

# Sutton-at-Hone and Hawley

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## *Area Profile*

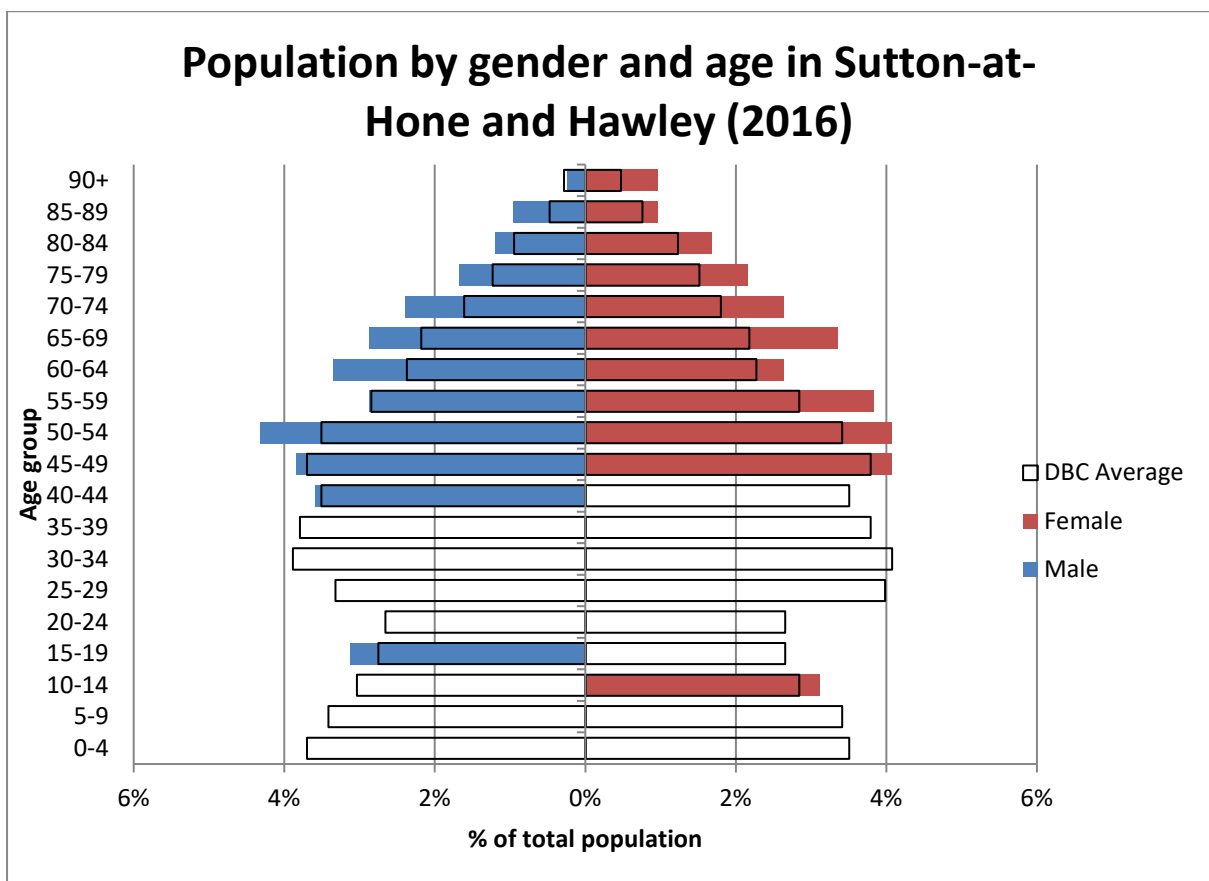
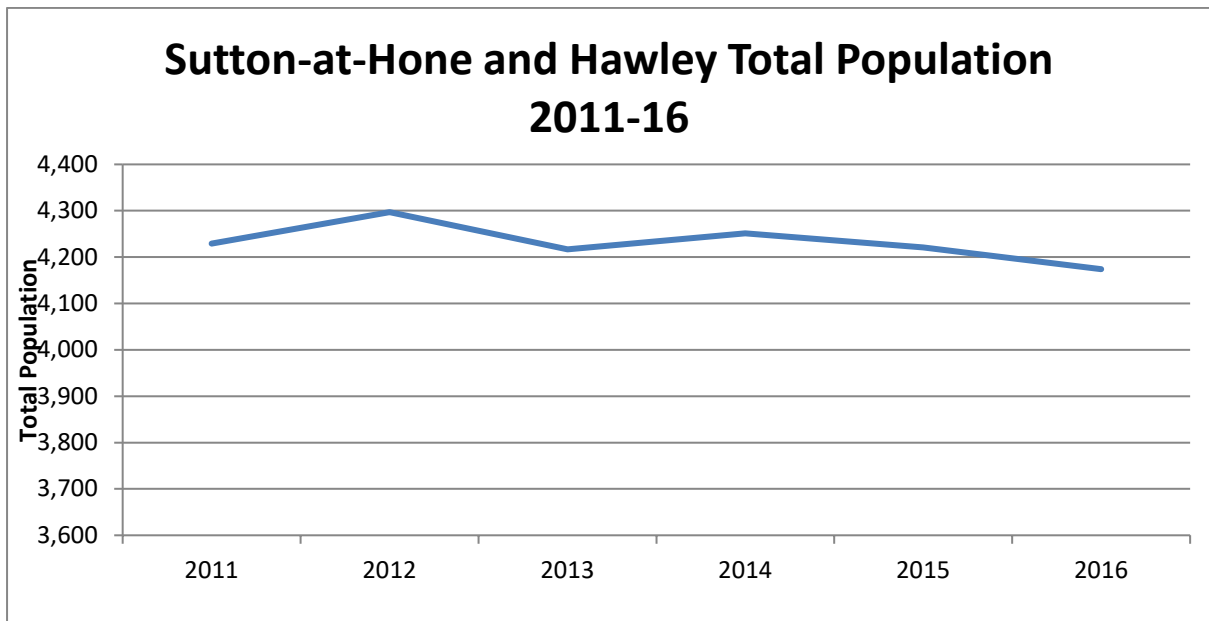
*This profile covers the ward of Sutton at Hone and Hawley.*

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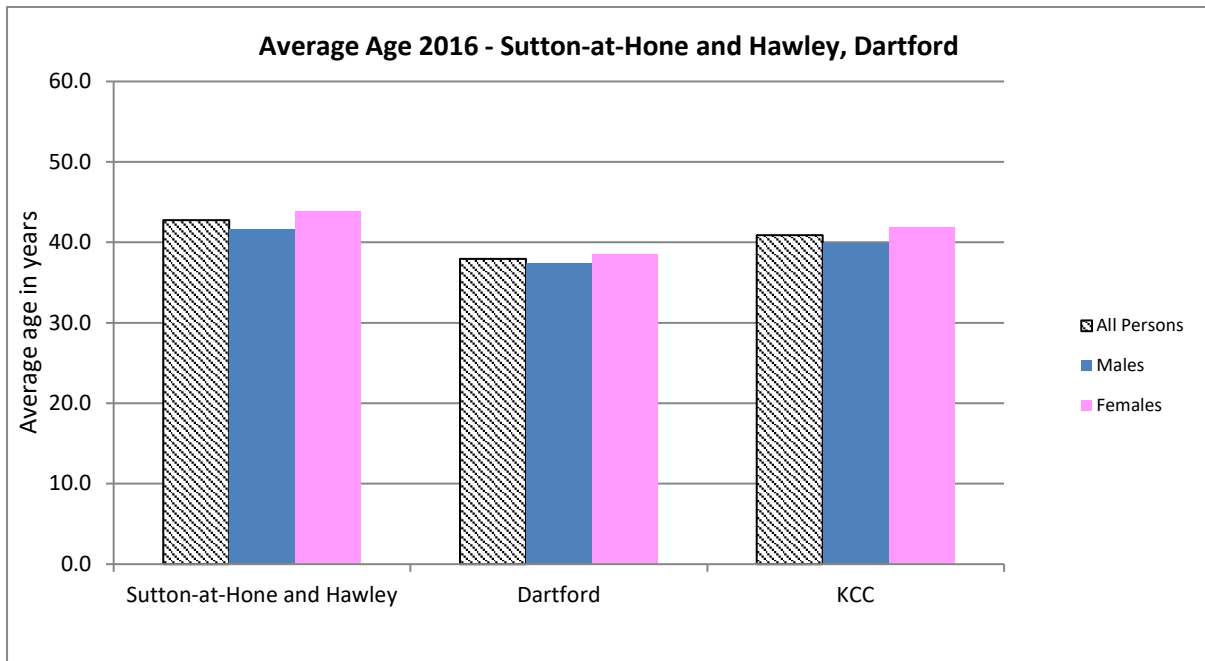
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## POPULATION

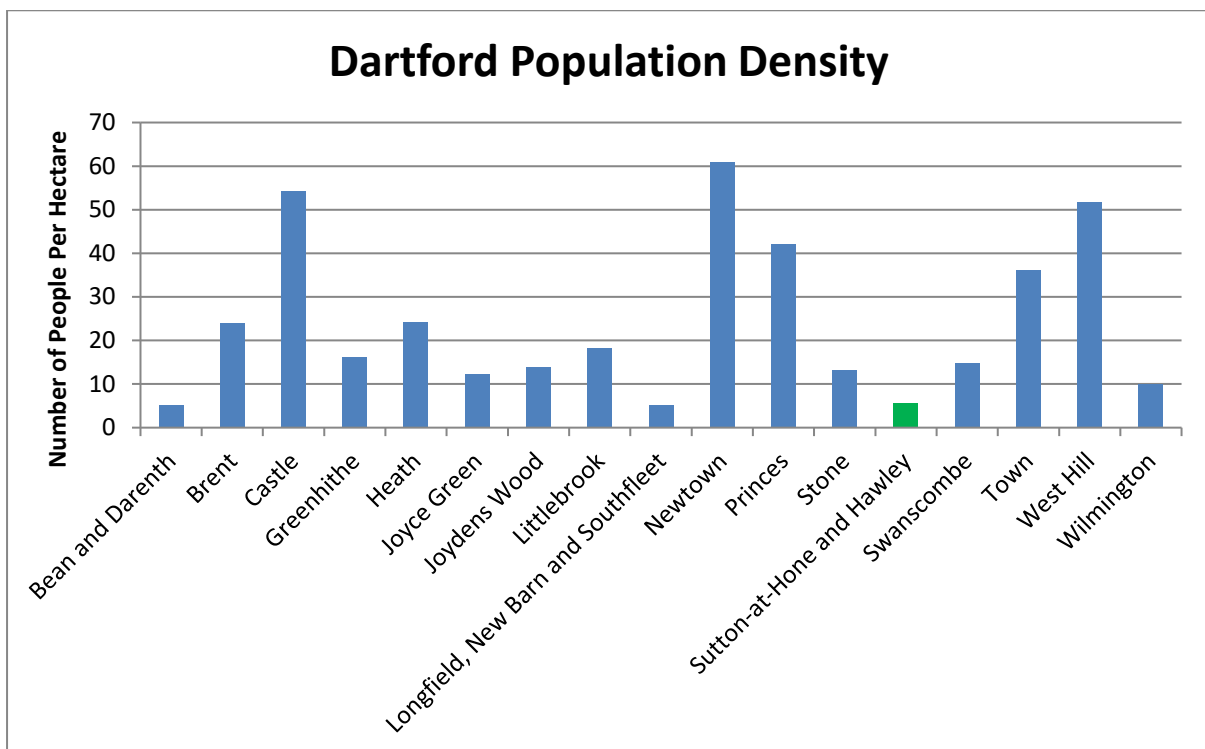
Total Current Population: 4,170 (2,050 males and 2,120 females)



Average Age

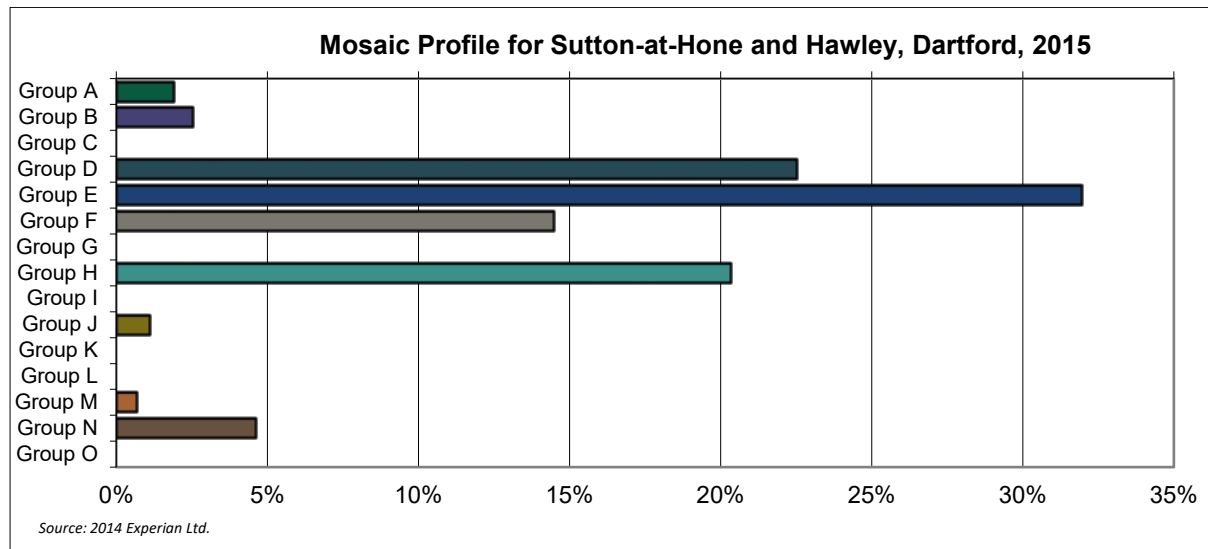


Population Density



## 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 Suburban Stability, followed by Domestic Success and Aspiring Homemakers being the largest classifications found in Longfield, New Barn and Southfleet.



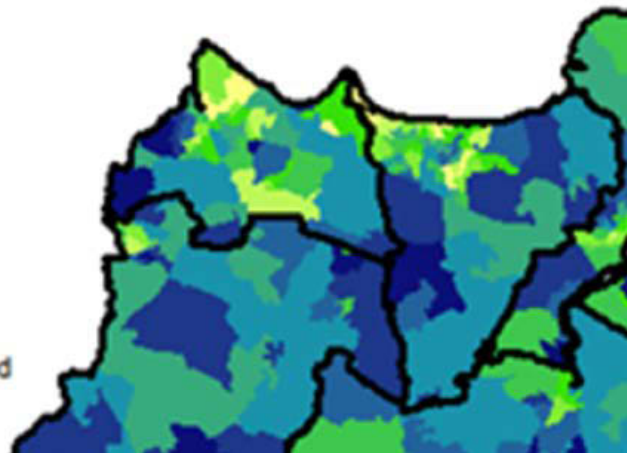
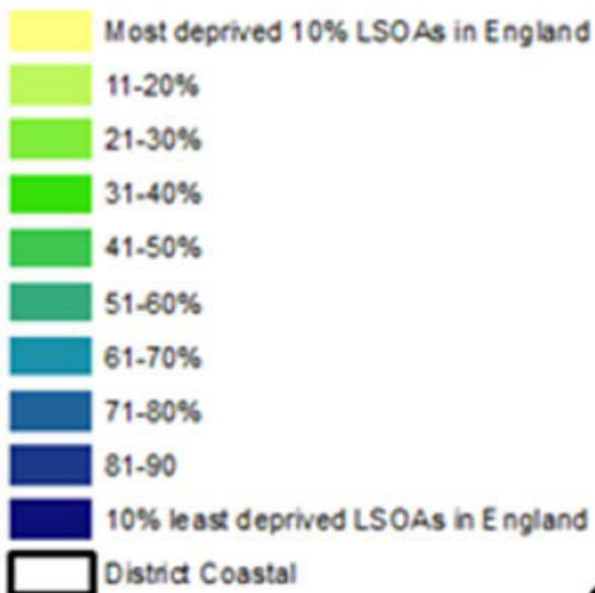
- Country Living - Well off owners in rural locations enjoying the benefits of Country life
- Prestige Positions - Established families in large detached homes Living upmarket lifestyles
- City Prosperity - High status city dwellers living in central locations and persuing careers with high rewards
- **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 Sutton-at-Hone is within 81-90% and Hawley is within the 51-70% least deprived nationally.

### **Overall IMD - England Position**

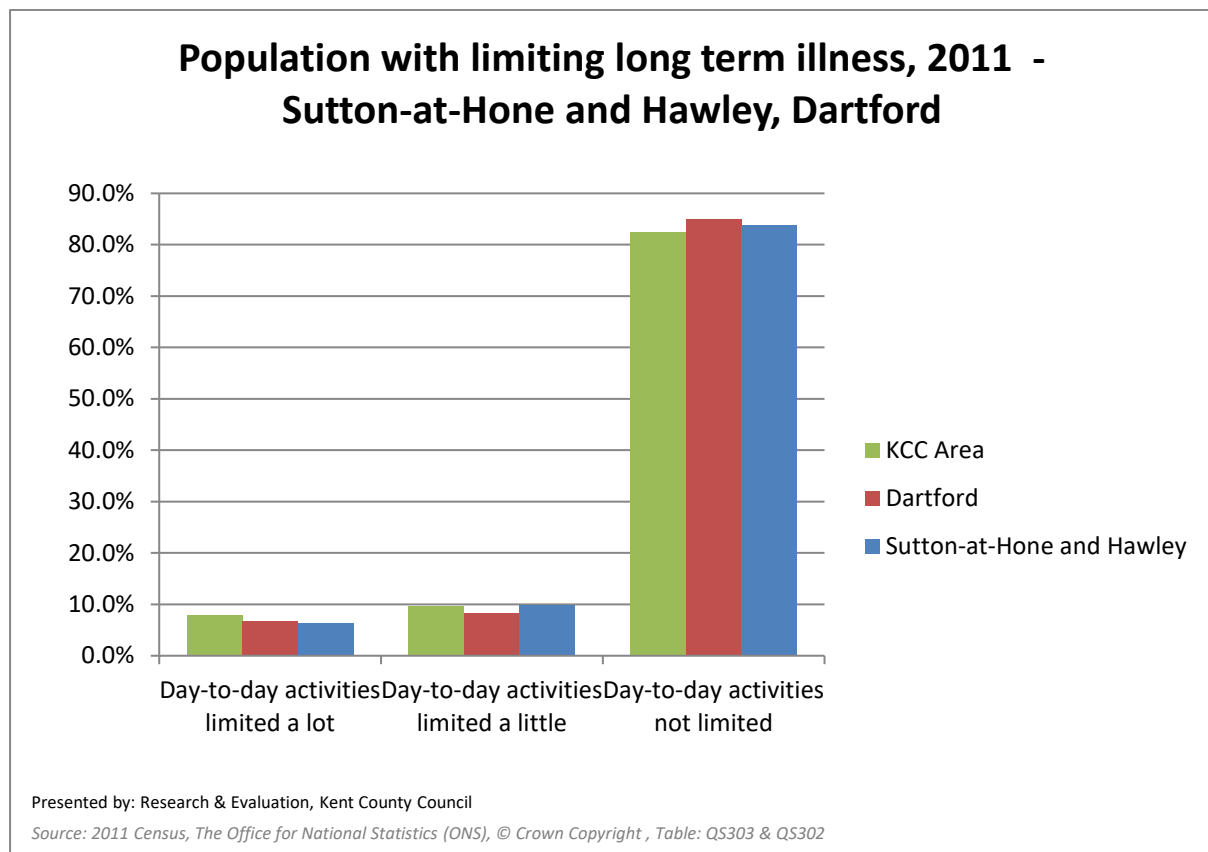
#### **National Rank**



#### 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. All but one of the factors are not within the top 20% of most deprived. However, crime in the north part of the ward is within the top 20% most deprived.

Health and Disability



Life Expectancy

	Sutton-at-Hone and Hawley	Dartford	KCC Area
<b>Male</b>	<b>75</b>	78.8	79.9
<b>Female</b>	<b>80</b>	82.4	83.4

Source: Office for National Statistics

## ECONOMY

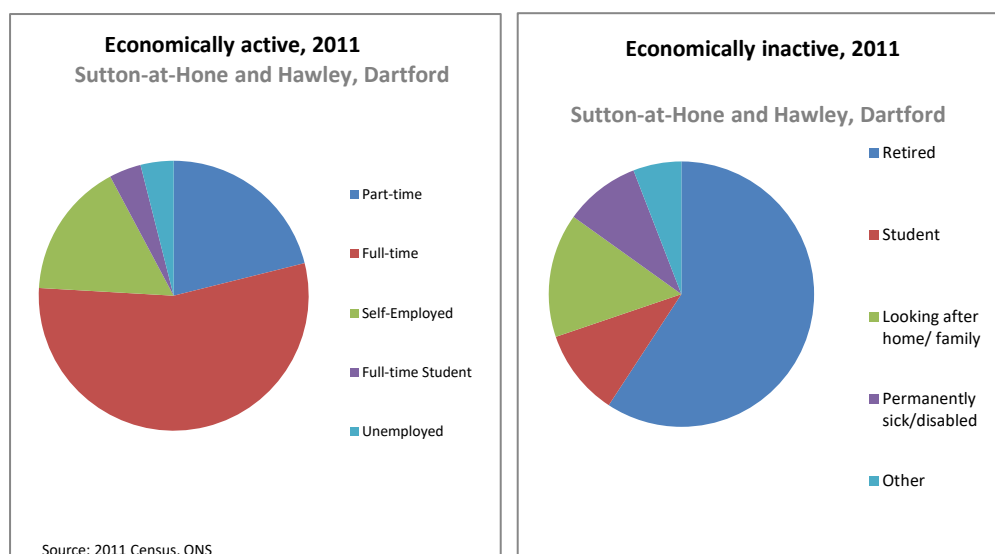
### Employees (all employee jobs)

Sutton-at-Hone and Hawley makes up 2% of the employee jobs in Dartford Borough.

2016	Sutton-at-Hone and Hawley		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total
<b>Total</b>	1,300	100.0%	63,000	100%	608,500	100%
<b>Full time</b>	1,000	76.0%	40,500	64.3%	399,000	65.6%
<b>Part time</b>	300	22.0%	22,000	34.9%	209,500	34.4%

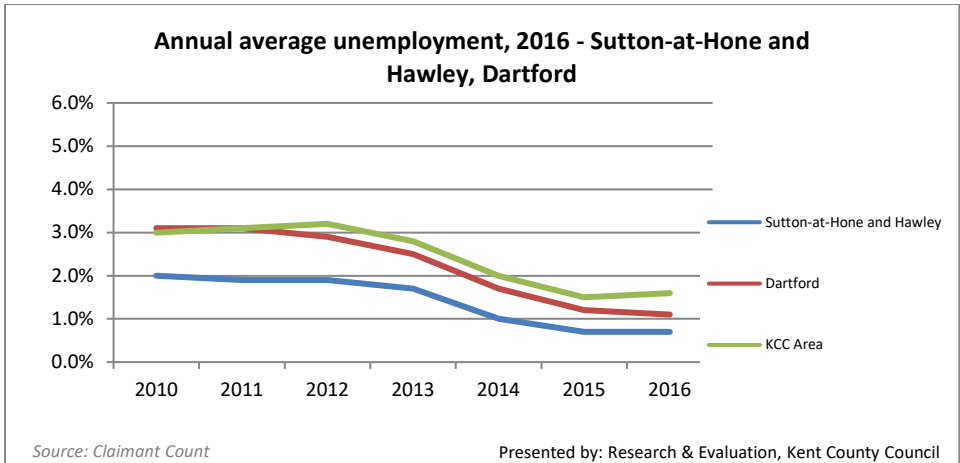
Source: BRES

### Economic activity

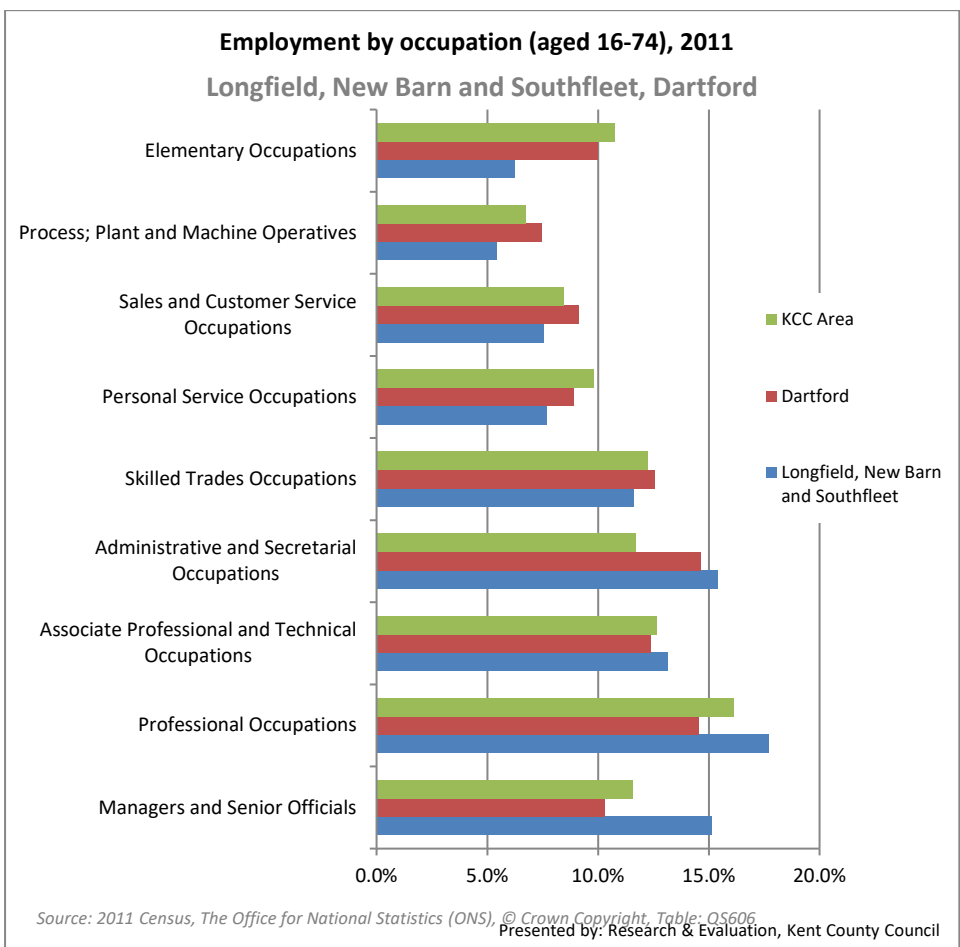


### Unemployment

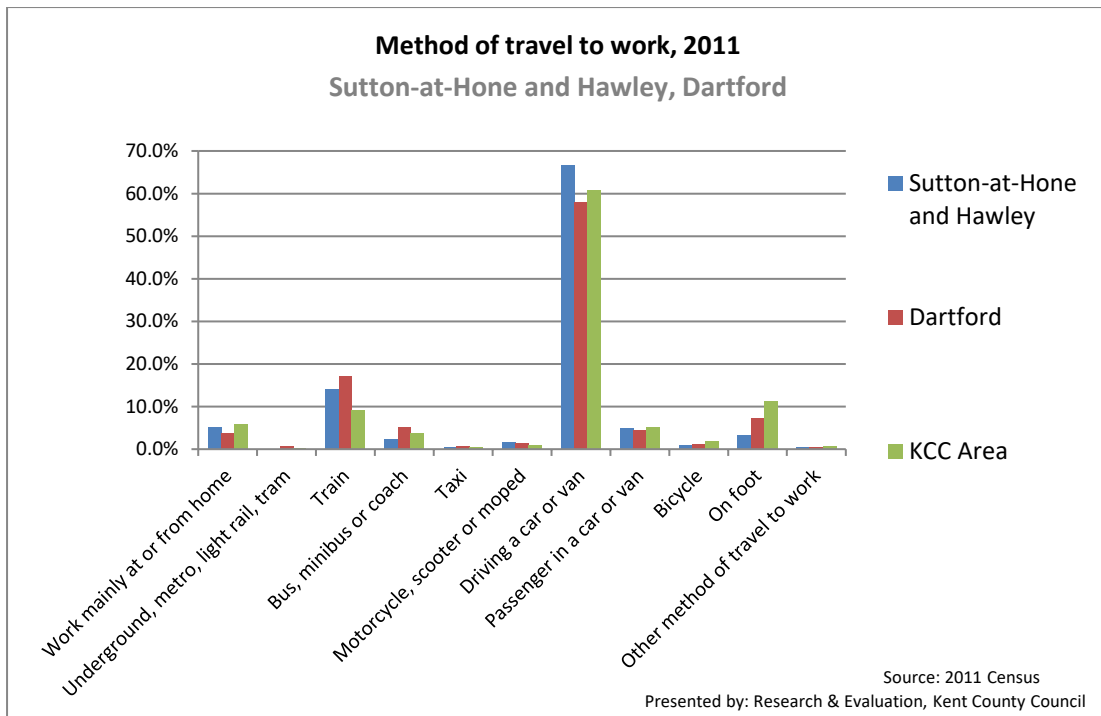




### Employment by occupation



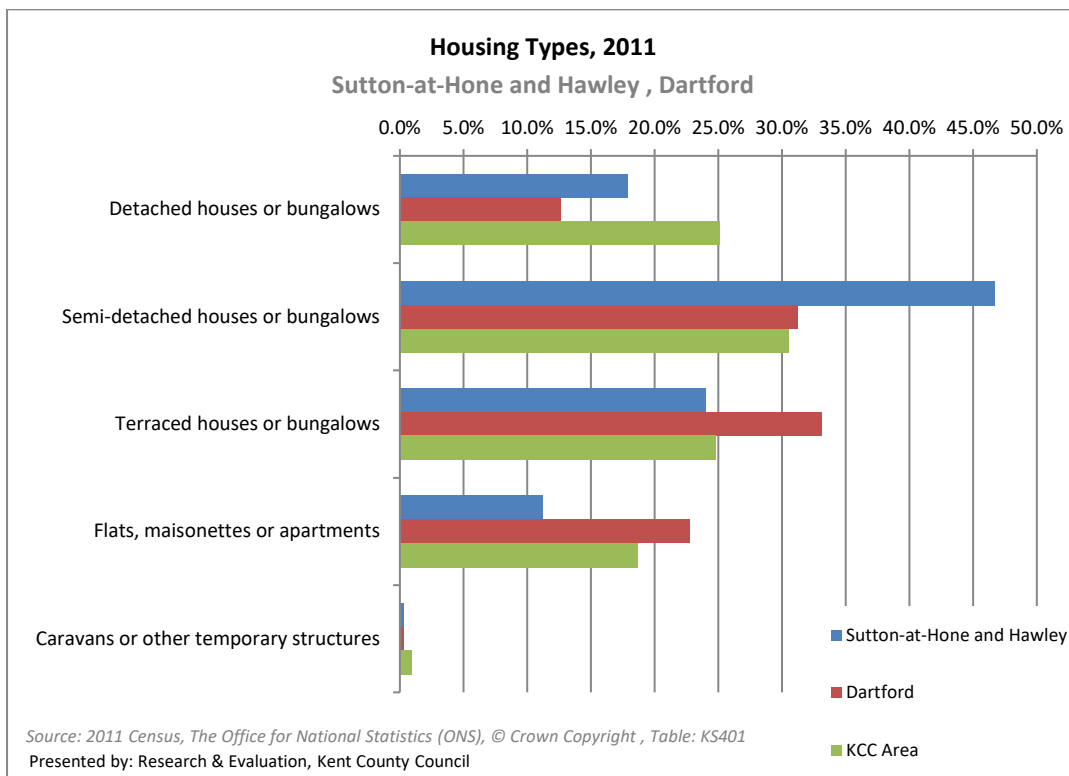
### Method of travel to work



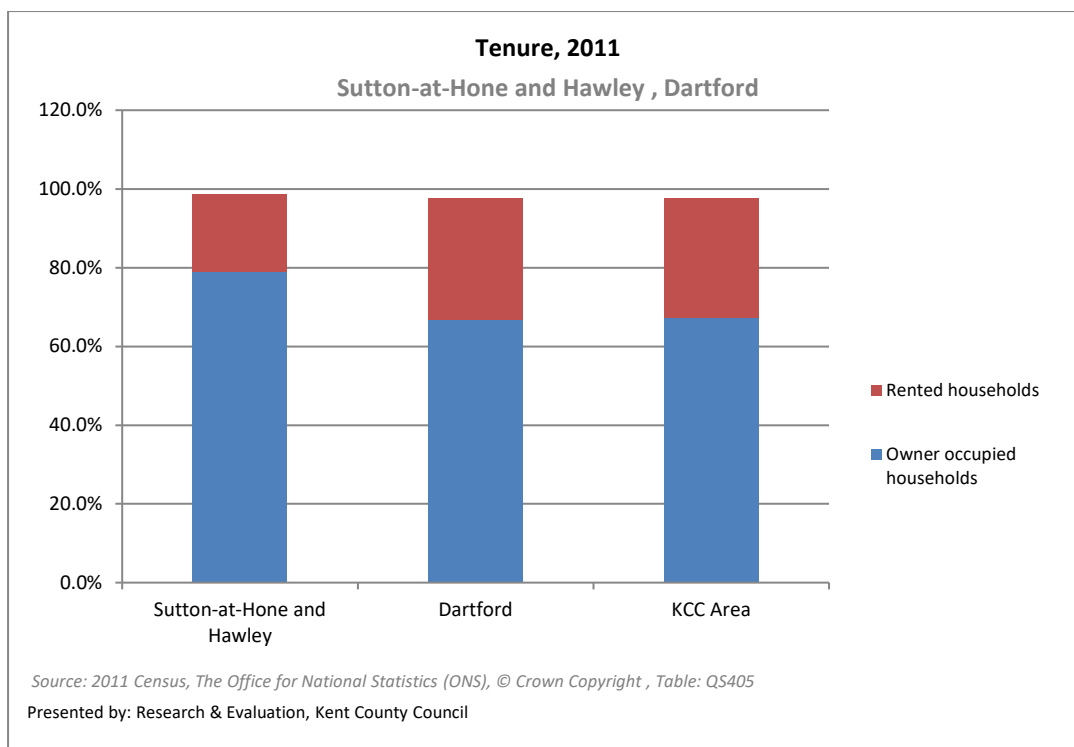
## HOUSING

### Housing Types

As of the 2011 Census there were 1,742 total household spaces in Sutton-at-Hone and Hawley



### Housing Tenure



#### Household size & occupancy rating

2011	Sutton-at-Hone and Hawley		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	5.5		5.1		5.5	
Average number of bedrooms per household	2.8		2.6		2.8	
Occupancy rating (rooms) of -1 or less <sup>1</sup>	73	4.2%	3,665	8.9%	41,920	6.6%
Occupancy rating (bedrooms) of -1 or less <sup>1</sup>	54	3.1%	1,974	4.8%	21,926	3.5%

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

#### Housing Amenities

2011	Sutton-at-Hone and Hawley		Dartford		KCC Area	
	No.	% of total	No.	% of total	No.	% of total

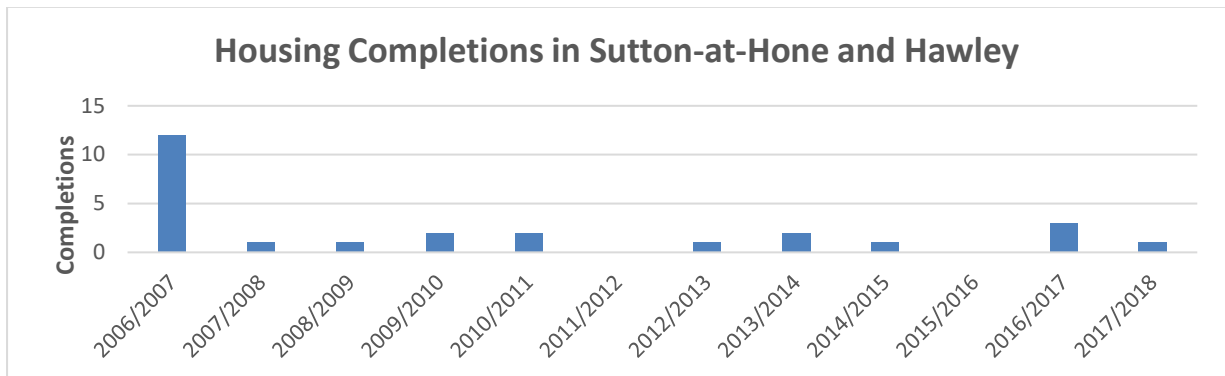
<sup>1</sup> An occupancy rating of -1 indicates that a household has one fewer room/bedrooms than required.

<b>Total household spaces with residents</b>	1,710		40,081		634,800	
<b>Does not have central heating</b>	31	1.8%	1,010	2.4%	14,759	2.3%
<b>Does have central heating</b>	1,679	96.4%	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 2 homes per year completed in this ward over the last 12 years. There is 1 home with planning permission, as of 1<sup>st</sup> April 2018.



## CHARACTER & SERVICES – Existing Local Plan designated areas

Green Belt	Outside of settlements, the area is designated green belt.
PLGS [small urban greenspace with Green Belt level protection]	There are no PLGS in this ward.
BOS [other designated Borough Open Space]	16% of this ward has been designated as Borough Open Space, amounting to 124 hectares of land.
Conservation Area	There is not a conservation area in this ward.
Area of Special Character [other main areas of possible built environment sensitivity]	There are no areas of special character in this ward.
Identified Employment Areas	There are no identified employment areas in this ward.
District Centre	There is not a district centre in this ward.
Neighbourhood Centre [designated small shopping parades]	There are two Neighbourhood Centres in this ward, Sutton-at-Hone South and Sutton-at-Hone North.



## SUTTON-AT-HONE AND HAWLEY WARD DEVELOPMENT POLICIES MAP



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

## SETTLEMENTS AND INFRASTRUCTURE

### SUTTON-at-HONE

#### Facilities

- Post Office
- Public House
- Village Hall
- Supermarket / Convenience Store(s)
- School(s)
- GP
- Church / Place of Worship
- Public Library Building

#### Buses

- Fastrack
- Daytime - Week days
- Evening - Weekdays
- Sundays
- Any every 60 mins to Dartford Town Centre or Bluewater
- Any every 60 mins to Darent Valley Hospital

## Facilities

Post Office

Public House

Village Hall

Supermarket / Convenience Store(s)

School(s)

GP

Playgrounds / open space

Church / Place of Worship

Public Library

## Public Transport

Fastrack

Daytime - Weekdays

evening - Weekdays

Sundays

Any within X mins to Dartford Town Centre or Bluewater

Any within Y mins to Darent Valley Hospital



## SUMMARY

- Sutton-at-Hone and Hawley has a population that is slightly older than the Dartford average, with 42% aged over 50. The average age is 43.
- Overall population has decreased by 11 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 "Suburban Stability" (mature suburban owners living in settled lives in mid-range housing) and "Domestic Success" (thriving families who are busy bringing up children and following careers), making up 54% of the population in 2015.
- Generally prosperous area with above average representation of managerial/professional workers.
- Accounts for 2% of the employee jobs in Dartford Borough. Unemployment is very low at only 0.7%.
- A range of housing types in this area, with the most prominent being semi-detached houses and bungalows, making up 47% of dwellings in Sutton-at-Hone and Hawley. 79% of dwellings are owner occupied.
- There has been an average of 2 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.