



Southend Borough Council
Rochford District Council

SETTLEMENT ROLE AND HIERARCHY STUDY

AREA PROFILE: WESTCLIFF

Troy Planning + Design
November 2020

Rochford District Council

Southend Borough Council

Settlement Role and Hierarchy Study

Area Profiles: Westcliff



**Complete
Communities**

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Contents

A Note on Assessing Completeness	4
A note on catchments	4
A Note on the Mapping of Green Infrastructure	4
Neighbourhood Description	5
Demographic Profile	5
Socio-Economic Indicators	9
Population Density	10
Walking catchments: Education	11
Walking catchments: Health	12
Walking catchments: Civic facilities	14
Walking catchments: Sports and leisure facilities	15
Walking catchments: Green infrastructure	17
Walking catchments: Town centre uses	18
Summary of day-to-day services	20
Housing Mix	22
Broadband speeds	22
Area Summary	24
Appendix: Housing Mix	26

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 Westcliff On Sea is located to the west of the Southend central area. Westcliff On Sea's boundary is irregular in shape, defined by the Thames Estuary to the south, Crowstone Road, London Road, and Southbourne Grove to the west, Prittlewell Chase to the north, and a series of roads including Gainsborough Drive, West Road, Hamlet Court Road, and Milton Road to the east. Westcliff rail station is located in the southern part of the neighbourhood, providing service to Southend Central and London Fenchurch Street Station.

Demographic Profile

- 1.2 The total population of Westcliff On Sea is 23,798 as of the mid-2018 census update (marked in table 1) and makes up 12.97% of Southend Borough's total population. It is the third most populous neighbourhood in Southend Borough. The area defined as Westcliff On Sea for the purpose of demographic analysis encompasses the political wards of Chalkwell and Westborough. This information is sourced from the Southend Ward Profile summaries¹.
- 1.3 Westcliff On Sea has an average percentage of school aged children below 16 years compared to other neighbourhoods in the borough, and one of the highest proportions of working aged residents between 25 and 64 years, at 56.6% compared to the total neighbourhood population. Westcliff On Sea also has one of the lowest percentages of residents aged 65 to 84 in Southend Borough. Reflective of this, the number of full-time employees is higher than the borough average and retirees are also more than 3% lower. Those that claim to be in 'very good health' is nearly 3% above average as well.
- 1.4 Car ownership is the lowest in Westcliff On Sea with one car to every 2.4 people. This could be reflective of the proximity to Southend where numerous public transport connections are provided.




¹ 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

		Chalkwell		Westborough		Combined Wards Total		Southend Borough	
Data Source		No.	%	No.	%	No.	% (ave)	No.	%
Mid-2018 Census	Population					23,798	*12.97	183,486	
Public Health England, 2016	Population	10,253	*5.7	11,072	*6.20	21,325	*11.93	178,702	
	Age under 16	1,596	**15.6	2,533	**22.9	4,129	**19.25	34,311	19.2
	Age 25 – 64	5,740	**56.0	6,342	**57.3	12,082	**56.65	92,746	51.9
	Age 65-84	1,485	**14.5	948	**8.6	2,433	**11.55	28,592	16
2011 Census	Population in very good health	4,725	**47.0	5,275	**48.6	10,000	**47.8	80,595	45.1
	Population in very bad health	132	**1.3	100	**0.9	232	**1.1	2,323	1.3
	Households one person over age 65	555	**12.7	361	**8.2	916	**10.45	24,482	13.7
NOMIS, 2011	Full time employee	3,799	**74.4	4,066	**73.2	7,865	**73.8	125,806	70.4
	Part time employee	1,304	**25.6	1,486	**26.8	2,790	**26.2	52,896	29.6
	Retired	315	**4.8	182	**2.5	497	**3.65	9,114	5.1
2011 Census	All cars in the area	4,704		4,192		8,896		81,331	
	Ratio Cars : People	1 : 2.2		1 : 2.6		1 : 2.4		1 : 2.2	

*percentage represents proportion of Southend Borough total population

** percentage represents proportion of Ward total population

Table 1- Westcliff On Sea Ward Demographic Profile Summaries versus Southend Borough

Socio-Economic Indicators

- 1.5 Figure 2 below shows the Indices of Multiple Deprivation across Westcliff On Sea, using the Lower Super Output Areas (LSOAs) within the neighbourhood boundary. These indices reveal that residents within the neighbourhood range from being in the 2nd most deprived decile up to the 8th least deprived decile. The three most deprived LSOAs are in the southern central area of Westcliff On Sea, the lowest ranked LSOA being 012B within Chalkwell, and ranks 4,255 out of 32,844 LSOAs nationally.
- 1.6 Of the seven different indices of deprivation, the 2019 study² found the following categories to be the worst performing within the this LSOA (the 'worst' being 1st to 5th most deprived decile):
- Income deprivation (2nd most deprived decile)
 - Employment deprivation (most deprived decile)
 - Education, skills and training deprivation (5th most deprived decile)
 - Health deprivation and disability (4th most deprived decile)
 - Crime (2nd most deprived decile)
 - Barriers to housing and Services (3rd most deprived decile)
 - Living Environment deprivation (4th most deprived decile)
- 1.7 Data collected in the 2011 National Census shows that 11.56% of the population of Chalkwell and Westborough Wards identify as having an ethnic minority background. This is much higher than the borough average of 6.6%.

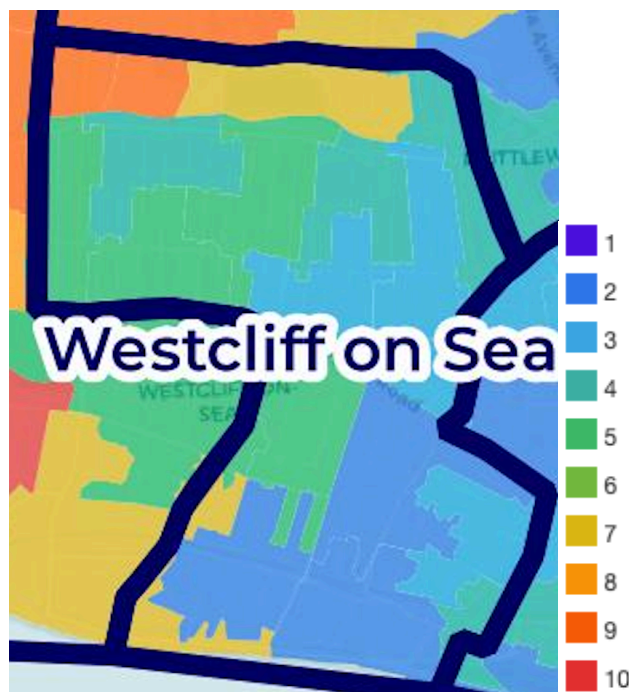


Figure 2 - Westcliff On Sea Indices of Multiple Deprivation map. 1 is high IMD and 10 low

² English indices of deprivation 2019: http://dclgapps.communities.gov.uk/imd/iod_index.html#

Population Density

- 1.8 There is a high population density across Westcliff On Sea. Densities range from areas with 11-50 people per hectare (pph) to 141-247pph, but are most commonly at 108-150pph.
- 1.9 The band of very low population density (11-55pph) along the northern border with Prittlewell and north of Prittle Brook, can be directly attributed a very large allotment plot, a secondary school campus, and community centres with limited areas of housing. Immediately south of this however is a very tight and compact grid system of roads lined with terraced housing creating an efficient use of space. South of Prittle Brook there are no major areas of green open space.
- 1.10 The primary shopping centres located along London Road and Hamlet Court Road do not necessarily have the highest population density, perhaps owing to the lost residential floor space to commercial or retail floorspace at ground level. Also of note, is the stark contrast in densities at the Westcliff On Sea/Leigh border which is likely due to the location of a large park (Chalkwell Park), places of worship and a superstore that do not constitute residential land use.

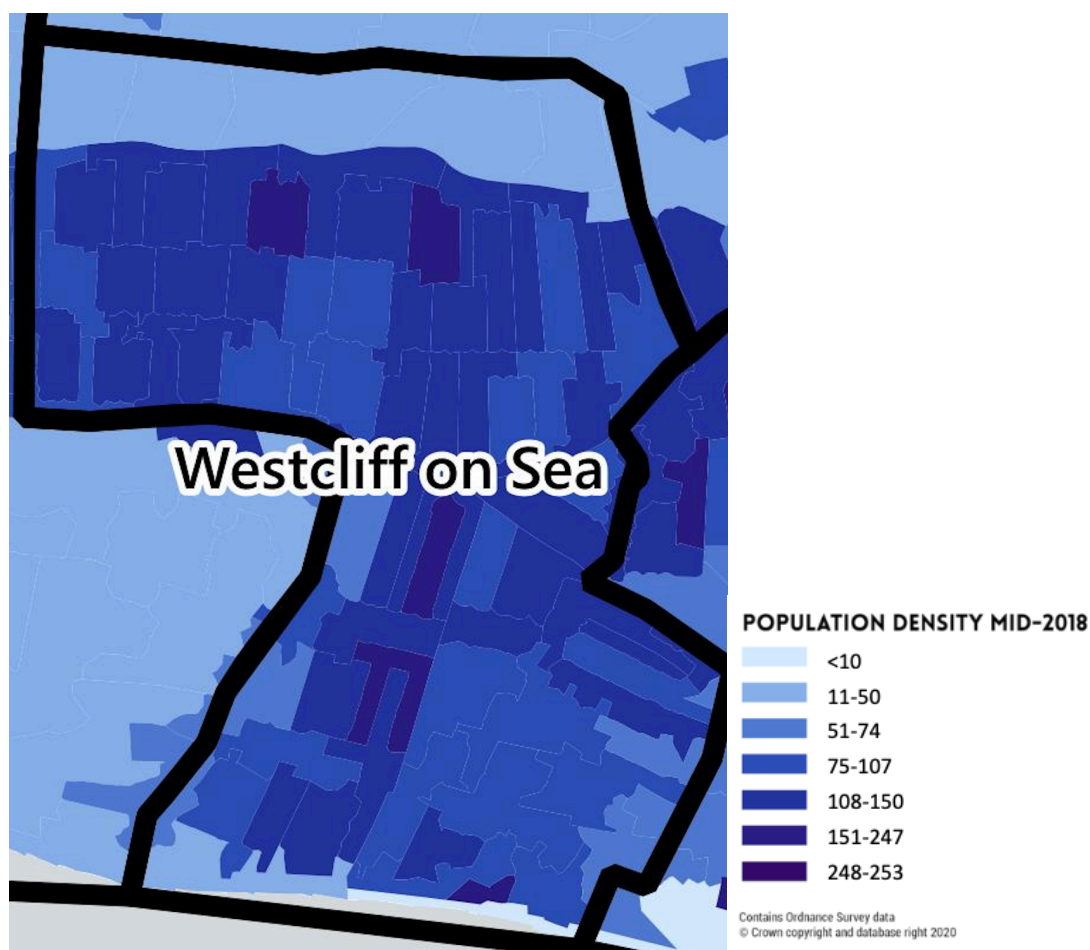


Figure 3 – Westcliff On Sea Density Pattern

Walking catchments: Education

- 1.11 Westcliff On Sea has two secondary schools, one primary school, and one nursery within its neighbourhood boundaries. Parts of the neighbourhood are also within the walking catchment of three primary schools in Southend Central, and one secondary school, the Southend High School for Boys, in Prittlewell.
- 1.12 Catchments around education facilities are 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 |
- 1.13 The east of the neighbourhood is within the walking catchment of all three education facilities, in part due to the location of schools. The north of the area is also within the catchment area for both nurseries and secondary schools. The south of the area is within the catchment of fewer facilities, particularly primary schools, in part because of the rail line and a lack of crossings in some areas.
- 1.14 The percentage of area that is covered by the catchment thresholds to each type of education infrastructure can be summarised below:
- | | |
|-------------------|-------|
| Nurseries | 91.8% |
| Primary Schools | 72.6% |
| Secondary Schools | 98.3% |
- 1.15 The average coverage for education facilities in Westcliff On Sea is therefore 87.6%.

Walking catchments: Health

- 1.16 Westcliff has two doctors' surgeries, two dentists and six pharmacies. There are however two additional dentists located just outside both the east and western boundaries of the neighbourhood and another doctor and pharmacy slightly further to the east. Access to healthcare facilities in Westcliff On Sea 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

- 1.17 The majority of Westcliff On Sea is within the walking catchment of dentists and pharmacies, however, there is a 'black spot' of coverage by doctors' facilities in the north western portion of the neighbourhood. The percentage of area that is covered by the catchment thresholds to each type of health infrastructure can be summarised below:

Dentists 80.9%

Doctors 70.7%

Pharmacies 100%

- 8.1 The average coverage for health facilities in Westcliff On Sea is therefore 83.9%.

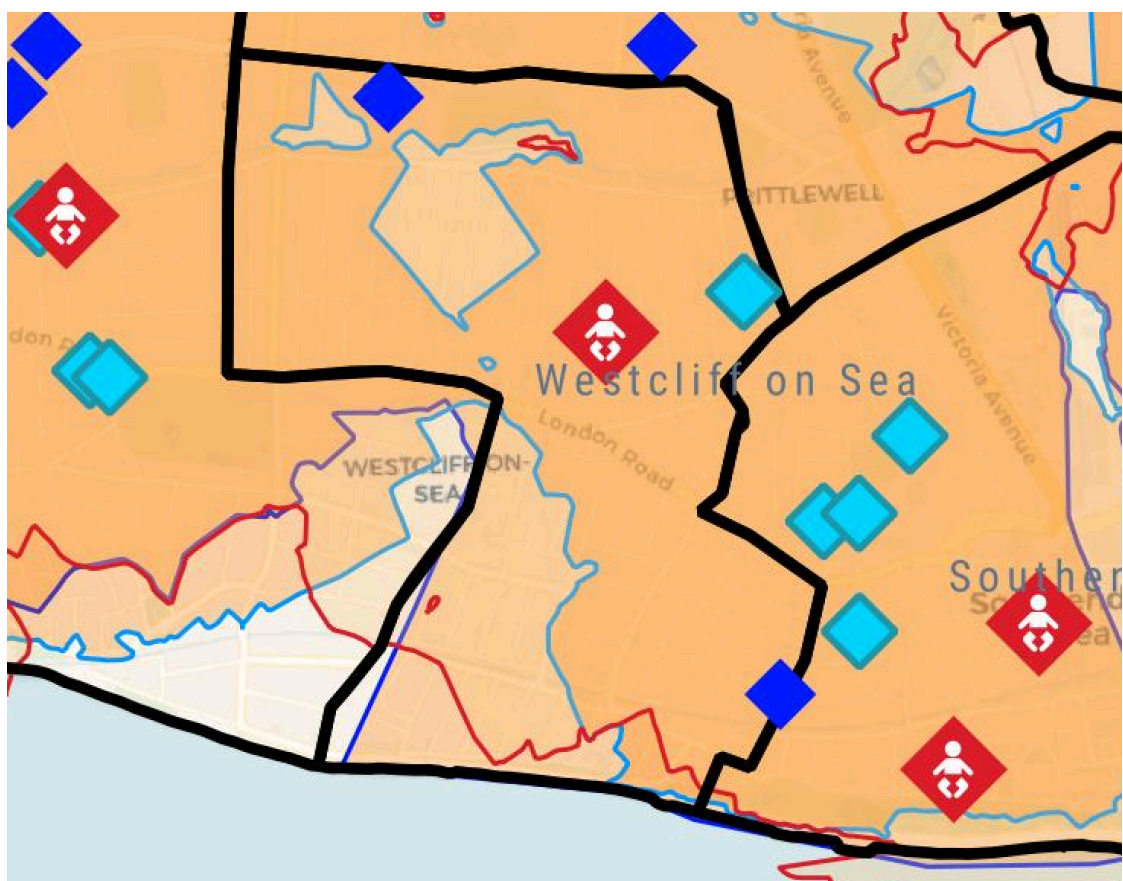


Figure 4 – Westcliff On Sea Education Facilities and Catchment Areas

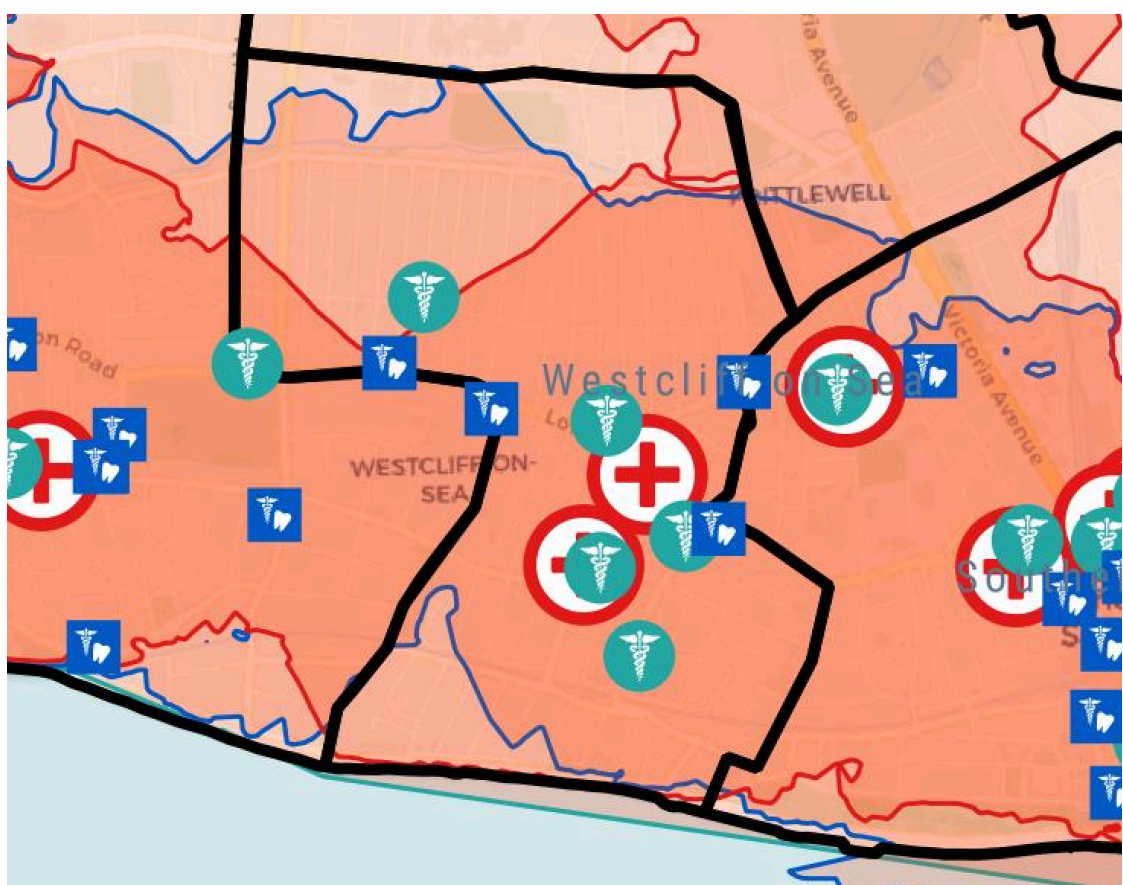


Figure 5 – Westcliff On Sea Health Facilities and Catchment Areas

Walking catchments: Civic facilities

- 1.18 Westcliff On Sea has one public convenience, seven community centres and halls, one library and thirteen places of worship. Westcliff On Sea also benefits from the proximity of eight additional civic services just outside of this neighbourhood boundary. Access to civic facilities in Westcliff On Sea 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

- 1.19 The catchment area of community centres covers the entire neighbourhood. The distribution of these facilities both in the north and south of Westcliff On Sea means the severance of London Road does not disadvantage residents in the north or south.

- 1.20 The one library is located on the border of Westcliff On Sea and Leigh to the west, resulting in residents in the south and east of the neighbourhood not falling within the catchment area of this facility. The lack of libraries in Prittlewell could result in additional pressure and use on Westcliff On Sea's library facility

- 1.21 There are numerous places of worship spread across Westcliff On Sea, with no 'black spots'. Westcliff On Sea provides a diverse range of religious institutions with a synagogue, a mosque and a variety of Christian churches.

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

Community Centres	99.8%
Libraries	46.9%
Public Conveniences	81.1%
Places of Worship	99.8%

- 1.23 The average coverage for civic facilities in Westcliff On Sea is 81.9%.

Walking catchments: Sports and leisure facilities

- 1.24 Westcliff On Sea has relatively little access to locally equipped play areas or playing pitches. Access to sports and leisure facilities in Westcliff On Sea 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

- 1.25 The only local play area in the neighbourhood is a small playground located towards the Prittle Brook and servicing a small part of the neighbourhood to the north. Some of the south-eastern part of the neighbourhood falls within the catchment area to the Milton Gardens Play area, which is outside of but in close proximity to the neighbourhood, and located in Southend (central). The south-most part of Westcliff On Sea does not fall within the walking catchment of this facility, due to walking accessibility being impeded by the rail corridor.

- 1.26 As a result of this, and of Westcliff On Sea beach not being equipped with any sports or leisure facilities, the southern part of the neighbourhood is without any access to these facilities.

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

Locally Equipped Play Areas 62.9%

Playing Pitches 74.7%

- 8.2 The average coverage for sports and leisure facilities in Westcliff On Sea is 68.8%.

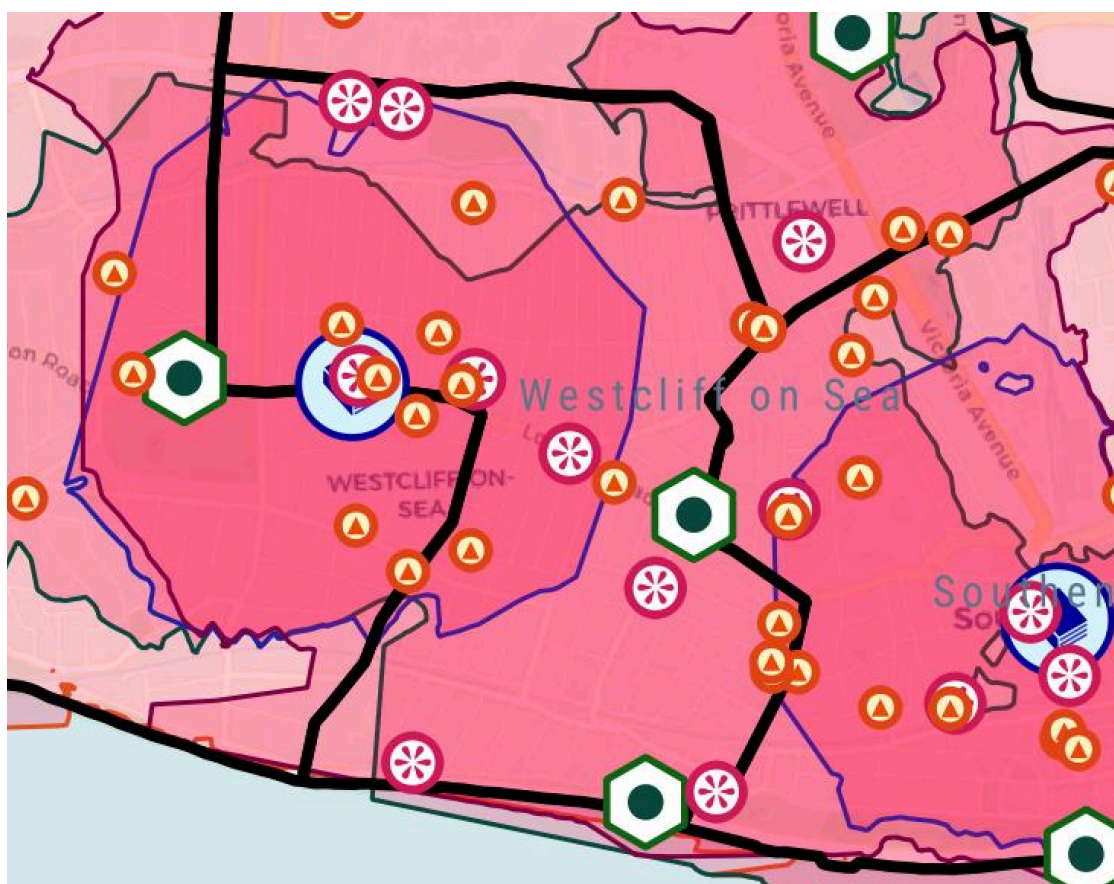


Figure 6 – Westcliff On Sea Civic Facilities and Catchment Areas

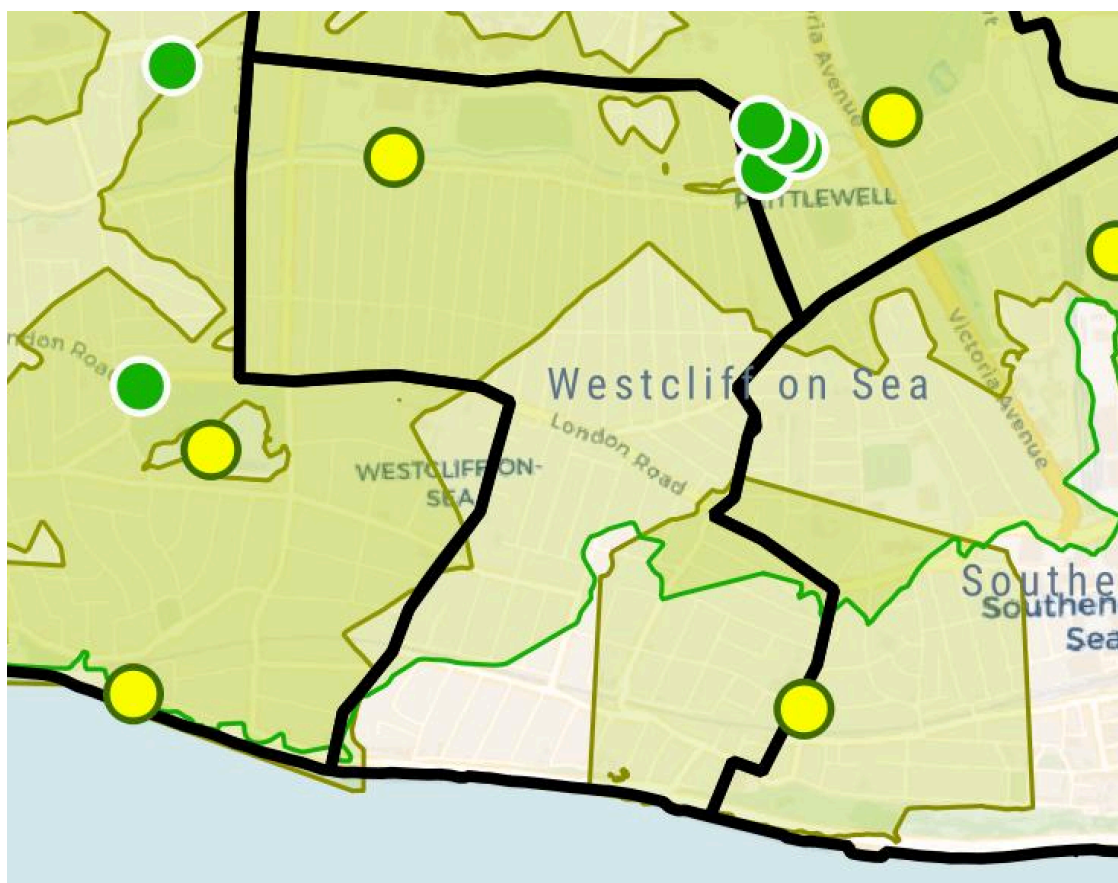


Figure 7 - Westcliff On Sea Sports and Leisure Facilities and Catchment Areas

Walking catchments: Green infrastructure

- 1.28 Westcliff On Sea has two main areas of green infrastructure. The first is the several allotments and path near the Prittle Brook to the north of the area, the latter of which was identified in community workshops as being used for leisure purposes as well as active transport. The second area is in the south of the Westcliff On Sea, along the waterfront, which has access to Westcliff Beach and the Esplanade Gardens, the latter of which is located in the Southend neighbourhood.
- 1.29 Access to green infrastructure in Westcliff On Sea 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 |
- 1.30 The north western part of the neighbourhood falls within the walking catchment of the allotments and amenity greenspace mentioned above, and also within the walking catchment of Chalkwell Park, located in the Leigh neighbourhood. The centre of Westcliff On Sea, and in particular the centre-east, is lacking in green infrastructure. This lack of provision of facilities means a large part of central Westcliff On Sea falls outside of the catchment area of green infrastructure facilities. Although the measure of Green Infrastructure is higher than some other areas – Thorpe Bay for example – small gardens associated with higher density development and more urbanised streets means that is less verdant in character than is perhaps suggested.
- 1.31 The percentage of area that is covered by the catchment thresholds to each type of green infrastructure facility can be summarised below:
- | | |
|-------------------------------|-------|
| Amenity Greenspaces | 27.6% |
| Parks or Gardens | 40.3% |
| Allotments or Growing Spaces | 5.3% |
| Natural / Semi-natural Spaces | 0% |
- 1.32 The average coverage for green infrastructure in Westcliff On Sea is 18.3%.

Walking catchments: Town centre uses

- 1.33 Westcliff On Sea has four different Local or Neighbourhood Centre locations, one superstore on its boundary and three local shops (two of which area also on the boundary). The location and provision of local shops and services in Westcliff On Sea is mapped in Figure 9. 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

- 1.34 Both the South Essex Retail Study (2017) and the Southend on Sea Retail and Leisure Study (2018) categorise Westcliff On Sea as a District Centre in its retail hierarchy. These are defined as offering a 'main retail provision' in the area which should provide local comparison shopping alongside convenience shopping and services for the local and neighbouring communities. The main shopping frontage is located along Hamlet Court Road and a small portion along London Road.

- 1.35 Almost the entire area of Westcliff On Sea is within the 1,750-metre walking catchment to the different local centres which are distributed evenly around the neighbourhood. Likewise, the walking catchment to the one superstore within Westcliff On Sea and others nearby stretches across the entire neighbourhood. Most of Westcliff On Sea is within walking distance to central Southend, the only exception being the north western corner. Additional day-to-day amenity is provided for with some local shops dotted along West Road.

- 1.36 Some community infrastructure facilities are co-located with the local centres identified in Figure 9, such as community centres and pharmacies, however most other services such as doctors, places of workshop, schools and libraries are located away from the retail hubs. This provides an even spread of activity across the neighbourhood.

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

Superstores 99.3%

Local / neighbourhood centres 91.3%

Town and district centres 85.2%

Local Shops 23.3%

- 1.38 The average coverage for town centre uses in Westcliff On Sea is 74.8%.

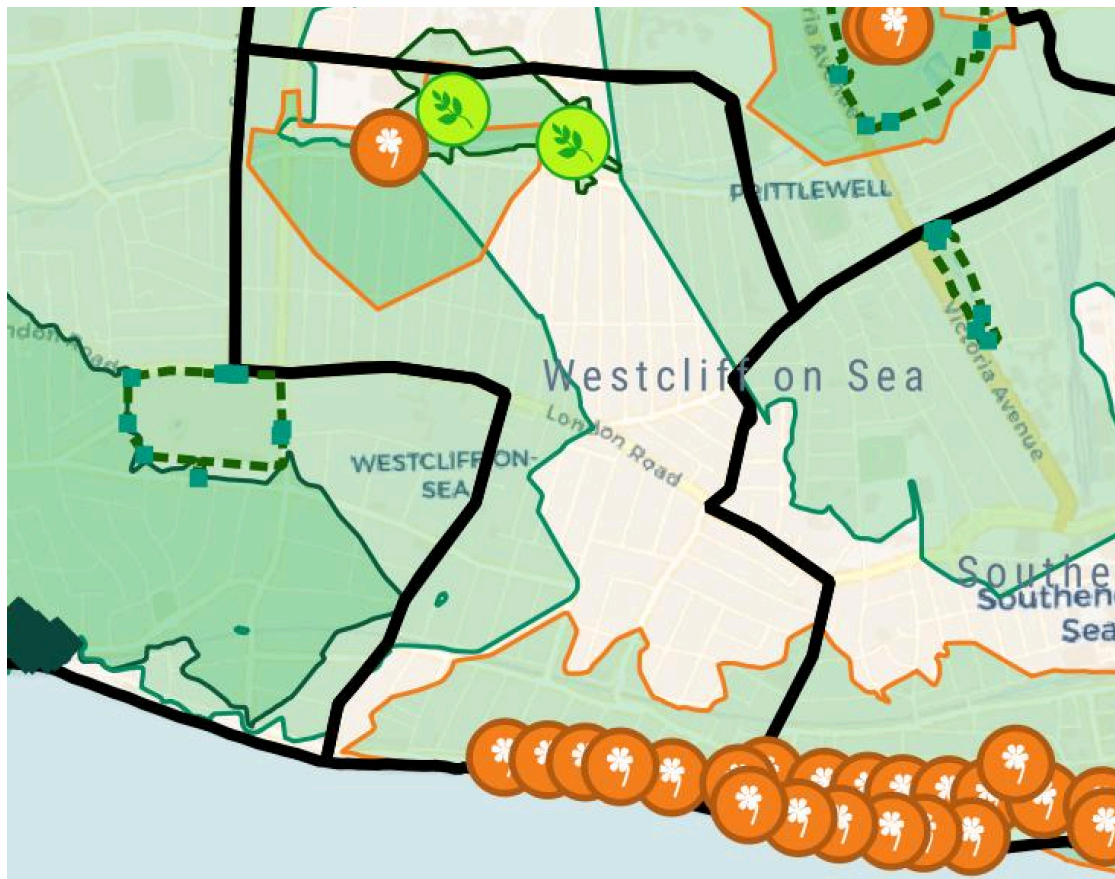


Figure 8 - Westcliff On Sea Green Infrastructure Facilities and Catchment Area

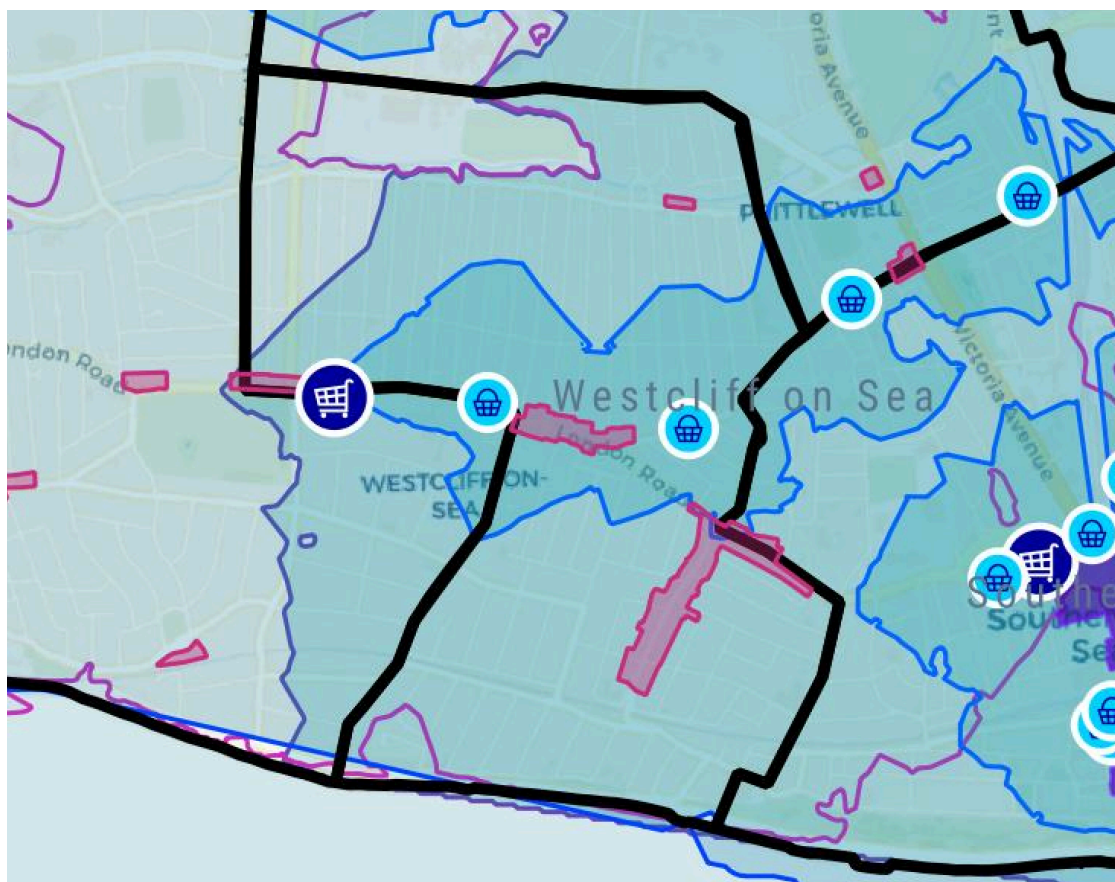


Figure 9 - Westcliff On Sea Town Centre Facilities and Catchment Areas

Summary of day-to-day services

- 1.39 Figure 10, below, overlays all the walking catchments for the day-to-day infrastructure categories discussed up until this point in the report which shows the ranging levels of completeness. 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.
- 1.40 The average completeness score for Westcliff On Sea is 69.2%, with heat mapping indicating the most complete area to be within walking catchment of between 14-17 day-to-day facilities. The most complete areas are focused within the middle band. The day-to-day infrastructure is relatively spread-out across the neighbourhood, therefore spreading the potential for areas to be in multiple catchment areas. The primary shopping frontages along Hamlet Court Road and London Road are not necessarily the most complete ‘hot spots’, as these areas do not have access to much, if any green space.
- 1.41 Westcliff On Sea’s high completeness levels are in part due to its good provision of a wide range of facilities throughout the neighbourhood, and the fact that parts of the neighbourhood are also within the catchment of facilities in neighbouring areas. Westcliff On Sea’s completeness score to the south is evidently impacted by the railway line running east/west in the southern portion which evidently severs the connection to some facilities.
- 1.42 There is a strong correlation between the complete areas and the areas of high population density. Much of the area marked yellow in Figure 94 is of a high density (at least 75-107 and up to 151-247pph). This suggests there are many people living within walking access to a very high level of day-to-day infrastructure.

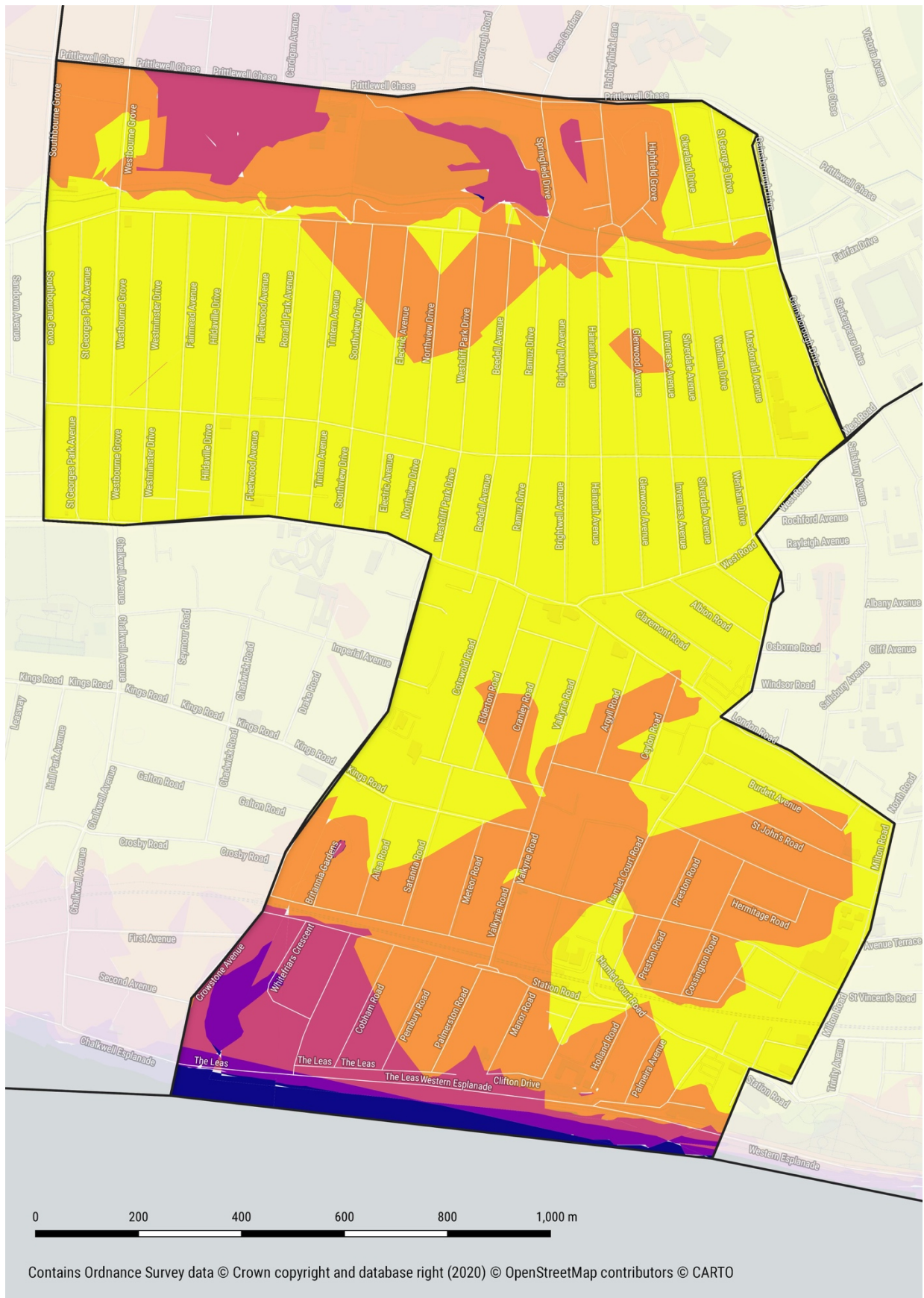


Figure 10 – Westcliff On Sea "Completeness" Heatmap

Housing Mix

- 1.43 By area, Westcliff On Sea's dominant residential type across the neighbourhood is flats and maisonettes, followed by terraced housing and lastly semi-detached housing across the northern part of the neighbourhood, closer to Prittlewell (Figure 11).
- 1.44 The southern part of Westcliff On Sea falls into a median price category of £150,000 - £232,499, whereas parts of the northern area within the neighbourhood have the median price of £232,500 - £349,999.
- 1.45 The area with the highest average price for housing within Westcliff On Sea is in the southeast close to Westcliff Beach (£608,250) and the area with the lowest average housing price is that closest to the Prittle Brook Greenway (£232,500). Further information on housing mix is set out in the appendix.

Broadband speeds

- 1.46 Broadband speeds in Westcliff On Sea range from 15-120mbit/s to the top speed of 70bmit/s (see Figure 96). The residential area north of London Road benefits the from the most consistently high broadband speeds, ranging from 40 to 70+mbit/s. This area correlates with the highest densities in the neighbourhood.
- 1.47 The lower broadband speeds are in the south of Westcliff On Sea, south of the railway line. This area has a wide variation in population densities does not correlate either directly or indirectly. Considering that much of the area is densely populated and primarily of residential land uses, this would suggest it is well equipped for residents to work from home should they have the ability and preference to do so.

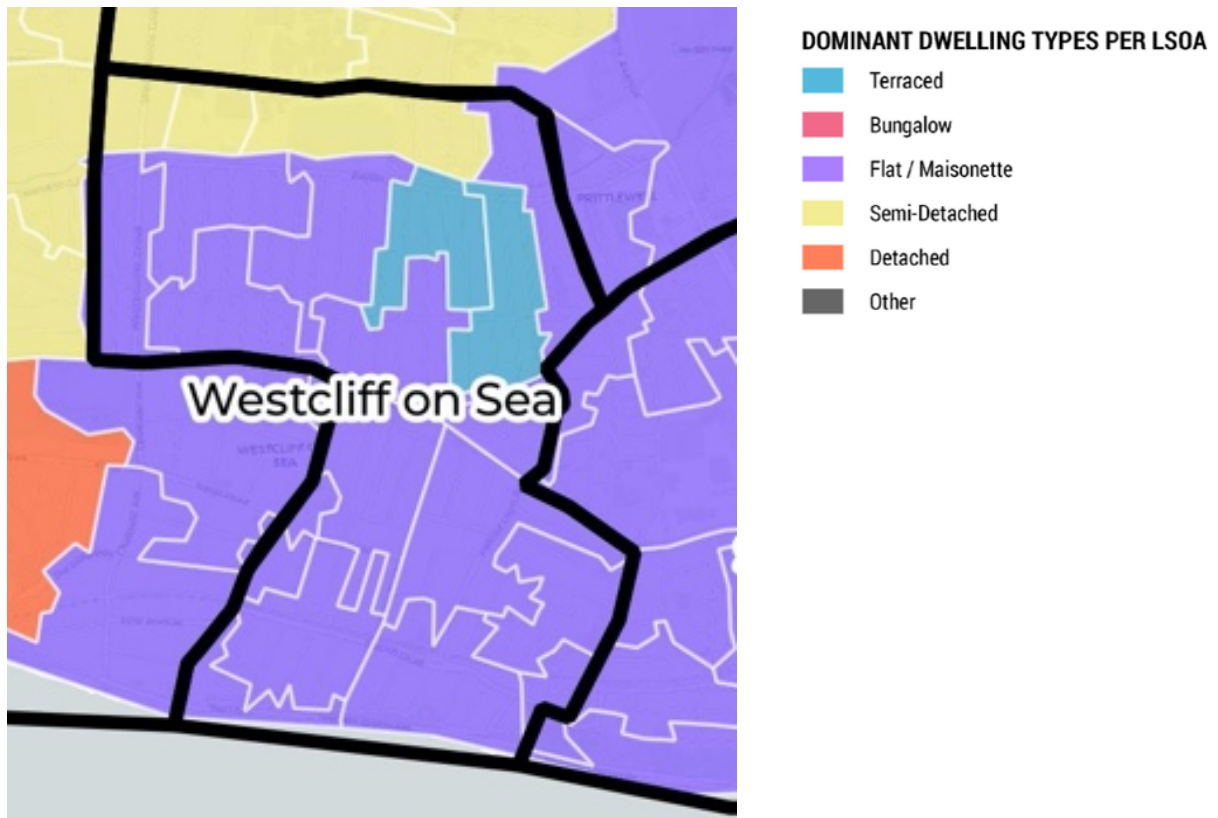


Figure 11 – Westcliff On Sea Dominant Residential Types

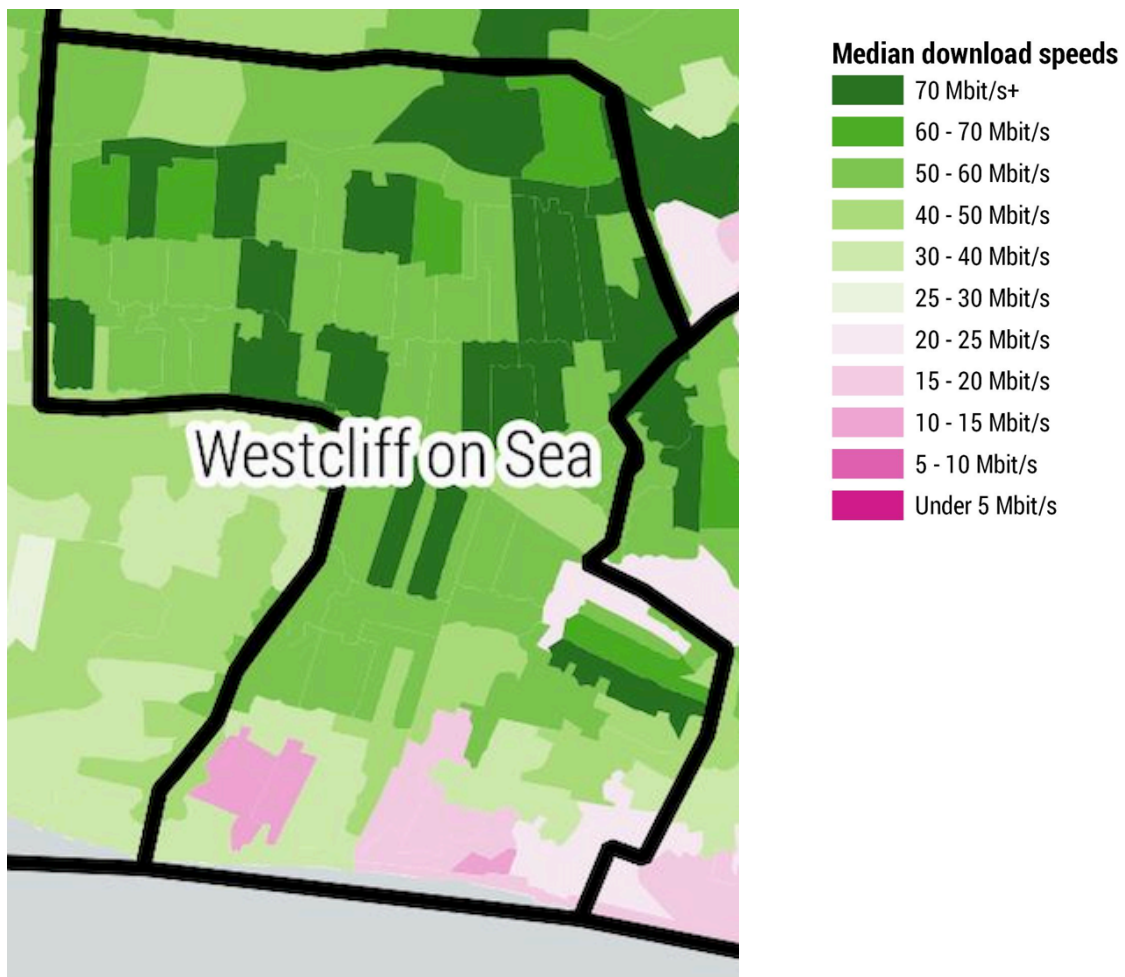


Figure 12 - Map of Broadband Speed within the Westcliff On Sea Neighbourhood

Area Summary

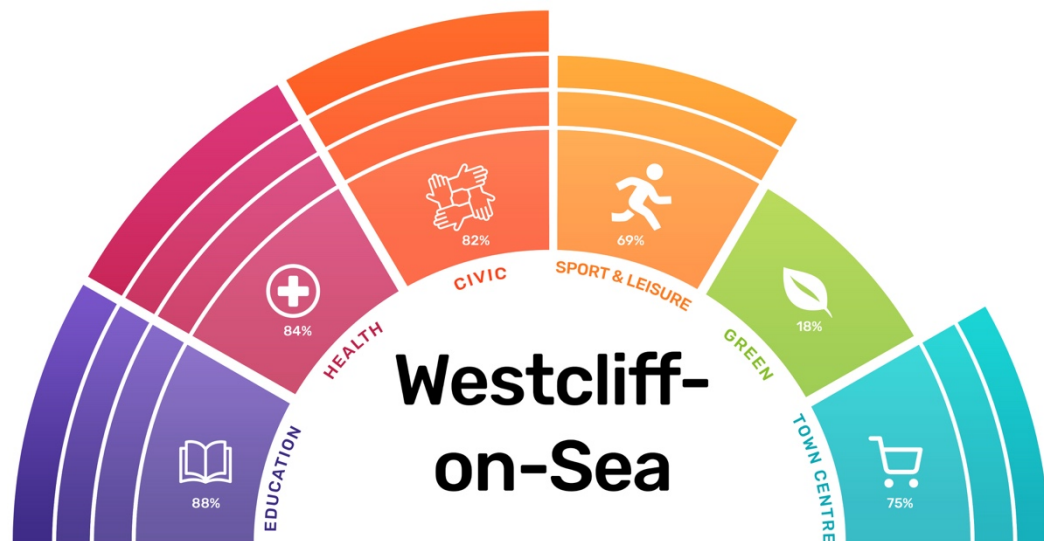
1.48 Demographics:

- Westcliff On Sea is smaller than many neighbourhoods in geographic size, however holds a moderate, 12.9% share of Southend Borough's population.
- The demographic make-up of Westcliff On Sea comprises 4.5% more people between the ages of 25-64 than the borough average and 4.5% fewer residents between the ages of 65-84. The population in the neighbourhood is on average younger than the borough overall.
- Westcliff On Sea is also one of the most densely populated neighbourhoods, with an overall population density of 100.35 people per hectare (pph), and densities up to 247pph in some pockets.
- The housing typology relates to the population densities. This is evident in the dominant housing study which shows the most popular housing type in most of Westcliff On Sea is a flat or maisonette. These are laid out in a grid system making efficient use of space.

1.49 Day-to-day Infrastructure:

- A very high proportion of Westcliff On Sea is within walking access to between 14-17 different types of infrastructure.
- Most day-to-day infrastructure facilities are relatively spread out across the neighbourhood, providing good walking access and choice to its residents.
- There are two main local centres along London Road however these do not contain other facilities such as health care and civic services.
- The southeast of the neighbourhood is lacking access to sports and green spaces which is the primary reason for this area not achieving a higher completeness score.
- The southern area of the neighbourhood, south of the railway line suffers from a lower completeness score which can be attributed to the severance of the railway line which has an impact on the extent of some catchment areas.
- The slowest broadband speeds directly correlate with the area with the lowest population density in the south. The fastest broadband speeds are provided in the most densely populated area.

- 1.50 The average completeness score for Westcliff On Sea is 69.2%, with heat mapping indicating the most complete area to be within walking catchment of between 14-17 day-today facilities.
- 1.51 The completeness score for Westcliff, 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.

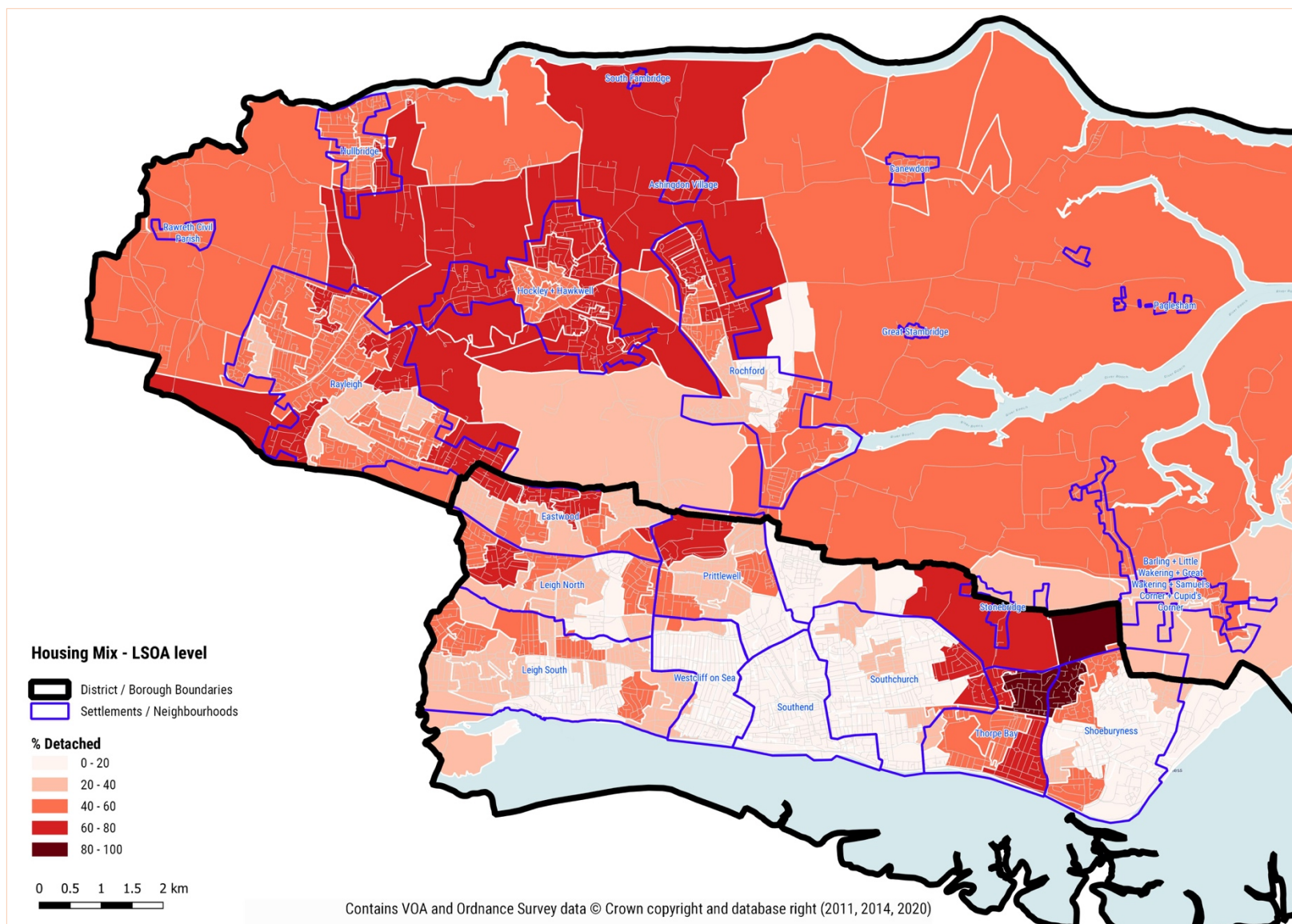


Figure 13: Proportion of detached homes in each lower-layer super output area, expressed as a percent of total homes in that area (source: VOA)

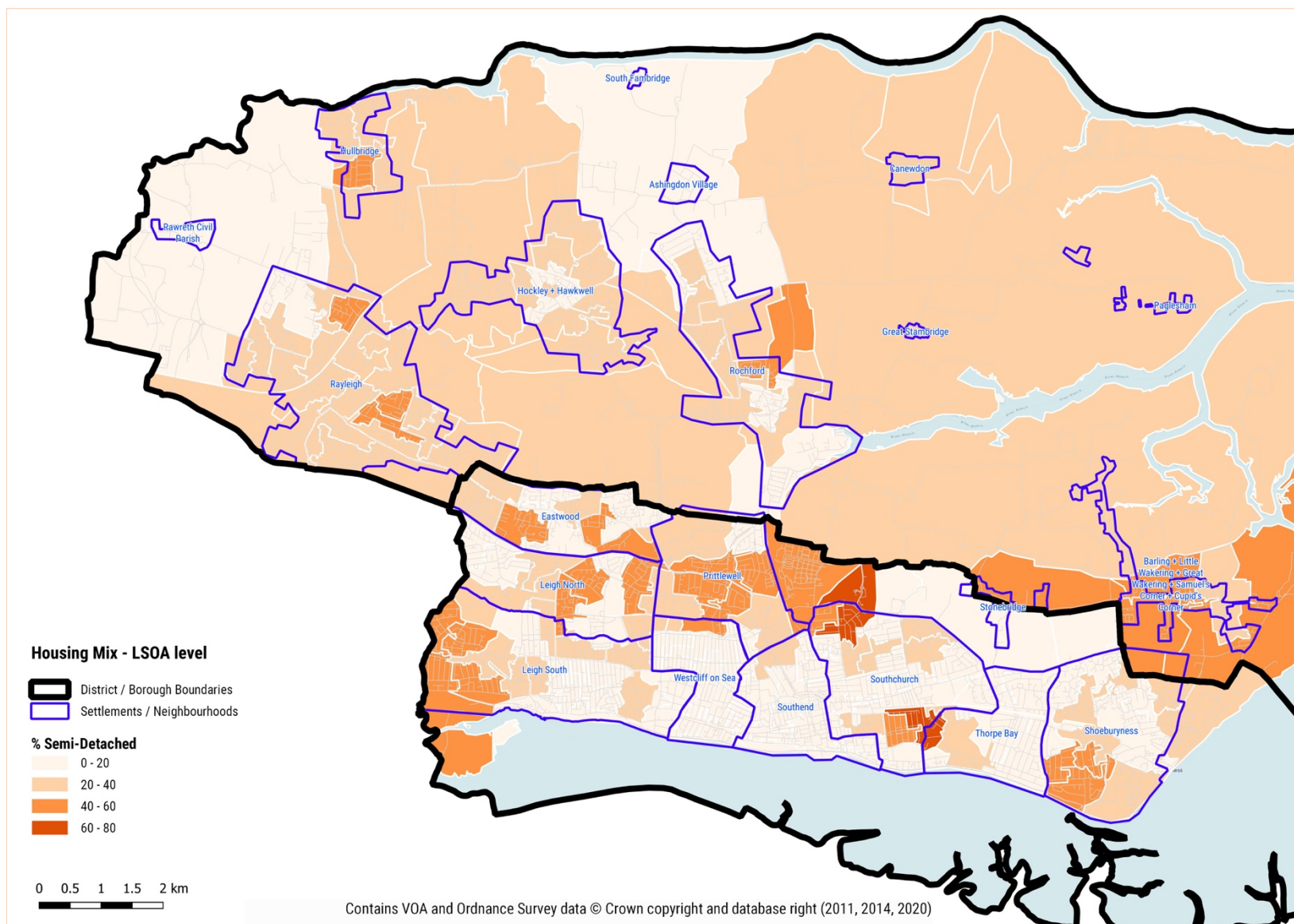


Figure 14: Proportion of semi-detached homes in each lower-layer super output area, expressed as a percent of total homes in that area (source: VOA)

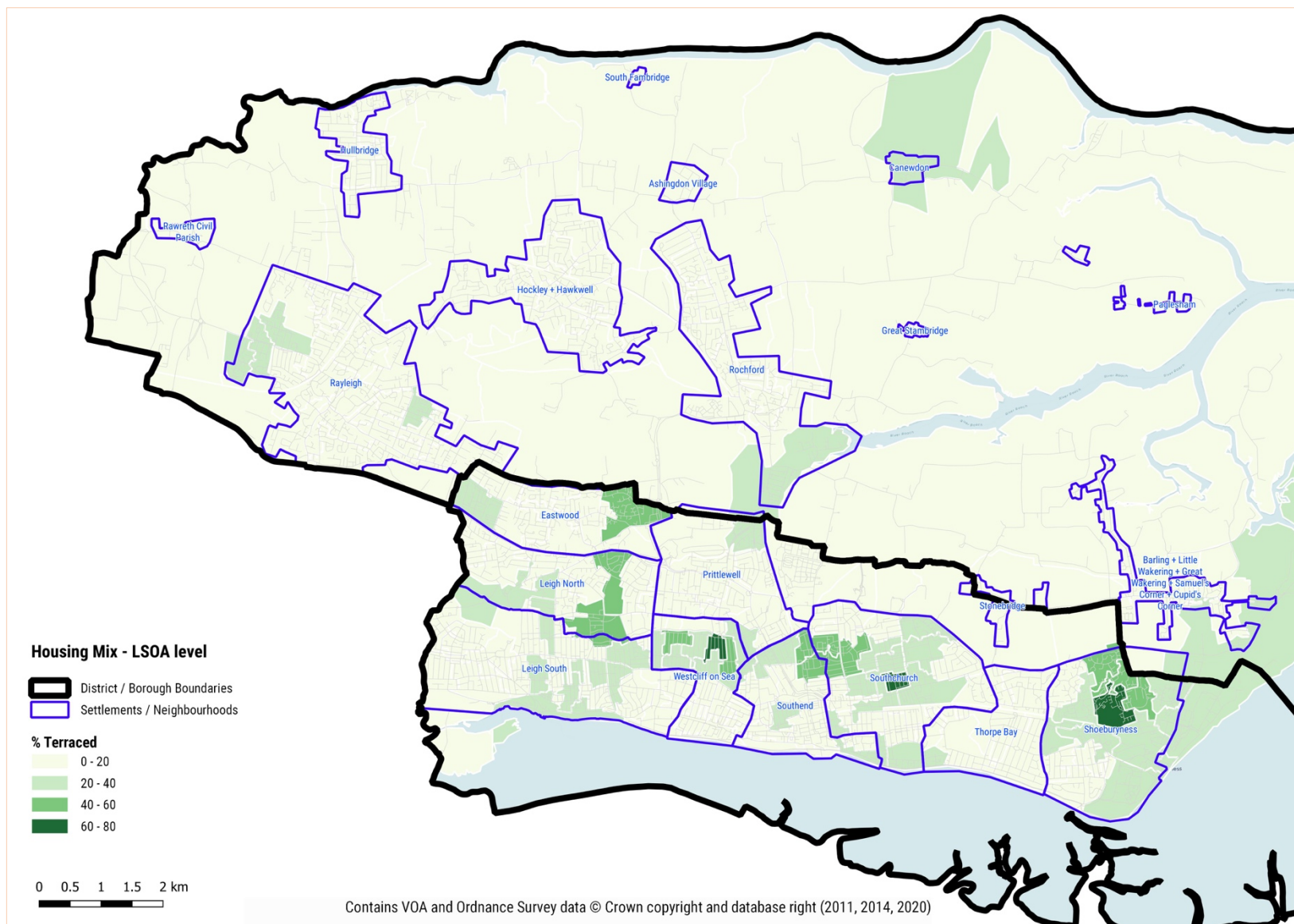


Figure 15: Proportion of terraced homes in each lower-layer super output area, expressed as a percent of total homes in that area (source: VOA)

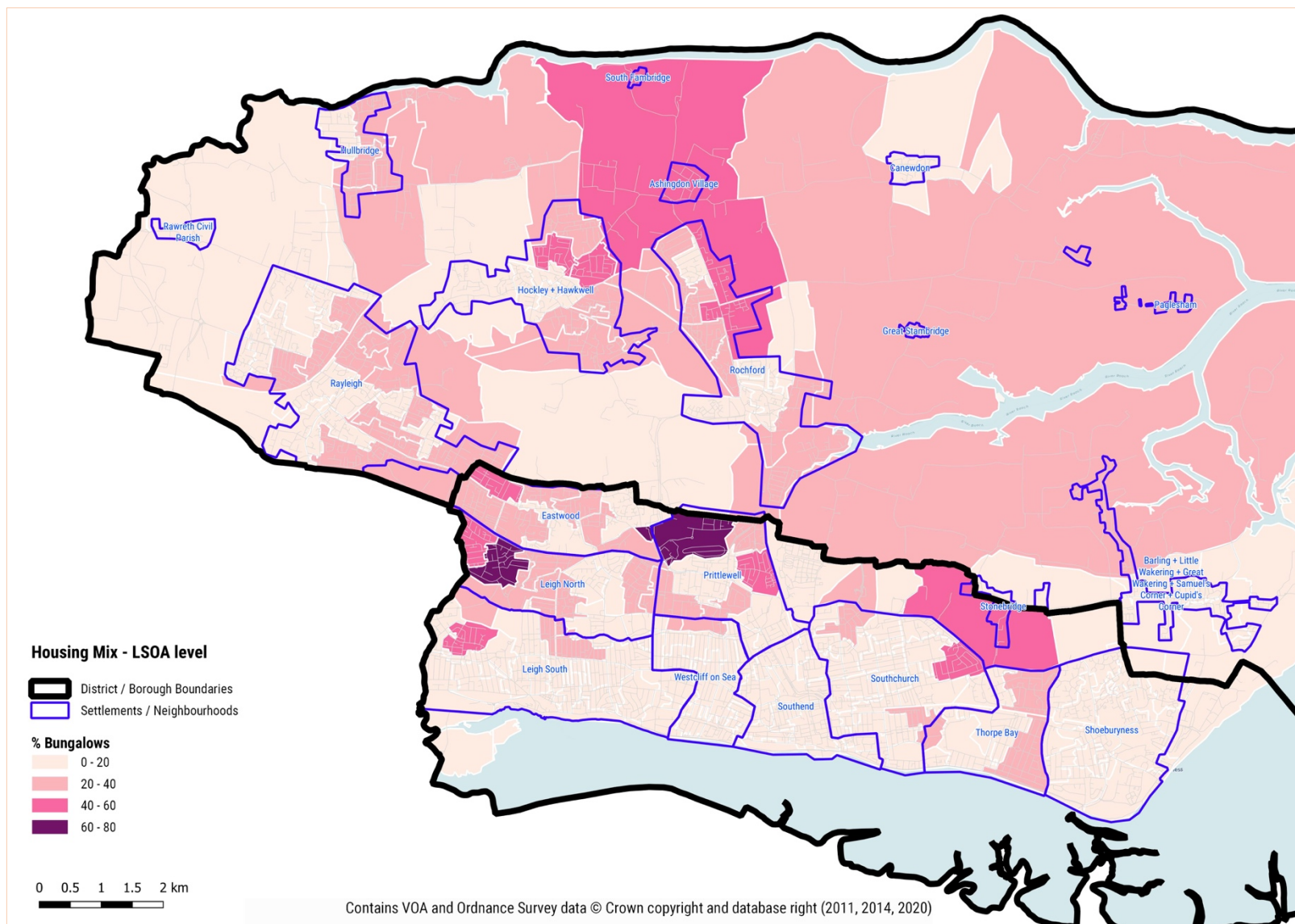


Figure 16: Proportion of bungalows in each lower-layer super output area, expressed as a percent of total homes in that area (source: VOA)

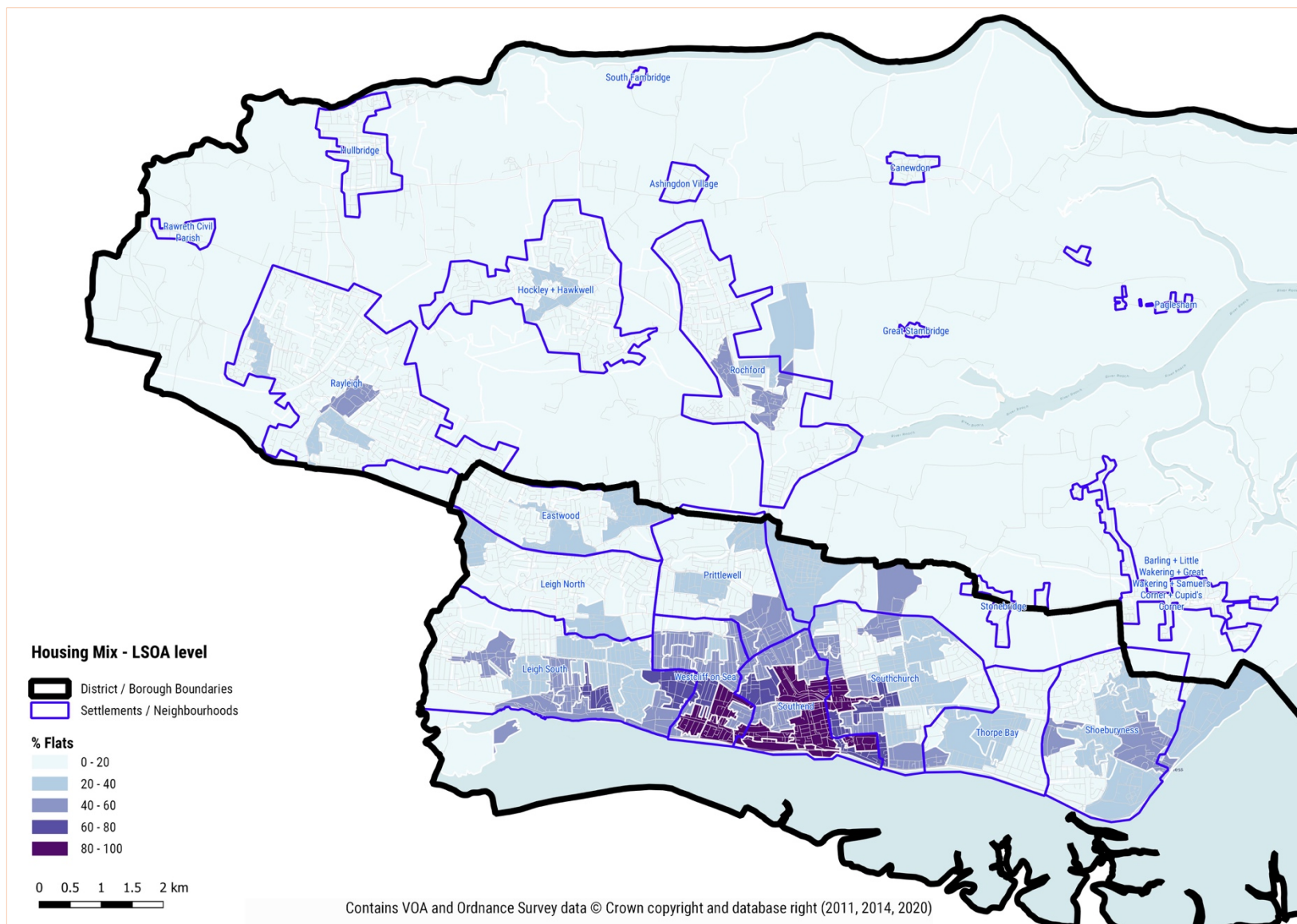


Figure 17: Proportion of flats in each lower-layer super output area, expressed as a percent of total homes in that area (source: VOA)



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