



Southend Borough Council  
Rochford District Council

## **SETTLEMENT ROLE AND HIERARCHY STUDY**

AREA PROFILE: EASTWOOD

Troy Planning + Design  
November 2020

**Rochford District Council**

**Southend Borough Council**

Settlement Role and Hierarchy Study

Area Profiles: Eastwood



**Complete  
Communities**

On behalf of:

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## **Final Report**

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## A Note on Assessing Completeness

The method for assessing the degree of completeness of a neighbourhood follows from the mapping of facilities and their catchment areas. This is first undertaken for the neighbourhood services and facilities. The approach taken is to:

- a) Break the broad infrastructure and facilities categories (e.g.: community infrastructure) into the component parts (e.g.: secondary schools, primary schools, health facilities etc) and map these.
- b) For each piece of infrastructure or facility to map the associated walking catchment area around that.
- c) Calculate how much of the built area falls within the walking catchment area of that facility. This is calculated as a percentage of the built area.
- d) Repeat this for each infrastructure type of facility within an infrastructure category and then bring the percentage coverage for each facility together to present an average for that infrastructure type. So, for example, if 100% of the built area is within the catchment of a secondary school and 80% within the catchment of a primary school, the average coverage for education for that settlement would be 90%.
- e) The maps for each infrastructure type are then overlaid to present heat maps for each infrastructure category, with the 'hotter' coloured areas being those within the catchment of multiple infrastructure types or facilities.
- f) This is repeated for each infrastructure and facility category, indicating how 'complete' an area is in terms of social and community infrastructure, green infrastructure, and access to other essential facilities. A composite heat map, bringing the infrastructure categories together is prepared alongside this.

## A note on catchments

Completeness is based on mapping of walking catchments around different facilities. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

## A Note on the Mapping of Green Infrastructure

The maps shown for analysis of green infrastructure facilities within this document identify points of access to these rather than the extent of the part itself.



## Neighbourhood Description

- 1.1 The neighbourhood of Eastwood is located in the northwest of Southend, west of Prittlewell, and north of Leigh. Eastwood's north and west boundaries form the borough boundary with Rochford District. The neighbourhood is further bounded to the south by the Southend Arterial Road (A127), and to the east by Nestuda Way. Eastwood does not benefit from a railway station, though is in relatively close proximity to Rayleigh station, providing to Southend Victoria, and to London Liverpool Street Station.

## Demographic Description

- 1.2 The total population of Eastwood is 134851 as of the mid-2018 census update, comprising 7.35% of Southend Borough's total population. The neighbourhood area defined as Eastwood in this study very closely follows the political ward boundary of Eastwood Park. The demographic make-up of this ward, as sourced from the Southend Ward Profile profiles<sup>2</sup> is summarised in Table 1 below.
- 1.3 The proportion of residents in Eastwood within the 65-84 age group is seven percentage points greater than that for Southend as a whole. This may have implications for healthcare, with increasing pressure placed upon these services. This is perhaps reflected in the proportion of the population considering themselves to be in good health: for Eastwood this is lower than the Southend Borough average.
- 1.4 The number of residents in full time employment is 3.4 percentage points below the borough average, which is likely due to the older demographic of the population. Part time employment is also 3.4 percentage points higher, and the proportion of retirees is 3 percentage points higher.
- 1.5 Car ownership is higher than the borough average, with 1 car to every 1.7 people.

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<sup>1</sup> The 2018 mid-year estimates were used to calculate populations for each of the neighbourhoods within the study area. Although the information is available at Output Area (OA) level, and thus fine-grained, the geography of the OAs do not always neatly match neighbourhood boundaries. Where this occurs, an estimate has been made based on the proportion of the OA (and residential units in that OA) falling within the settlement or neighbourhood boundary.




<sup>2</sup> [https://www.southend.gov.uk/downloads/download/353/ward\\_profiles](https://www.southend.gov.uk/downloads/download/353/ward_profiles)

## Key to infrastructure mapping and completeness heat mapping used in this section of the report:

### Infrastructure

#### SOCIAL INFRASTRUCTURE

##### Education

-  NURSERIES
-  PRIMARY SCHOOLS
-  SECONDARY SCHOOLS



##### Health

-  DOCTORS
-  DENTISTS
-  PHARMACIES

##### Civic

-  LIBRARIES
-  PLACES OF WORSHIP
-  PUBLIC CONVENIENCES
-  COMMUNITY CENTRES & HALLS

##### Sports & Leisure

-  PLAYING PITCHES - Access Point
-  LOCAL PLAY EQUIPPED PLAY AREAS - Access Points

### GREEN INFRASTRUCTURE

-  AMENITY GREENSPACE - Access Points
-  ALLOTMENTS OR GROWING SPACES - Access Points
-  NATURAL & SEMINATURAL GREENSPACES - Access Points
-  PARKS OR GARDENS - Access Points
-  PARKS OR GARDENS - Area





### TOWN CENTRE USES

-  LOCAL SHOPS
-  SUPERSTORES
-  Local & Neighbourhood Centers
-  Town & District Centers



### TRANSPORT INFRASTRUCTURE

-  TRAIN STATIONS

#### Bus Routes

-  4 or more services per hour
-  less than 4 services per hour
  -  Bus Stops - less than 4 services per hour
  -  Bus Stops - 4 or more services per hour

### Completeness

-  District / Borough Boundaries
-  Settlement / Neighbourhood Boundaries

### Walking Completeness Score

-  1 - 4
-  5 - 7
-  8 - 10
-  11 - 13
-  14 - 17

Note: A completeness score of 1-4 is low and 14-17 is high

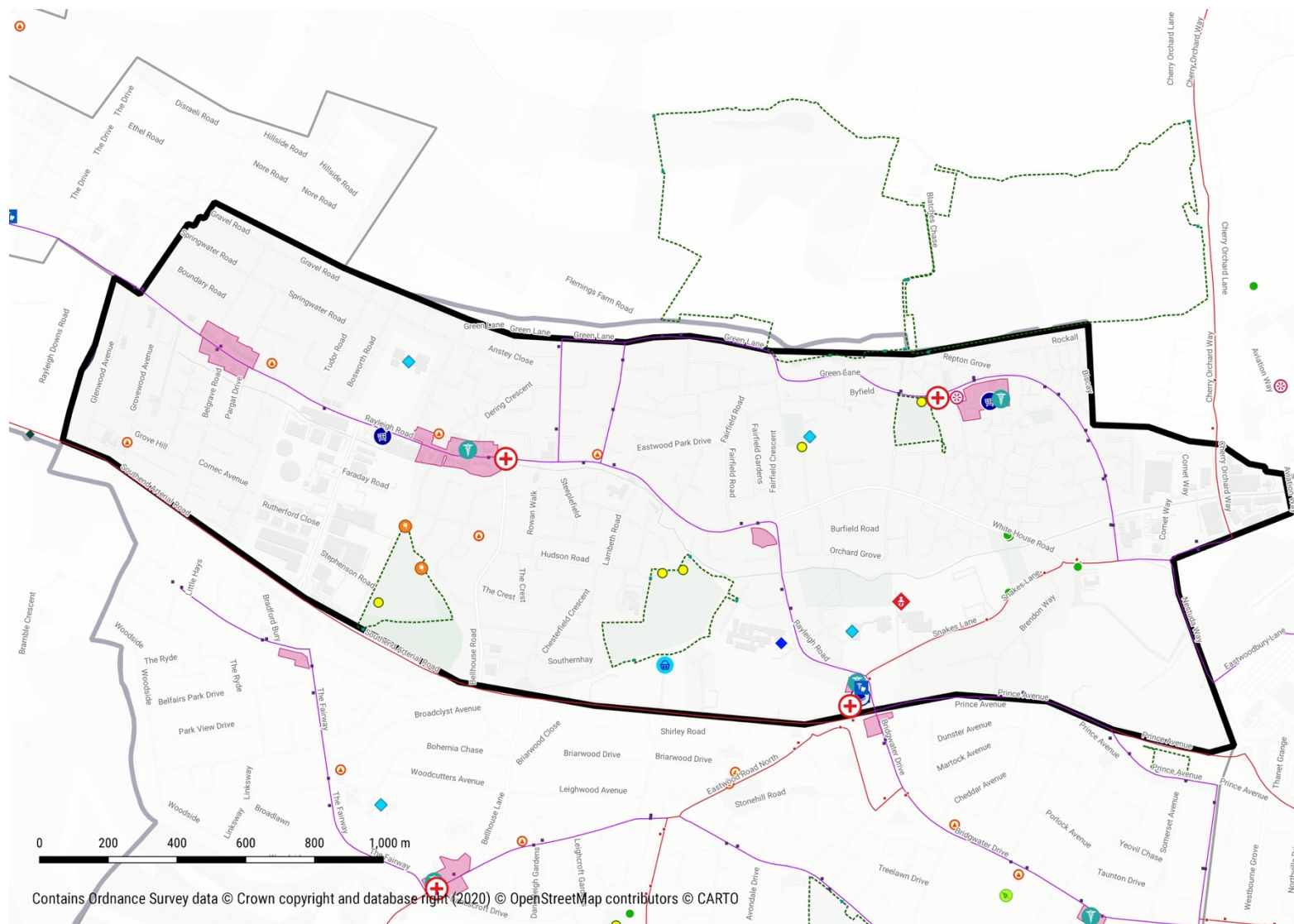


Figure 1 - Map of infrastructure, services and facilities within the Eastwood neighbourhood



		Eastwood Park		Southend Borough	
Data Source		No.	%	No.	%
Mid-2018 census	Population	13,485	*7.35	183,486	
Public Health England, 2016	Population	9,515	*5.32	178,702	
	Age under 16	1,555	**16.30	34,311	19.2
	Age 25 – 64	4,628	**48.60	92,746	51.9
	Age 65-84	2,193	**23.00	28,592	16
2011 Census	Population in very good health	4,008	**42.80	80,595	45.1
	Population in very bad health	96	**1.00	2,323	1.3
	Households one person over age 65	635	**15.90	24,482	13.7
NOMIS, 2011	Full time employee	3,011	**67.00	125,806	70.4
	Part time employee	1,484	**33.00	52,896	29.6
	Retired	385	**7.00	9,114	5.1
2011 Census	All cars in the area	5,564		81,331	
	Ratio Cars : People	1 : 1.7		1 : 2.2	

\*percentage represents proportion of Southend Borough total population

\*\* percentage represents proportion of Ward total population

Table 1- Eastwood Park Ward Demographic Profile Summary versus Southend Borough

## Socio-Economic Indicators

- 1.6 Figure 2 below shows the Indices of Multiple Deprivation across Eastwood, using the Lower Super Output Areas (LSOAs) within the neighbourhood boundary.
- 1.7 These indices reveal that residents within the neighbourhood range from the being in the 5th most deprived decile up to the 8th least deprived decile. The most deprived LSOA is in central southern Eastwood where, of the seven different indices of deprivation, the 2019 study<sup>3</sup> found the following categories to be the worst performing within the neighbourhood (the 'worst' being 1st to 5th most deprived decile):
- Income deprivation (4th most deprived decile)
  - Education, skills and training deprivation (3rd most deprived decile)
  - Health deprivation and disability (4th most deprived decile)
- 1.8 Data collected in the 2011 National Census shows that 3.3% of the population of Eastwood Ward identifies as having an ethnic minority background. This is exactly half the proportion seen across Southend Borough as a whole, which has 6.6% of its residents identifying as being in an ethnic minority group.

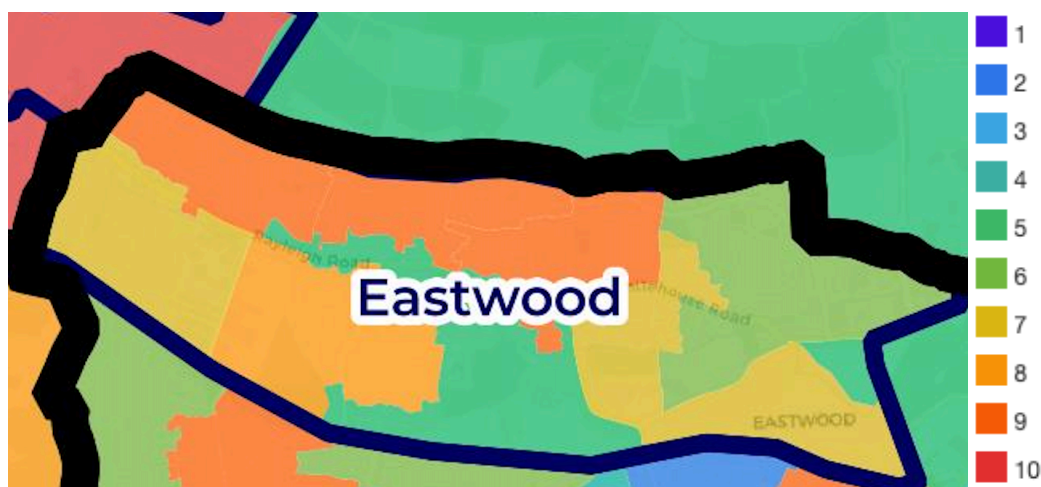


Figure 2 - Eastwood Indices of Multiple Deprivation map. 1 is high IMD and 10 low

<sup>3</sup> English indices of deprivation 2019: [http://dclgapps.communities.gov.uk/imd/iod\\_index.html#](http://dclgapps.communities.gov.uk/imd/iod_index.html#)

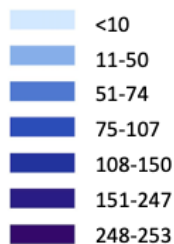
## Population Density

- 1.9 There is a mild variation in population density across Eastwood: much of the area has a population density of between 11-50pph, though with some areas where this increases to 51-74 pph. The most densely populated areas are located in the north eastern corner and very centre of the neighbourhood with 75-107pph. These areas align with the smaller sized houses and more condensed layout of the estates located here.
- 1.10 The band of space in the east with a population density of 11-50pph corresponds with an industrial estate and a green space immediately next door bordering the A127. Likewise the low density areas that continue along the southern boundary of Eastwood can be partially attributed to a large area of undeveloped land in the far eastern corner, a large school campus and parks.



Figure 3 - Eastwood Density Pattern

### POPULATION DENSITY MID-2018



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## Walking catchments: Education

- 1.11 Within Eastwood there are three primary schools, in addition to one nursery, and one secondary school. Areas within walking distance of education facilities in Eastwood are shown in 4. This analysis is based on the following walking distances:

Nurseries: 12.5 minute walk time / 1,000 metre catchment

Primary Schools: 10 minutes / 800 metres

Secondary Schools: 15 minutes / 1,200 metres

- 1.12 The east of the area is generally well served by a mixture of all three pieces of infrastructure, while much of the west of the area, is lacking in the provision of such facilities. The north-east of the area also appears to have less access to these facilities due to its meandering and disconnected street patterns. Furthermore, Eastwood does not benefit from being in the catchment of facilities in neighbouring areas.

- 1.13 The percentage of area that is covered by the catchment thresholds to each type of education infrastructure can be summarised below:

Nurseries 39.1%

Primary Schools 57.9%

Secondary Schools 65.5%

- 1.14 The average coverage for education facilities in Eastwood is therefore 54.2%.

## Walking catchments: Health

- 1.15 Eastwood has three doctors' surgeries, with three different practices running out of one of these (at 1 Rayleigh Road). There is also one dentist and the three pharmacies, which are all located in close proximity to the doctors' practices. Surgeries and pharmacies are evenly spread across the neighbourhood, with most of the area within walking catchment of one of these. Access to healthcare facilities in Eastwood is based on the following walking distances and times:

Doctors Surgery: 10 minute walk time / 800 metre catchment

Dentists: 10 minutes / 800 metres

Pharmacy: 15 minutes / 1,200 metres

- 1.16 Eastwood has one of the oldest populations in Southend when compared with the borough average. The proportion of residents under the age of sixteen is three percentage points below, and those within the 65-84 age group is seven percentage points greater than that for Southend as a whole. This is likely to exert higher pressures on local health care facilities and makes it important for these to be located close to homes.

- 1.17 The percentage of area that is covered by the catchment thresholds to each type of health infrastructure can be summarised below:

Dentists 36.2%

Doctors 85.4%

Pharmacies 100%

- 1.18 The average coverage for health facilities in Eastwood is therefore 73.9%.

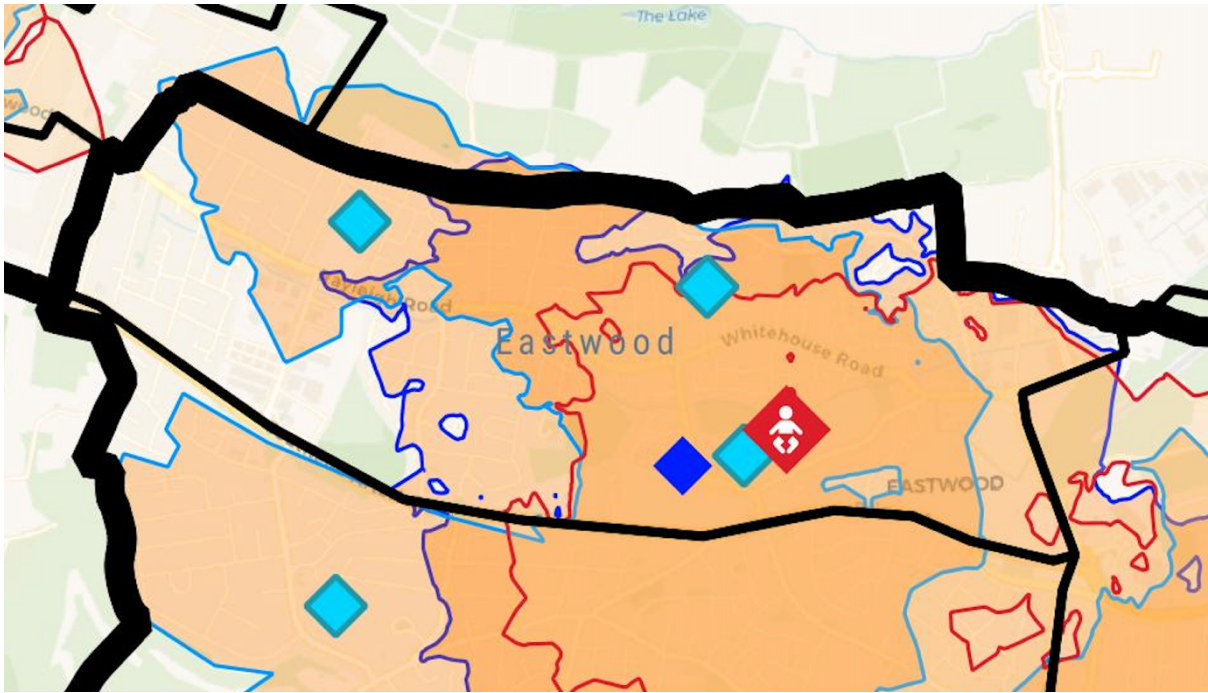


Figure 4 - Eastwood Education Facilities and Catchment Areas

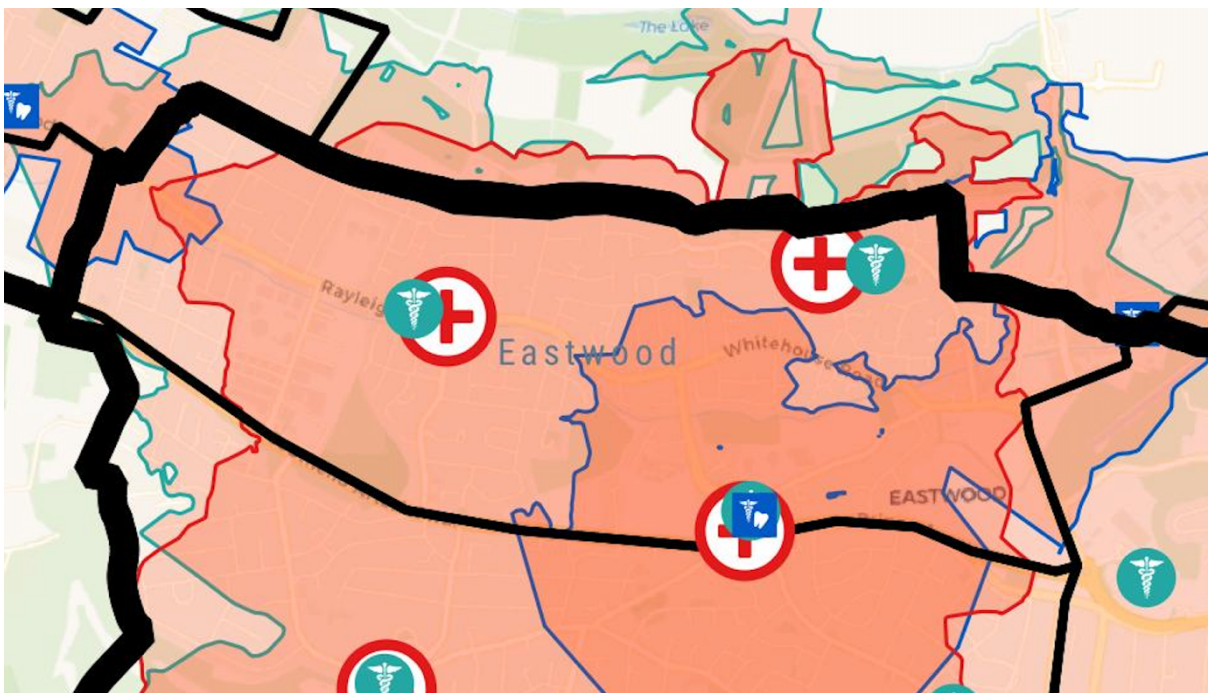


Figure 5 - Eastwood Health Facilities and Catchment Areas



## Walking catchments: Civic facilities

- 1.19 There are five places of worship in Eastwood, one community centre and one library (see Figure 6). The neighbourhood also benefits from being within the catchment of community centre just outside its boundary to the east in Rochford District, as well as several other places of worship in Leigh.
- 1.20 Access to the civic facilities in Eastwood is based on the following walking distances and times:
- |                            |   |
|----------------------------|---|
| Community Centres / Halls: | 10 minute walk time / 800 metre catchment |
| Libraries:                 | 10 minutes / 800 metres                   |
| Places of Worship:         | 12.5 minutes / 1,000 metres               |
| Public Conveniences:       | 10 minutes / 800 metres                   |
- 1.21 Much of the eastern half of Eastwood has good access due to confluence of the Kent Elms Library, the Eastwood Community Centre and the various places of worship both in and outside of the Eastwood neighbourhood boundary. The western half of Eastwood has a lower level of access to civic infrastructure on foot due to there being only places of worship located in this portion of the neighbourhood.
- 1.22 The library is located in the south eastern corner of Eastwood, which although limits access to the north western portion, does provide extended access to residents living in Leigh to the south.
- 1.23 The percentage of area that is covered by the catchment thresholds to each type of civic infrastructure can be summarised below:
- |                     |       |
|---------------------|-------|
| Community Centres   | 29.1% |
| Libraries           | 23.3% |
| Public Conveniences | 0.00% |
| Places of Worship   | 98.2% |
- 1.24 The average coverage for civic infrastructure facilities in Eastwood is therefore 37.7%.

## Walking catchments: Sports and leisure facilities

- 1.25 Eastwood has six different locally equipped play areas as well as three playing pitches (see Figure 7). Access to sports and leisure facilities in Eastwood is based on the following walking distances and times:

Playing pitches: 15 minute walk time / 1,200 metre catchment

Local Play / Equipped Play: 8 minutes / 650 metres

- 1.26 The playing pitches located in the east end of Eastwood are located next to a range of other sporting such as tennis courts, a gym, swimming pool and athletics track facilities, some of which are private, some public. In general, the east of Eastwood has good access to these facilities. The western half of the neighbourhood does not benefit from such proximity to either the facilities located in Eastwood, nor any nearby neighbourhoods, therefore residents are outside of the 1200 metre walking catchment to playing pitches.

- 1.27 Whilst there is a more even spread of local play areas within Eastwood, the smaller catchment distances associated with these means that much of the western part of the neighbourhood falls outside the catchment for all types of play space.

- 1.28 The percentage of area that is covered by the catchment thresholds to each type of sports and leisure infrastructure can be summarised below:

Playing pitches 62.8%

Locally Equipped Play Areas 63.8%

- 1.29 The average coverage for sports and leisure facilities in Eastwood is 63.3%.

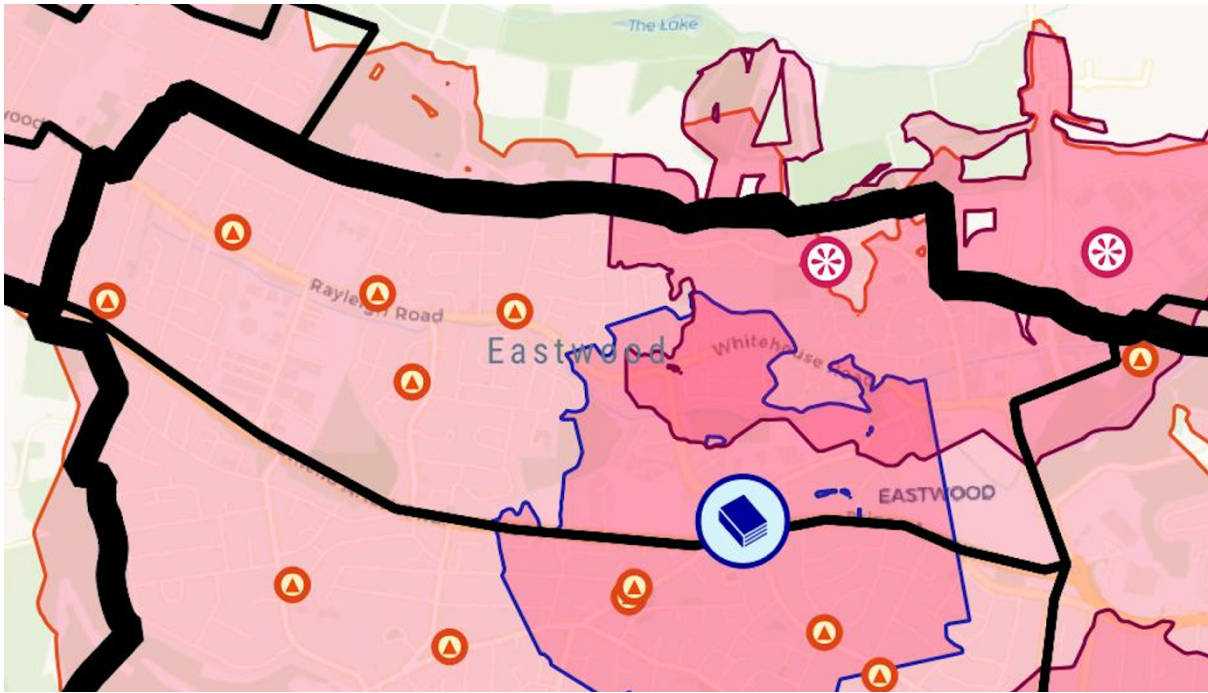


Figure 6 - Eastwood Civic Facilities and Catchment Areas

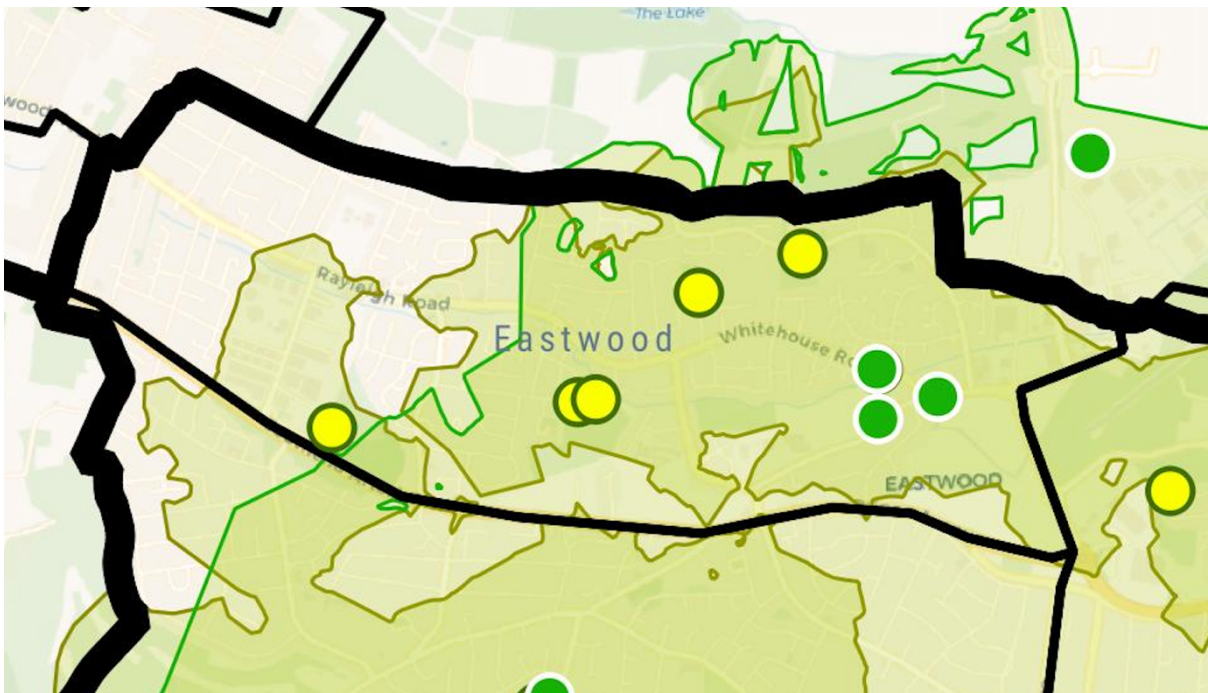


Figure 7 - Eastwood Sports and Leisure Facilities and Catchment Areas



## Walking catchments: Green infrastructure

- 1.30 Eastwood has two amenity green spaces, four parks or gardens but no allotments, natural or semi-natural green spaces. However, Eastwood does benefit from being in the walking catchment of several parks and gardens to the north within Rochford District, to the south in Leigh and to some natural or semi-natural green spaces in the west towards Thundersley (in Castle Point Borough).
- 1.31 Access to green infrastructure in Eastwood is based on the following walking distances and times:
- |                               |   |
|-------------------------------|---|
| Parks and Gardens:            | 8.75 minute walk time / 710 metre catchment |
| Amenity Green Space:          | 5.75 minutes / 480 metres                   |
| Natural / Semi-natural space: | 9 minutes / 720 metres                      |
| Allotments:                   | 2.5 minutes / 200 metres                    |
- 1.32 The green infrastructure facility with the greatest walking access in Eastwood is parks and gardens, which are quite evenly spread across the neighbourhood. The two amenity green spaces are co-located in the south west but do not offer a great range of walking access due to the road configurations surrounding these.
- 1.33 The percentage of area that is covered by the catchment thresholds to each type of green infrastructure facility can be summarised below:
- |                              |       |
|------------------------------|-------|
| Amenity Green Spaces         | 10.6% |
| Parks or Gardens             | 75.6% |
| Allotments or Growing Spaces | 0.00% |
| Natural / Semi-natural space | 5.8%  |
- 1.34 The average coverage for green infrastructure facilities in Eastwood is therefore 23%.

## Walking catchments: Town centre uses

- 1.35 Eastwood has five different Local or Neighbourhood Centre locations, one superstore and one local shop that is located outside of the defined network of Local Centres. The location and provision of local shops and services in Eastwood is mapped in Figure 9 below. Access to these uses is based on the following walking distances and times:
- |                               |   |
|-------------------------------|---|
| Local Shop:                   | 5.5 minute walking time / 450 metre catchment |
| Local / Neighbourhood Centre: | 7.7 minutes / 600 metres                      |
| District / Town Centre:       | 21.75 minutes / 1,750 metres                  |
| Superstore:                   | 25 minutes / 2,000 metres                     |
- 1.36 Eastwood does not have a large enough retail centre to feature in the South Essex Retail Study (2017) hierarchy, however Eastwood is categorised as a Local Centre in the Southend on Sea Retail and Leisure Study (2018). These centres serve a local catchment and are characterised by a reasonably high proportion of service and convenience retail floorspace.
- 1.37 The closest Town or District Centres to Eastwood are located in central Southend to the south east, Rochford to the north east, or Rayleigh to the north west, however none of the walking catchments to these centres extend into Eastwood, except for a small portion represented on the western boundary which is within the Rayleigh walking catchment of 1,750 metres.
- 1.38 The entire area of Eastwood is within the 2,000 metre walking catchment to either the one superstore located in the west of the neighbourhood, or one of the various other superstores located in the surrounding areas. Likewise, almost all of Eastwood is within the walking catchment to a Local Centre. The one local shop provides some walking accessibility to basic daily needs for residents where they may not be within the 600 metre catchment to a local centres in the south of the neighbourhood. The north western corner of the neighbourhood is taken up by the runway strip of Southend Airport therefore reducing the need for shopping facilities in this area.
- 1.39 There is a small correlation between the location of the Local Centres identified in Figure 8 and other community infrastructure, such as pharmacies and doctors. However, there are no other co-located facilities near the Local Centres identified in the far west of Eastwood, or at that located on the corner Rayleigh Road. This might suggest a lack of real amenity of these areas to meet resident's day to day needs.

1.40 The percentage of area that is covered by the catchment thresholds to each type of town centre infrastructure can be summarised below:

Superstores	100%
Local and neighbourhood centres	88.6%
Town and district centres	3.6%
Local Shops	1.9%

1.41 The average coverage for town centre uses in Eastwood is 48.5%.

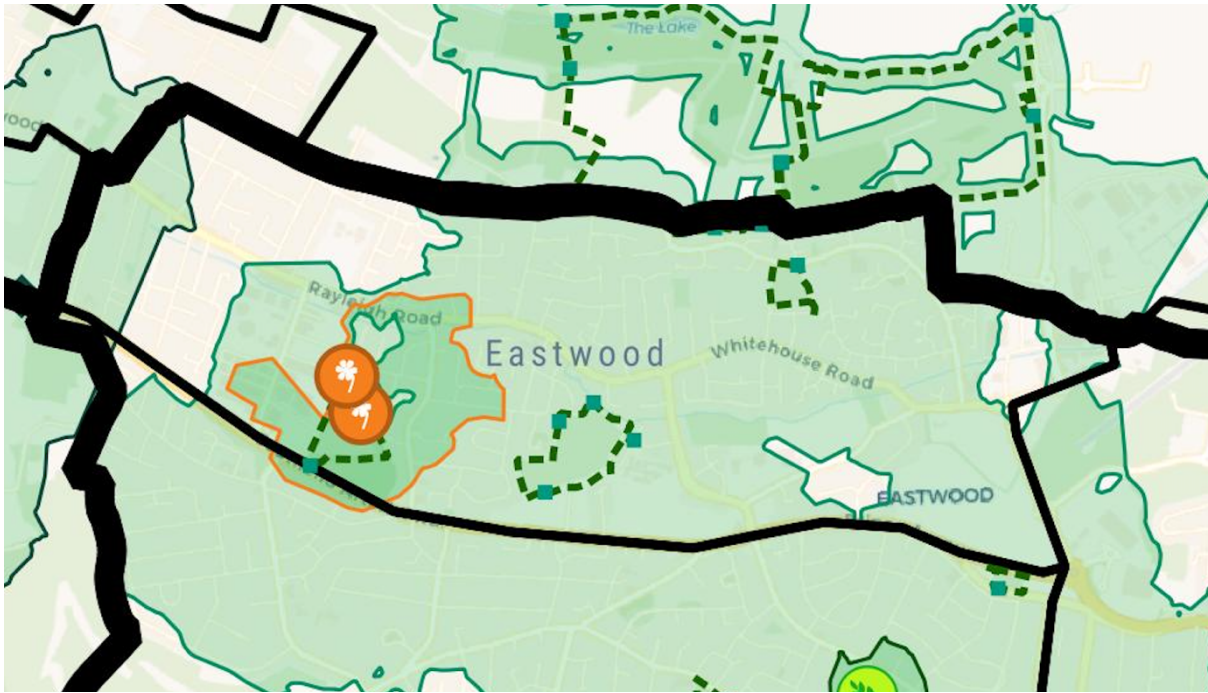


Figure 8 - Eastwood Green Infrastructure Facilities and Catchment Areas



Figure 9 - Eastwood Town Centre Facilities and Catchment Areas

## Summary of day-to-day services

- 1.42 Figure 10, below, overlays all the walking catchments for the day-to-day infrastructure categories covered in the area profiles. A fully “complete” area would be one where all twenty day-to-day services and facilities are accessible within walking distance – however, the highest number of infrastructure facilities within walking distance of an area in Southend borough is seventeen. Therefore a “complete” area within this analysis is considered to be one with access to between 14 and 17 different types of facilities.
- 1.43 The average completeness score for Eastwood is 50.1%, with heat mapping indicating the most complete area to be within walking catchment of between 14-17 day-today facilities. The most complete areas are focused within the mid-eastern portion, where there is a greater degree of access to local shops, places of worship, nurseries, primary schools, secondary schools, green space and health facilities. Eastwood’s western half is much less complete due to lesser access to a variety of facilities despite there being a local centre located along Rayleigh Road.
- 1.44 There is often an inverse correlation between the areas of high completeness and those of highest density in Eastwood. For example, much of the most complete area with a completeness score of 14-17 are also areas with the lowest population density of 11-50 people per hectare. Equally, the highest density LSOA in the very centre, is an area with only moderate completeness score of 8-11 infrastructure types. The western area with the lowest completeness score of 1-4 is also not the least dense, with a range of 50-74 people per hectare living there.



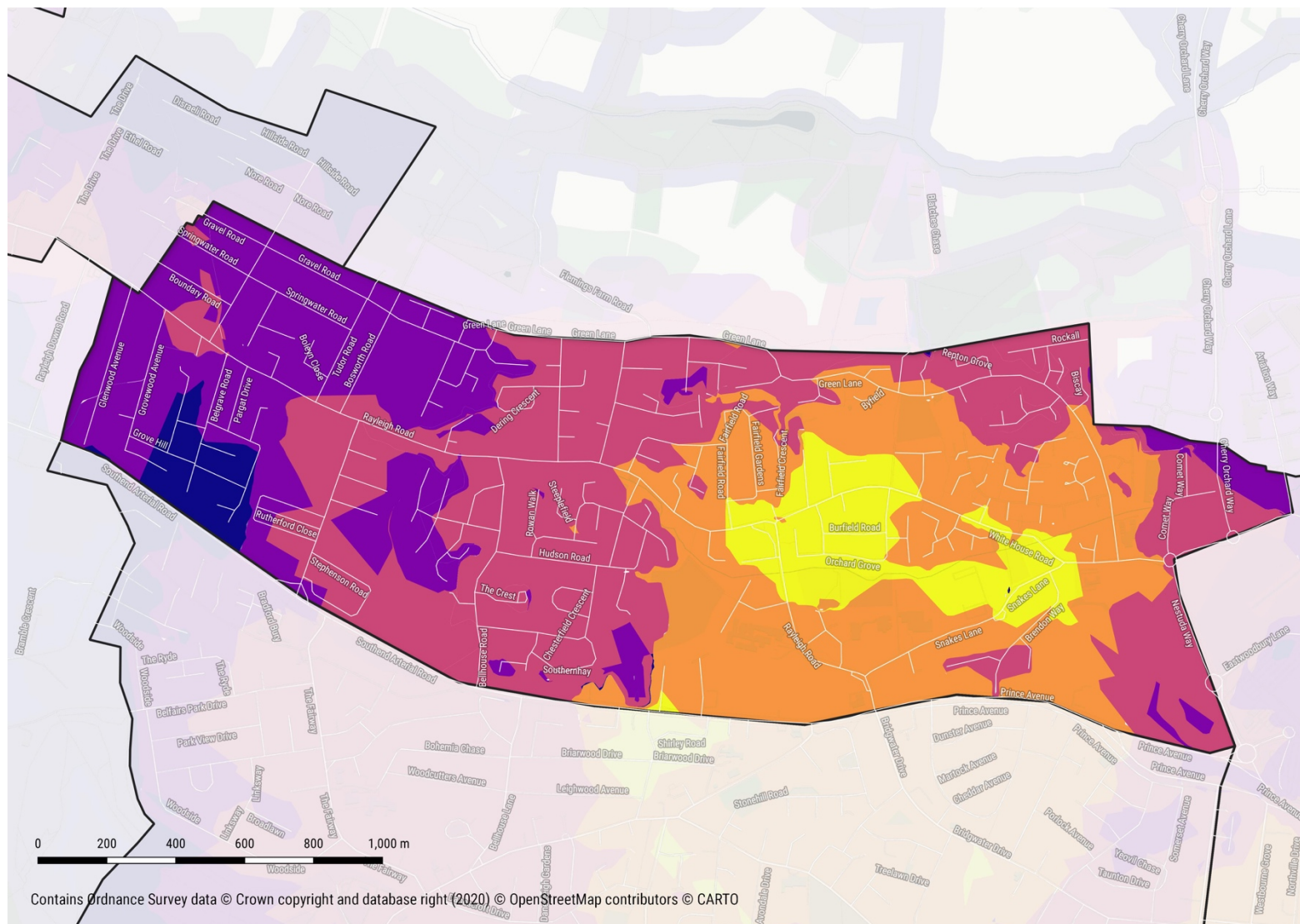


Figure 10 - Eastwood "Completeness" Heatmap

## Housing Mix

- 1.45 Eastwood does not have one dominant residential type, but a number of areas with different dominant housing (Figure 11). The northern area towards Rochford District is predominantly comprised of bungalows, whilst the eastern and western areas are predominantly terraced housing. Semi-detached homes and flats/maisonettes also make up some of the housing mixture within this neighbourhood.
- 1.46 The median price of a home in Eastwood is between £232,500 - £349,999 throughout the neighbourhood. The highest average housing price is within the central north area with predominantly bungalow housing, (£330,0000), and the lowest average housing price is the area with predominantly flats and maisonettes (£274,500). Further information on housing mix is set out in the appendix.

## Broadband speeds

- 1.47 Broadband speeds in Eastwood do not vary too greatly and are generally quite slow (see Figure 12). Speeds range from of 15-20mbit/s to highs of 30-50mbit/s. The far eastern portion of the neighbourhood benefits from the highest internet speeds, whereas the large central portion has the lowest. This area of slow internet connection correlates directly with the area of the highest population densities (75-107pph) and higher day-to-day infrastructure completeness score (11-17). The far western edge is in the middle of the internet performance range which has a moderate population density of 51-74pph. This could impact the ability of the working population to efficiently work from home.

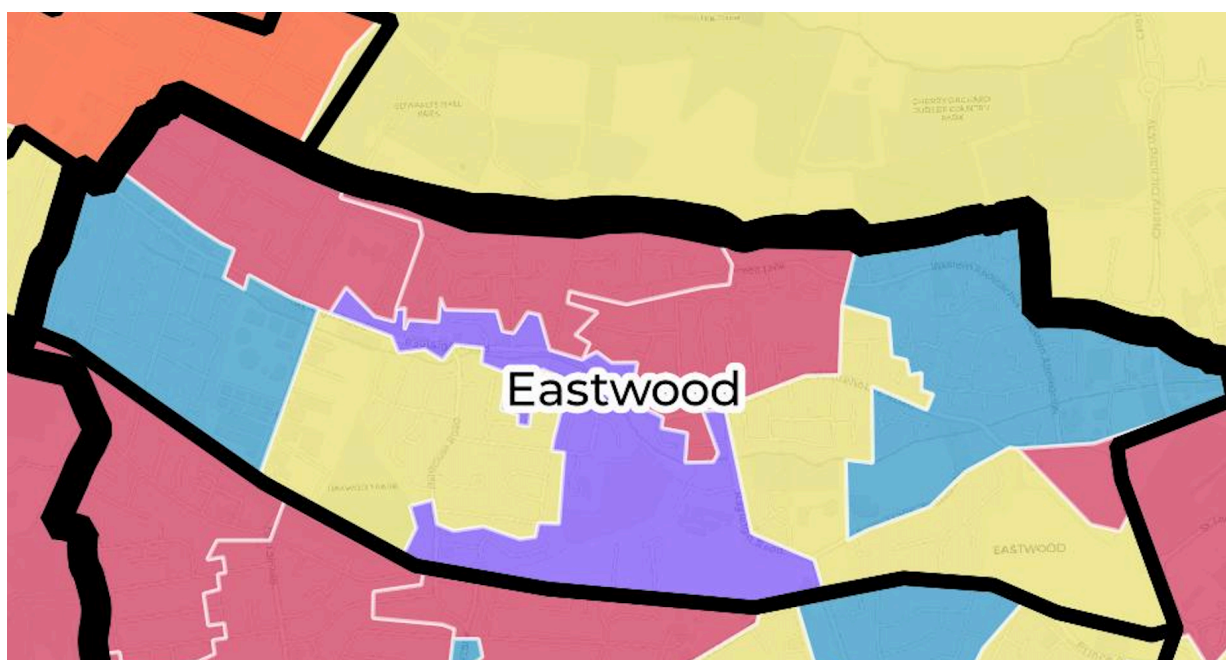


Figure 11 – Eastwood Dominant Residential Types

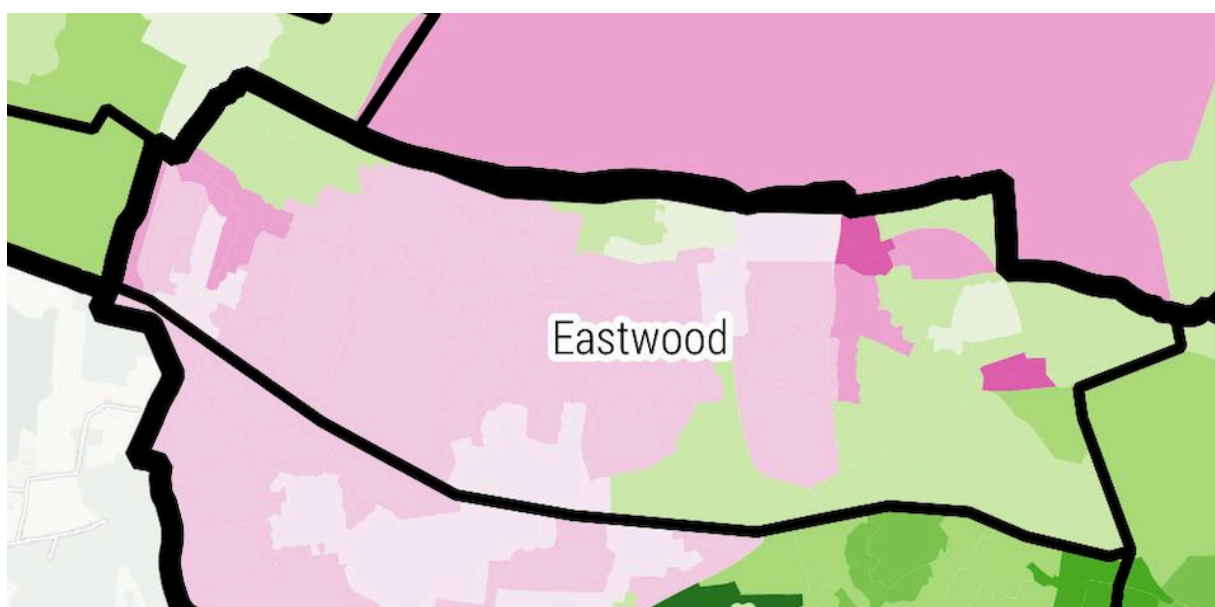


Figure 12 - Map of Broadband Speed within the Eastwood Neighbourhood

#### DOMINANT DWELLING TYPES PER LSOA

Blue	Terraced
Red	Bungalow
Purple	Flat / Maisonette
Yellow	Semi-Detached
Orange	Detached
Grey	Other

#### Median download speeds

Dark Green	70 Mbit/s+
Green	60 - 70 Mbit/s
Light Green	50 - 60 Mbit/s
Pale Green	40 - 50 Mbit/s
Very Pale Green	30 - 40 Mbit/s
Light Pink	25 - 30 Mbit/s
Pink	20 - 25 Mbit/s
Light Pink	15 - 20 Mbit/s
Pink	10 - 15 Mbit/s
Magenta	5 - 10 Mbit/s
Dark Magenta	Under 5 Mbit/s

## Area Summary

### 1.48 Demographics:

- Eastwood is the second smallest neighbourhood in terms of population within Southend Borough, comprising only 7.35% of the borough population.
- The demographic make-up of Eastwood comprises 7% more people between the ages of 65-84 than the borough average.
- Eastwood is also one of the least densely populated neighbourhoods, with much of the area housing between only 11-50 people per hectare (pph) and a very small portion going up to 75-107pph.
- The housing typology relates to the population densities: I.e.: some areas with higher densities are made up of terraced housing or flats/maisonettes and likewise, some of the areas with a much lower density are made up of semi-detached or bungalow housing. However this correlation is not explicit throughout the neighbourhood.

### 1.49 Day-to-day Infrastructure:

- Most day-to-day infrastructure facilities are relatively spread out across the neighbourhood.
- There are numerous local centres in both the east and the west which anchor other facilities such as health care and civic services.
- There are not many schools or nurseries in the area, however this could be related to the ageing population.
- There is a good provision of sports and green infrastructure, however a general lack of, and therefore poor access to these services in the western portion.
- Whilst many infrastructure items are evenly spread around the neighbourhood, there is only one area of Eastwood that benefits from walking access to most or all of the seventeen different types of infrastructure identified in this study.
- This 'hot spot' resides in the mid-eastern portion of the boundary, centred around the junction of Rayleigh Road and Whitehouse Road.
- The western area of the neighbourhood suffers from a lower score of 5-7, primarily due to a lack of access to sports and green infrastructure.
- The slowest broadband speeds correlate with the area with the highest population density and the area with the best access to day-to-day infrastructure and services.

- 1.50 The average completeness score for Eastwood is 50.1%, with heat mapping indicating the most complete area to be within walking catchment of between 14-17 day-to-day facilities.
- 1.51 The completeness score for Eastwood, by infrastructure type, is summarised below:





# Appendix: Housing Mix

Information from the Valuation Office Agency (VOA) has been used to show the percentage mix of housing typologies across the study area, with the maps presented in this appendix split by housing type. This data is available at lower-layer super output area level and is the most comprehensive and up-to-date source material available that shows the housing mix at a meaningful scale. However, the boundaries of the lower-layer super output areas do not match with settlements or neighbourhood areas, so whilst the mapping does give some indication of housing mix within an area, it does not present the definitive position.

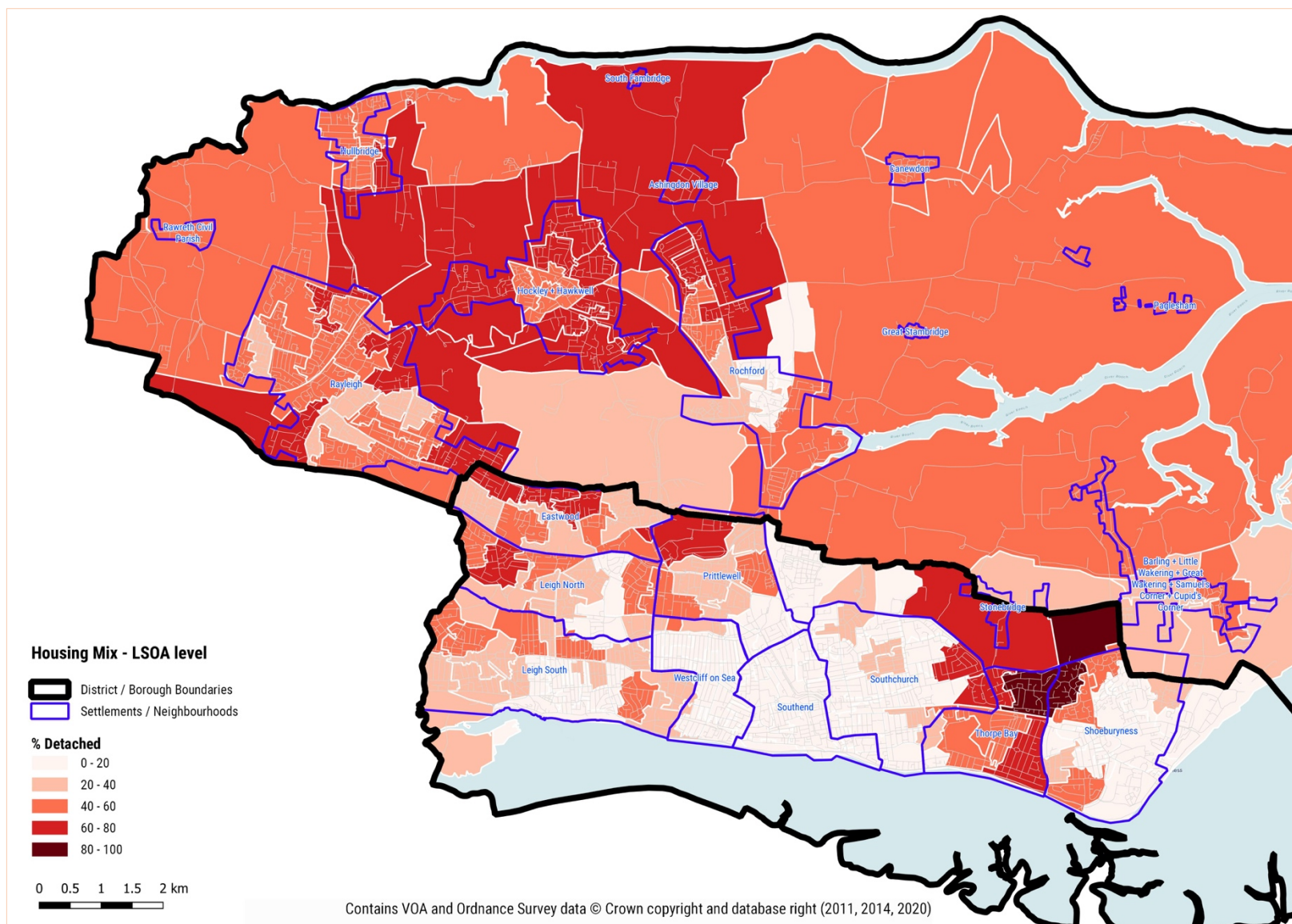


Figure 13: Proportion of detached homes in each lower-layer super output area, expressed as a percent of total homes in that area (source: VOA)

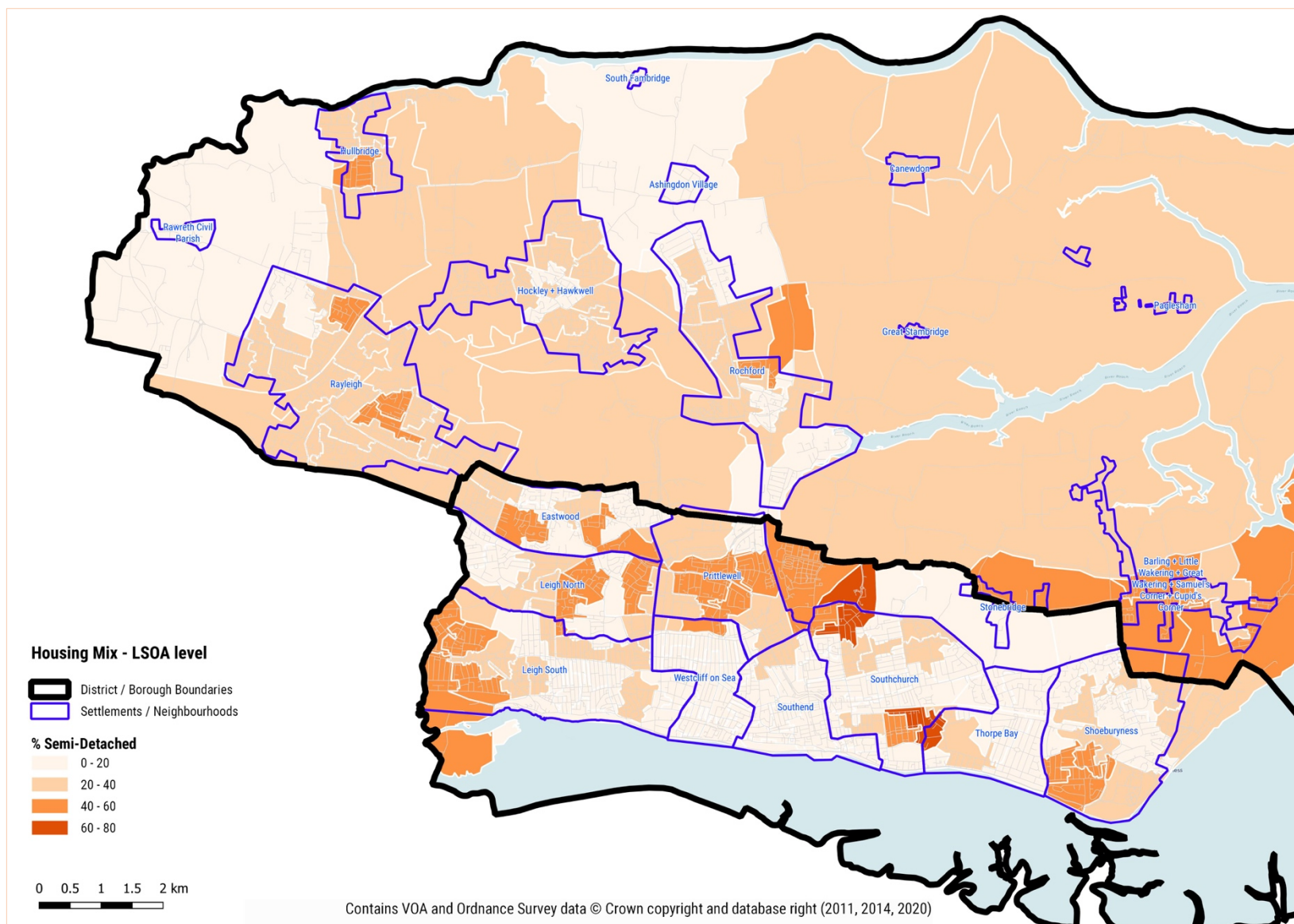


Figure 14: Proportion of semi-detached homes in each lower-layer super output area, expressed as a percent of total homes in that area (source: VOA)



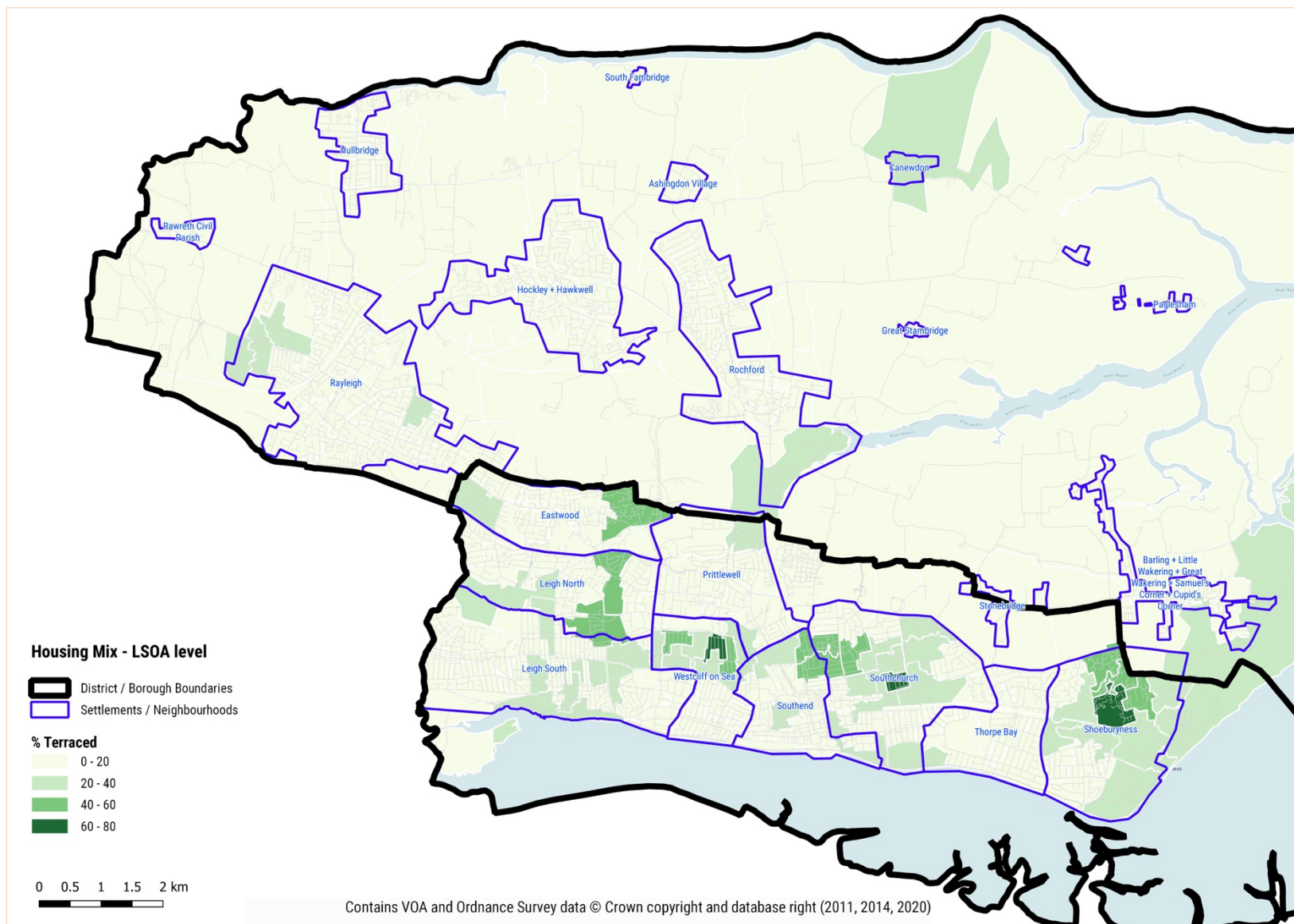


Figure 15: Proportion of terraced homes in each lower-layer super output area, expressed as a percent of total homes in that area (source: VOA)

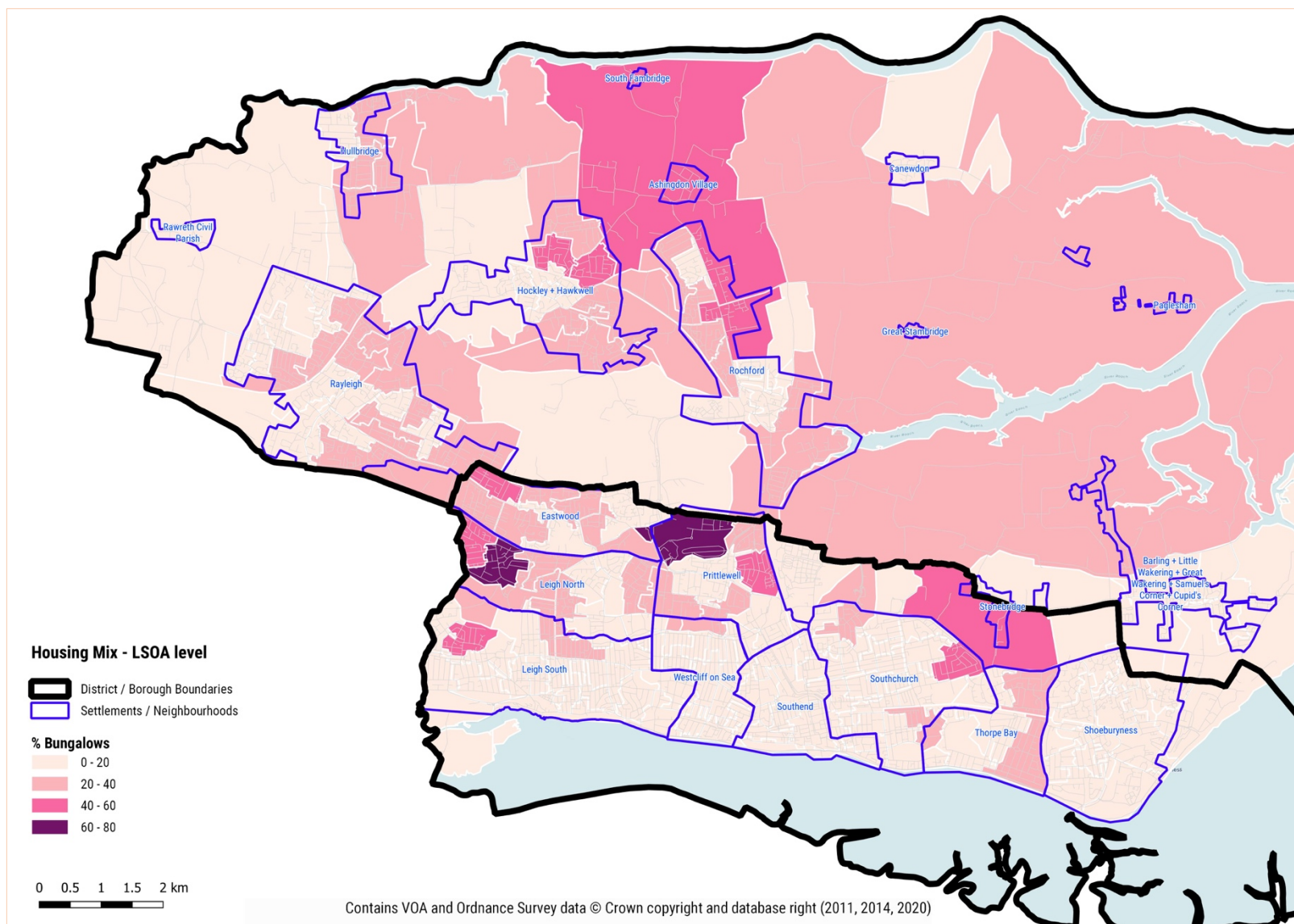


Figure 16: Proportion of bungalows in each lower-layer super output area, expressed as a percent of total homes in that area (source: VOA)



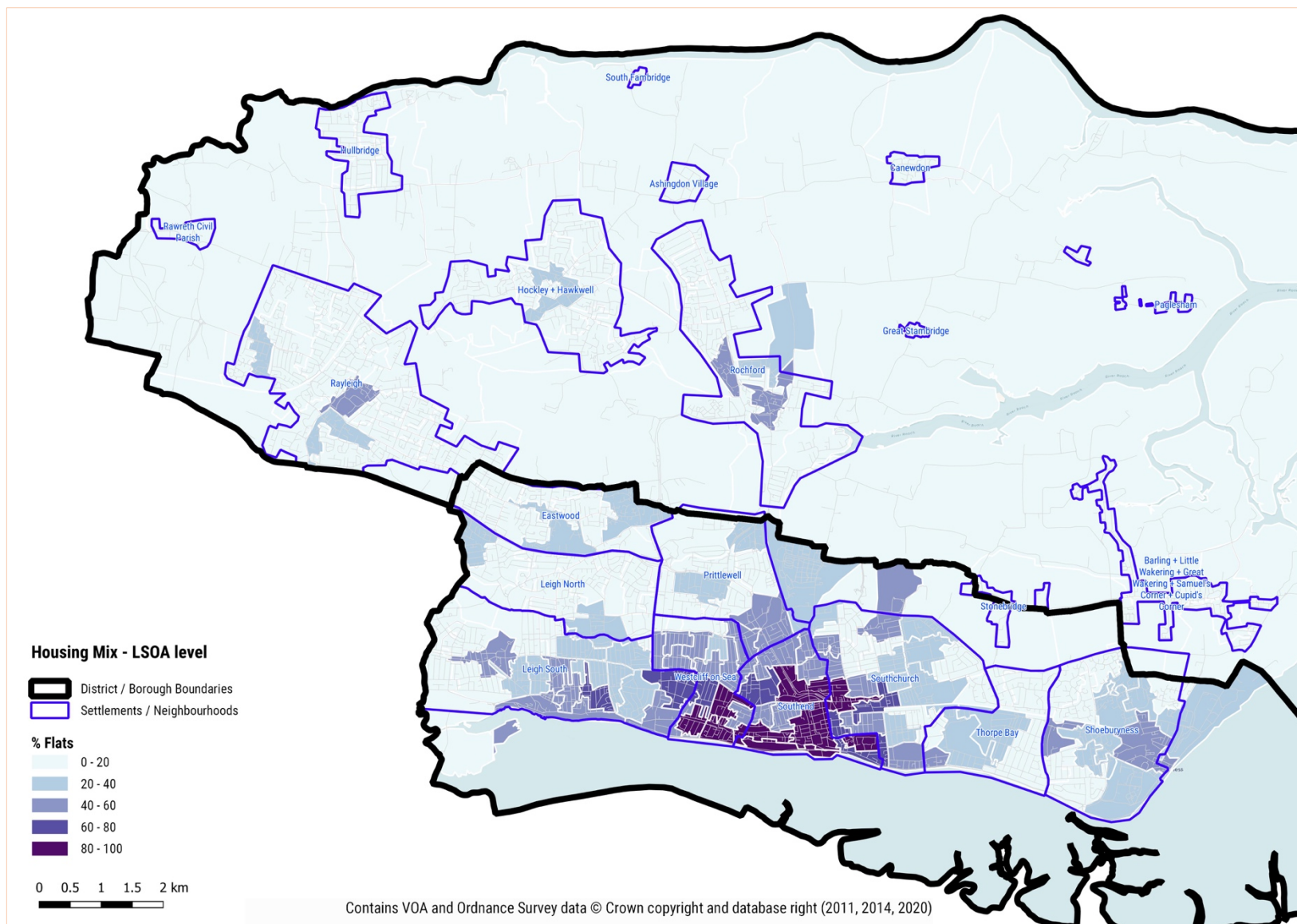


Figure 17: Proportion of flats in each lower-layer super output area, expressed as a percent of total homes in that area (source: VOA)



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