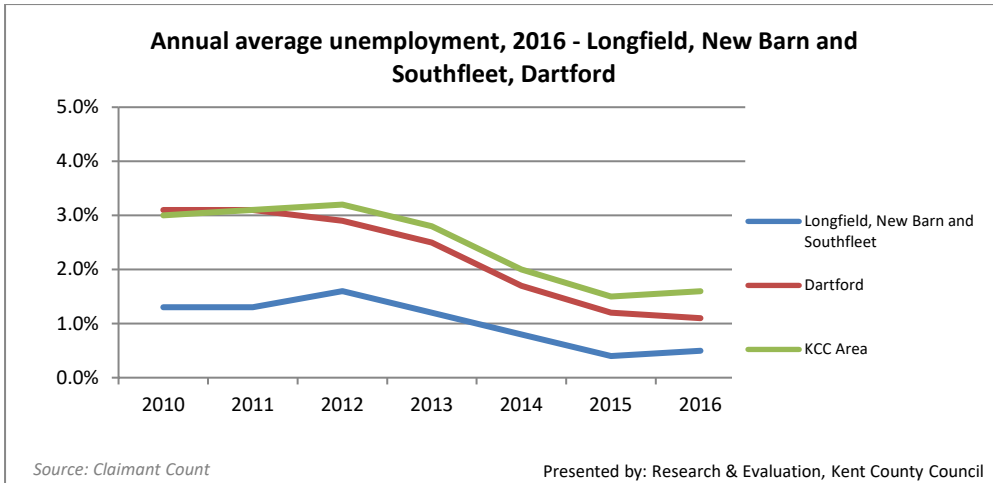
2016	Longfield, New Barn and Southfleet		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total	2,800	100.0%	63,000	100%	608,500	100%
Full time	1,800	63.6%	40,500	64.3%	399,000	65.6%
Part time	1,000	34.5%	22,000	34.9%	209,500	34.4%

Source: BRES

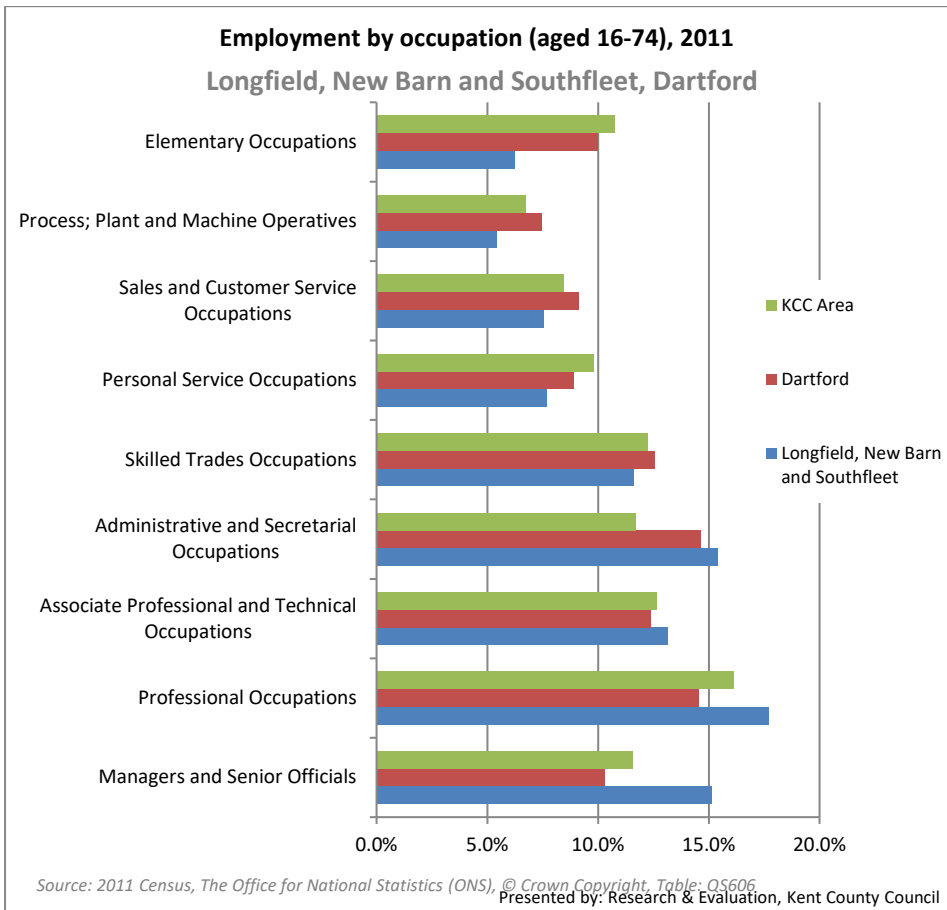
Economic activity



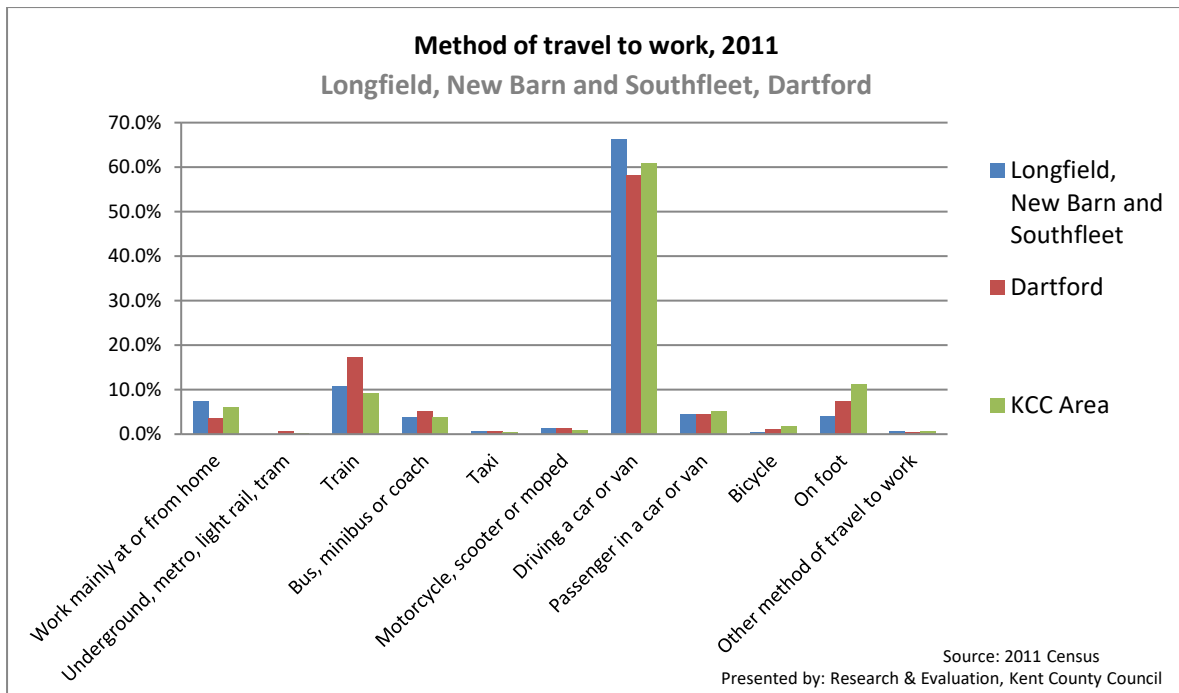
Unemployment



Employment by occupation



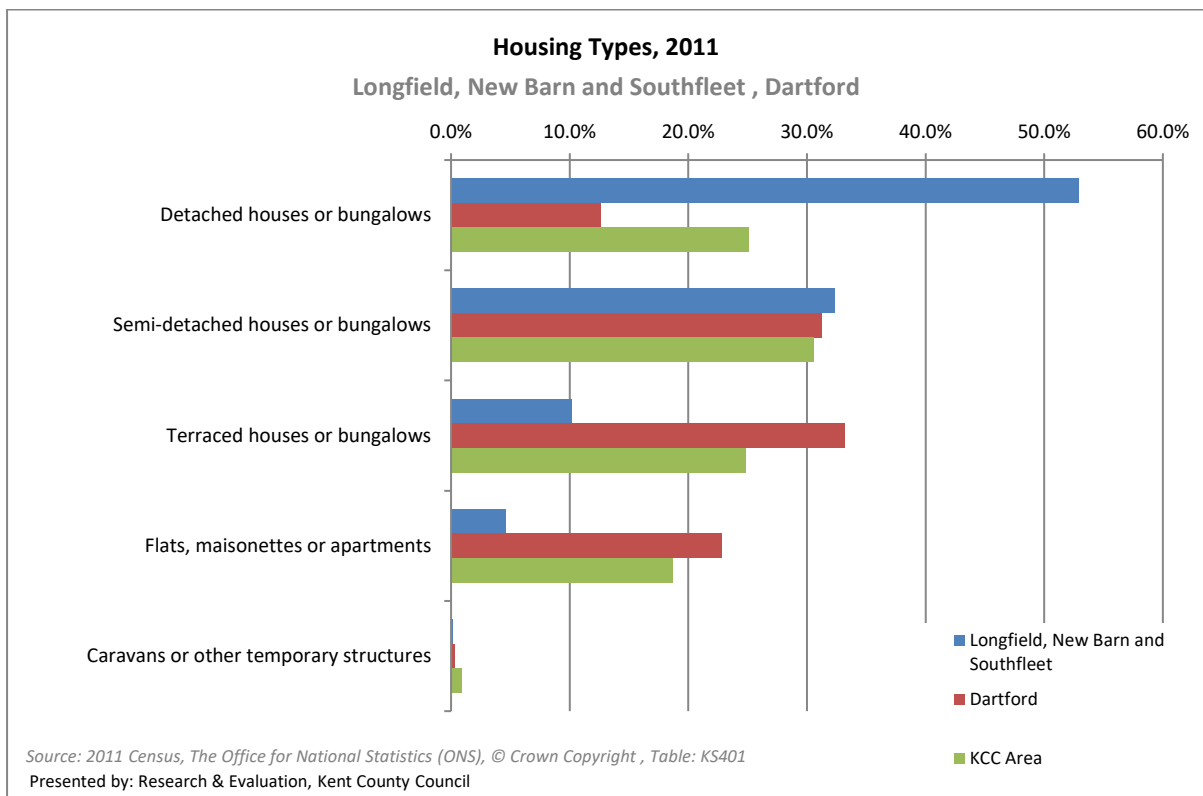
Method of travel to work



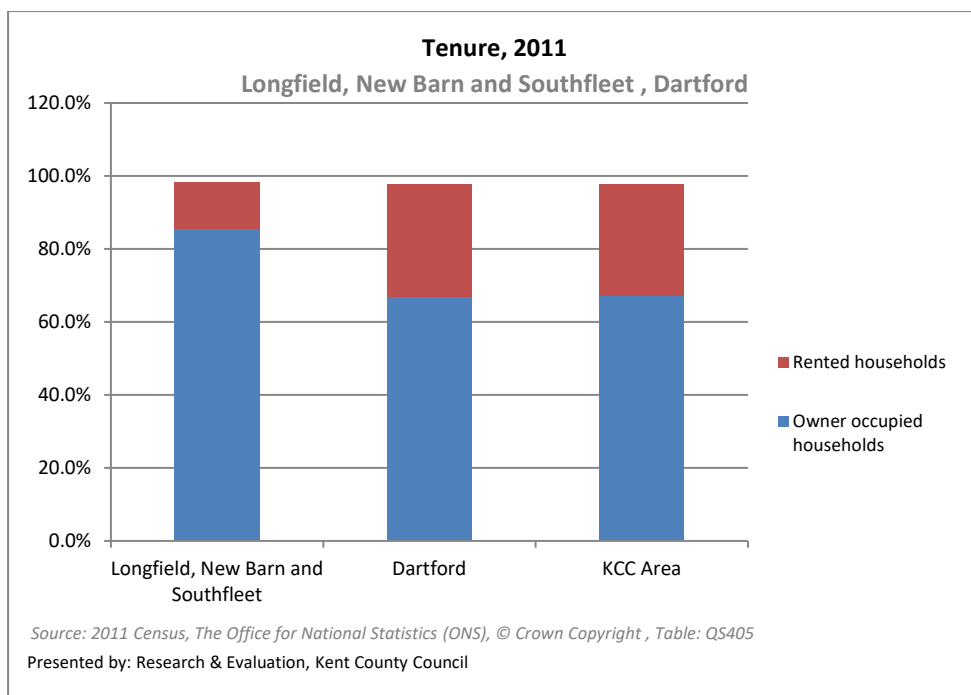
HOUSING

Housing Types

As of the 2011 Census there were 2,567 total household spaces in Longfield, New Barn and Southfleet.



Housing Tenure



Household size & occupancy rating

2011	Longfield et al		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	6.3		5.1		5.5	
Average number of bedrooms per household	3.2		2.6		2.8	
Occupancy rating (rooms) of -1 or less ¹	53	2.1%	3,665	8.9%	41,920	6.6%
Occupancy rating (bedrooms) of -1 or less ¹	36	1.4%	1,974	4.8%	21,926	3.5%

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

Housing Amenities

2011	Longfield et al		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
Total household spaces with residents	2,521		40,081		634,800	
Does not have central heating	29	1.1%	1,010	2.4%	14,759	2.3%

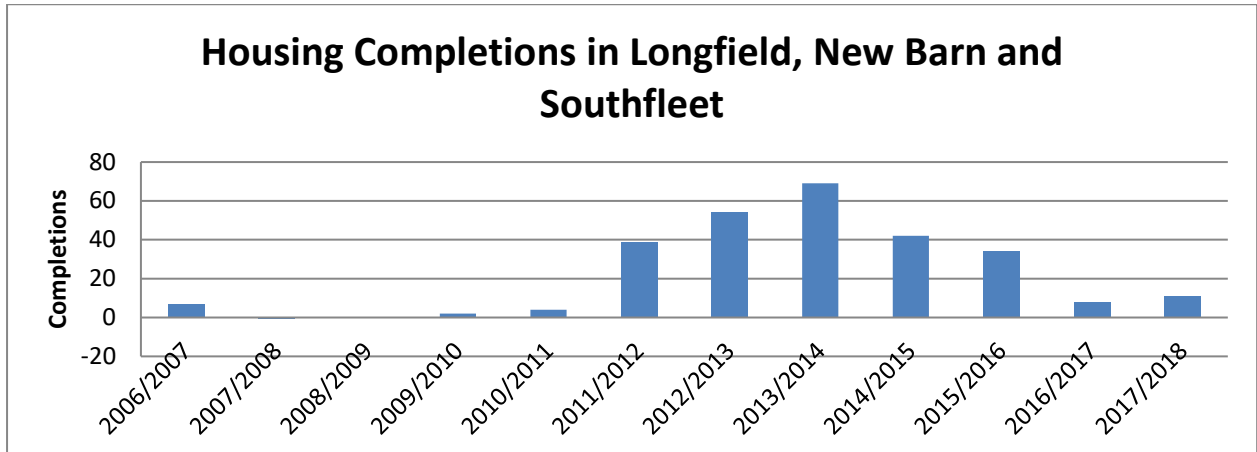
¹ An occupancy rating of -1 indicates that a household has one fewer room/bedrooms than required.

Does have central heating	2,492	97.1%	39,071	94.7%	590,879	93.1%
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Source: 2011 Census, The Office for National Statistics (ONS), © Crown Copyright , Table: KS403

Housing Completions

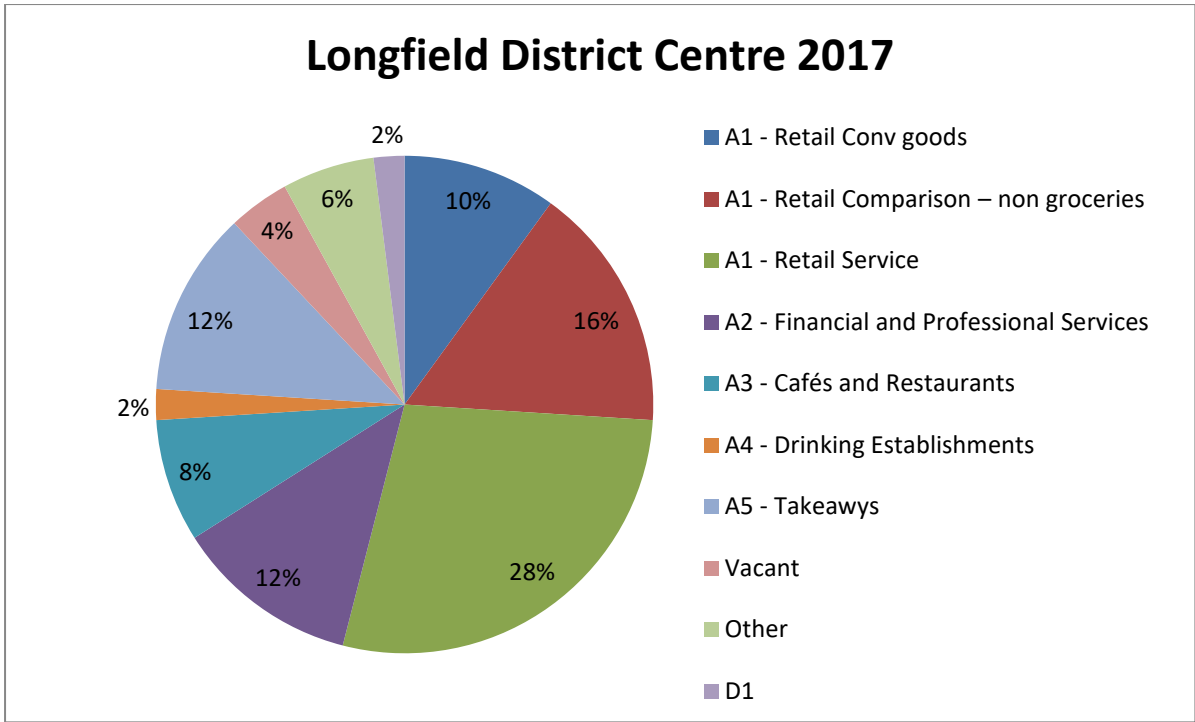
There is an average of 22 homes per year completed in this ward over the last 12 years. There are 12 homes with planning permission, as of 1st April 2018.



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 are two PLGS's: Longfield Hill, Triangle and Hook Green Road in Southfleet.
BOS <i>[other designated Borough Open Space]</i>	2% of this ward is designated as Borough Open Space, amounting to 25 hecatars of land.
Conservation Area	Southfleet is partly under a Conservation Area designation.
Area of Special Character <i>[other areas of possible built environment sensity]</i>	There are four Areas of Special Character: Southfleet, Betsham, Westwood and New Barn.
Identified Employment Areas	There are two Identified Employment Areas: Westwood and Pinden End.
District Centre	Longfield High Street is a District Centre which serves the local area.
Neighbourhood Centre <i>[designated small shopping pardes]</i>	There is not a Neighbourhood Centre within this area.

The pie chart below shows the distribution of uses within Longfield District Centre.



LONGFIELD, NEW BARN AND SOUTHFLEET WARD DEVELOPMENT POLICIES MAP

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

SETTLEMENTS AND INFRASTRUCTURE

LONGFIELD



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 45 mins to Dartford Town Centre and Bluewater
- Any every 45 mins to Darent Valley Hospital

NEW BARN



Facilities

Post Office

Public House

Village Hall

Supermarket / Convenience Store(s)

School(s)

GP

Church / Place of Worship

Public Library

Buses

Fastrack

Daytime - Weekdays

Evening - Weekdays

Sundays

Any every 60 mins to Dartford Town Centre and Bluewater

Any every 60 mins to Darent Valley Hospital

SOUTHFLEET



Facilities

Post Office

Public House

Village Hall

Supermarket / Convenience Store(s)

School(s)

GP

Church / Place of Worship

Public Library

Buses

Fastrack

Daytime - Weekdays

Evening - Weekdays

Sundays

Any every 60 mins to Dartford Town Centre and Bluewater

Any every 60 mins to Darent Valley Hospital

SUMMARY

- Longfield, New Barn and Southfleet has a population that is older than the Dartford average, with the 50% aged over 50. Overall population has increased by 87 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 "Prestige Positions" (established families in large detached homes living "upmarket" lifestyles) and "Senior Security" (elderly people with assets with a comfortable retirement), making up nearly 70% of the population in 2015.
- Generally prosperous area with higher than average proportions of professional and managerial employees.
- Accounts for 4% of the employee jobs in Dartford Borough. Unemployment is very low at only 0.5%.
- Good quality/ large housing can be found in this area, with 53% of dwellings in Longfield, New Barn and Southfleet being detached houses or bungalows. 85% of dwellings are owner occupied.
- There has been an average of 23 homes per year completed in this ward over the last 11 years.
- Life expectancy is slightly lower than average for the Borough. Parts of Longfield, New Barn and Southfleet are also in the top 20% most deprived with regards to crime.
- Longfield has a railway station and reasonably good bus links for a rural area.
- Longfield provides a good range of shops and services. Shops are mostly in A1 (goods retailing etc) uses including a Waitrose.
- Southfleet and New Barn have rural bus services.
- Southfleet and New Barn have village facilities.
- Southfleet features Conversation Areas, and the village centre benefits from key community assets such as a school and pub.