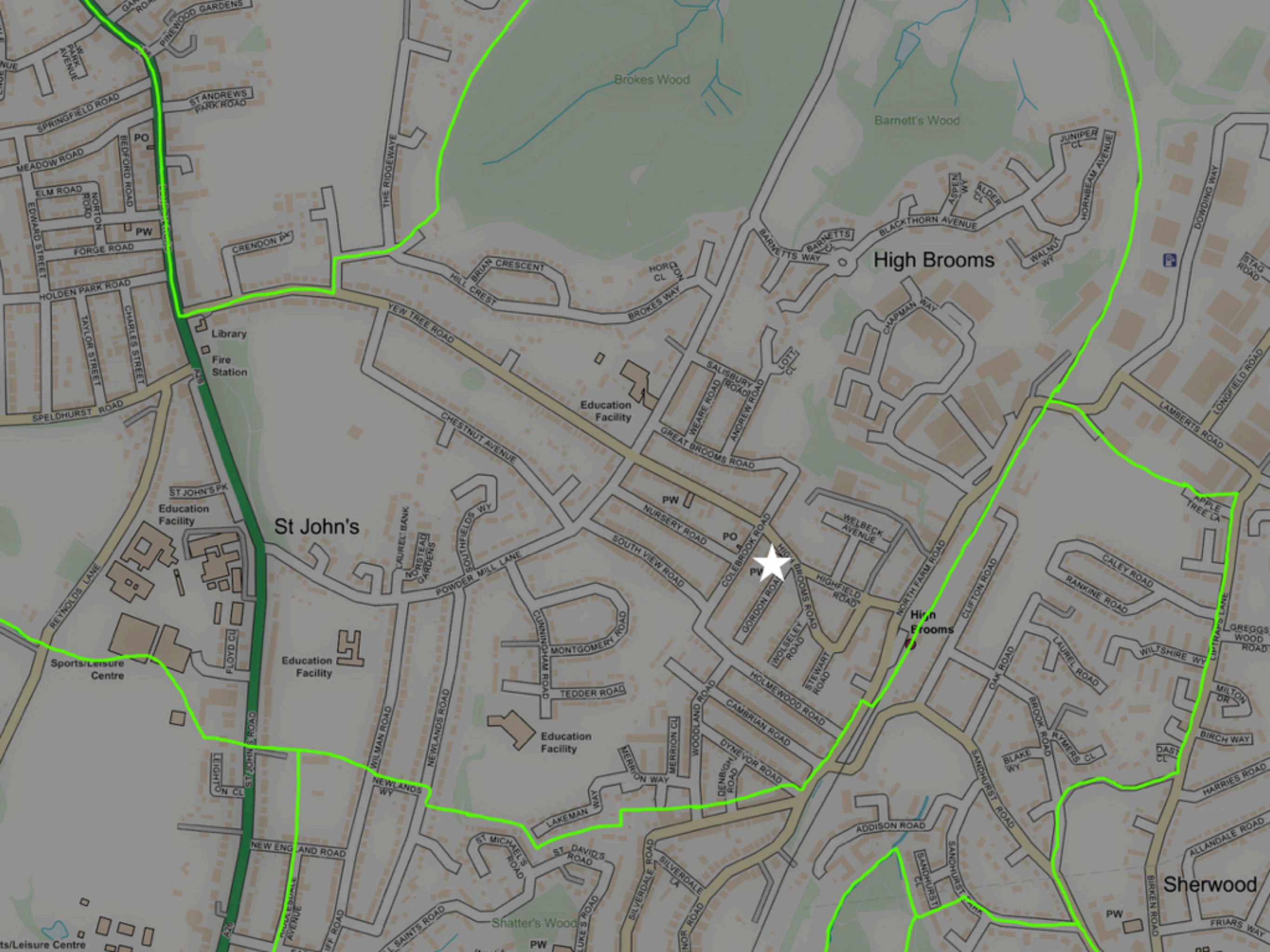


A detailed street map of the High Brooms area in London. The map shows a network of roads including Springfield Road, Meadow Road, Elm Road, Norton Road, Forge Road, Holden Park Road, Taylor Street, Charles Street, Speldhurst Road, Reynolds Lane, St John's Road, Newlands Road, Wilman Road, Newlands Wy, Riddlesdale Avenue, East Cliff Road, All Saints Road, St Luke's Road, Silverdale Road, Merrion Way, Lakeman Way, St David's Road, St Michael's Road, New England Road, Clifford Road, Addison Road, Sandhurst Road, Sandhurst Park, Sandhurst Cl, Sandhurst Rd, Oak Road, Brook Road, Rymer's Cl, Blake Wy, East Cl, Birch Way, Harries Road, Allandale Road, Friars Way, Birken Road, Lamberts Road, Longfield Road, Stag Road, Dowding Way, Juniper Cl, Hornbeam Avenue, Walnut Wy, Blackthorn Avenue, Chapman Way, Welbeck Avenue, Highfield Road, North Farm Road, Clifton Road, Caley Road, Rankine Road, GREGGS WOOD ROAD, WILTSHIRE WY, MILTON OR, and LIPTRAPS LANE. Green spaces include Brokes Wood, Barnett's Wood, and Shatter's Wood. Landmarks such as the Library, Fire Station, Education Facility, Sports/Leisure Centre, and St John's are marked. A red dot indicates the location of High Brooms. The map is overlaid with a semi-transparent blue banner containing the title text.

# Community Survey

## High Brooms





St John's

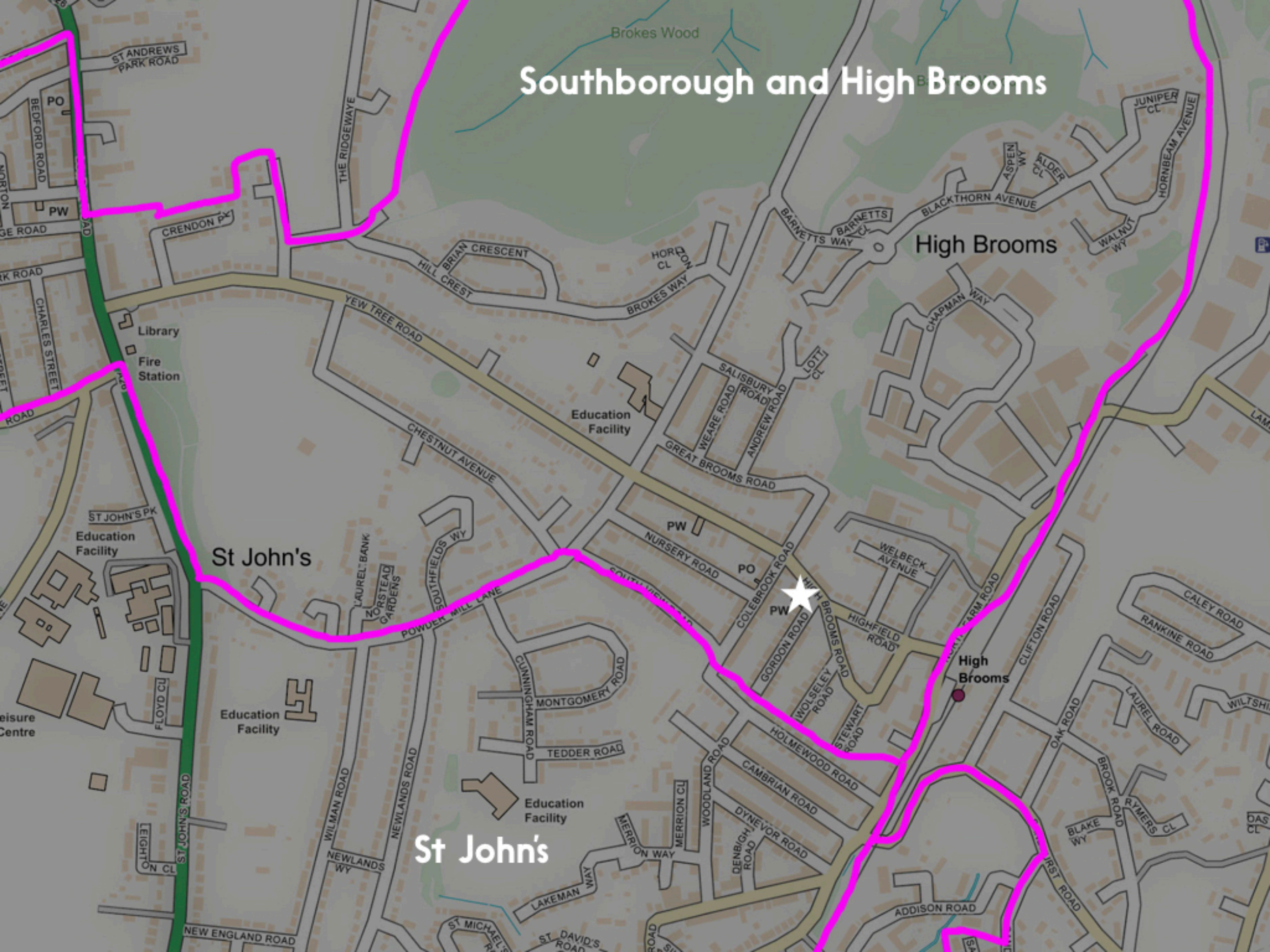
High Brooms

High Brooms

Sherwood



# Southborough and High Brooms







**TW003D**

**TW003C**

**TW005D**

**TW003A**

High Brooms

High Brooms

Sherwood

St John's

Brokes Wood

Barnett's Wood

Shatter's Wood



Lower Layer Super Output Areas (LSOAs) are geographical areas, automatically generated to be as consistent in population size as possible.

The minimum population is 1000 and the mean is 1500.





**TW003D**

**TW003C**

**TW005D**

**TW003A**

High Brooms

High Brooms

Sherwood

St John's

Brokes Wood

Barnett's Wood

Shatter's Wood



LSOA	NAME	COLOUR
TW005D	Barnetts Wood	
TW003D	Brokes Way & High Brooms	
TW003A	Cunningham & Cambrian	
TW003C	Yew Tree	

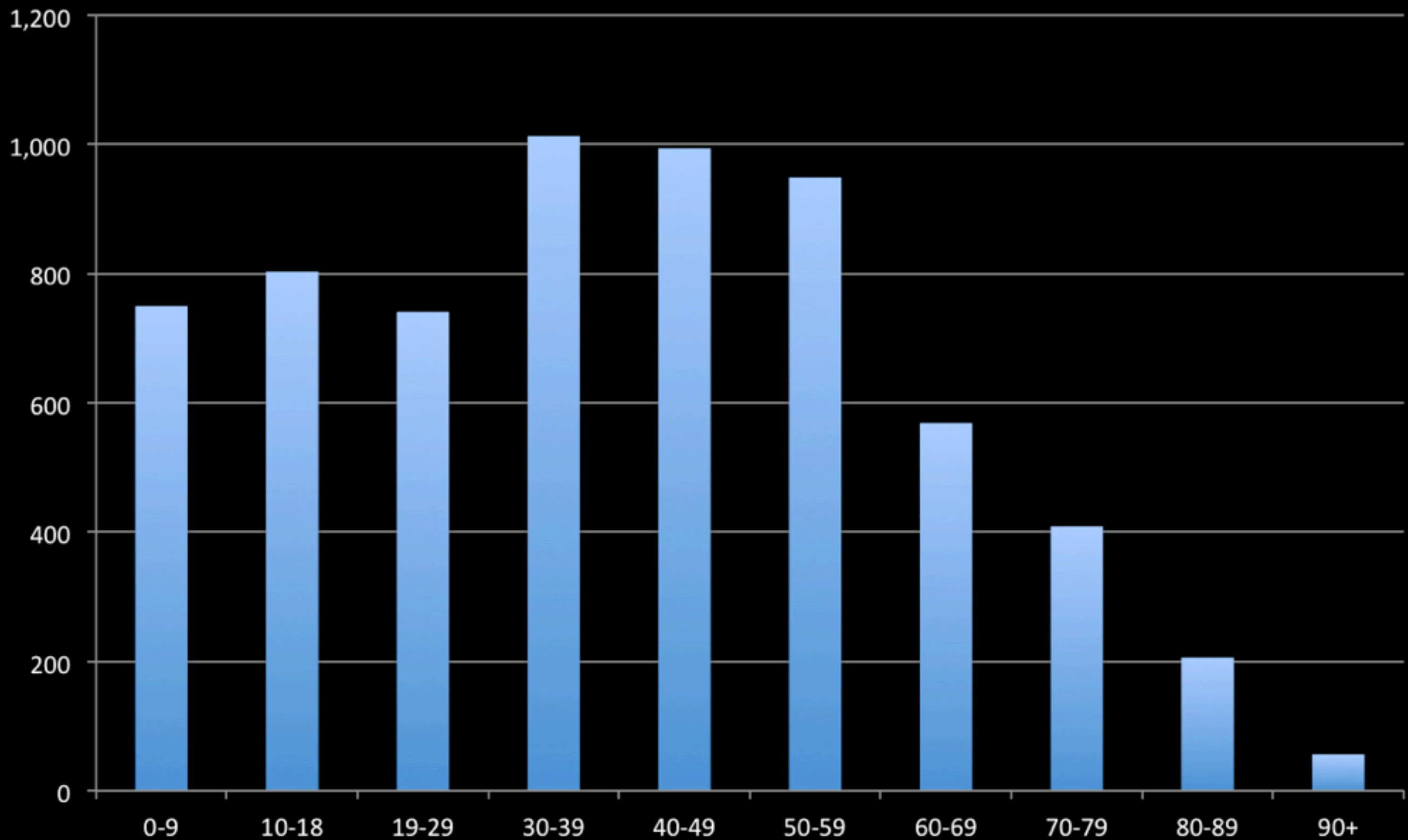
# Population – Mid 2016 Estimate

Source: Annual Small Area Population Estimates, Office for National Statistics

LSOA	Ward	Population
Cunningham & Cambrian	St John's	1,818
Barnetts Wood	Southborough & High Brooms	1,560
Yew Tree	Southborough & High Brooms	1,351
Brokes Way & High Brooms	Southborough & High Brooms	1,761
TOTAL		6,490

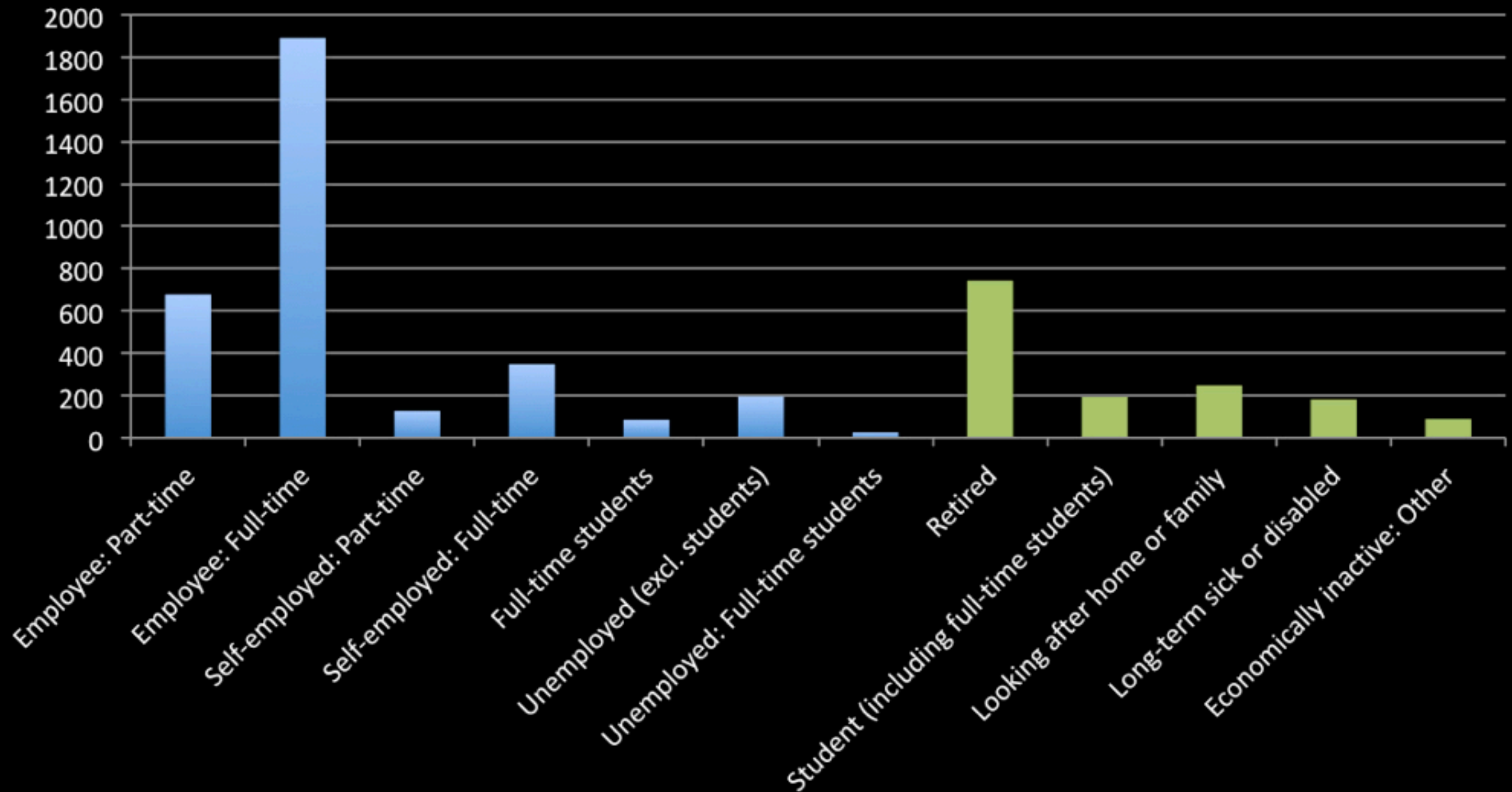


## Adjusted Mid-2016 Population Estimates



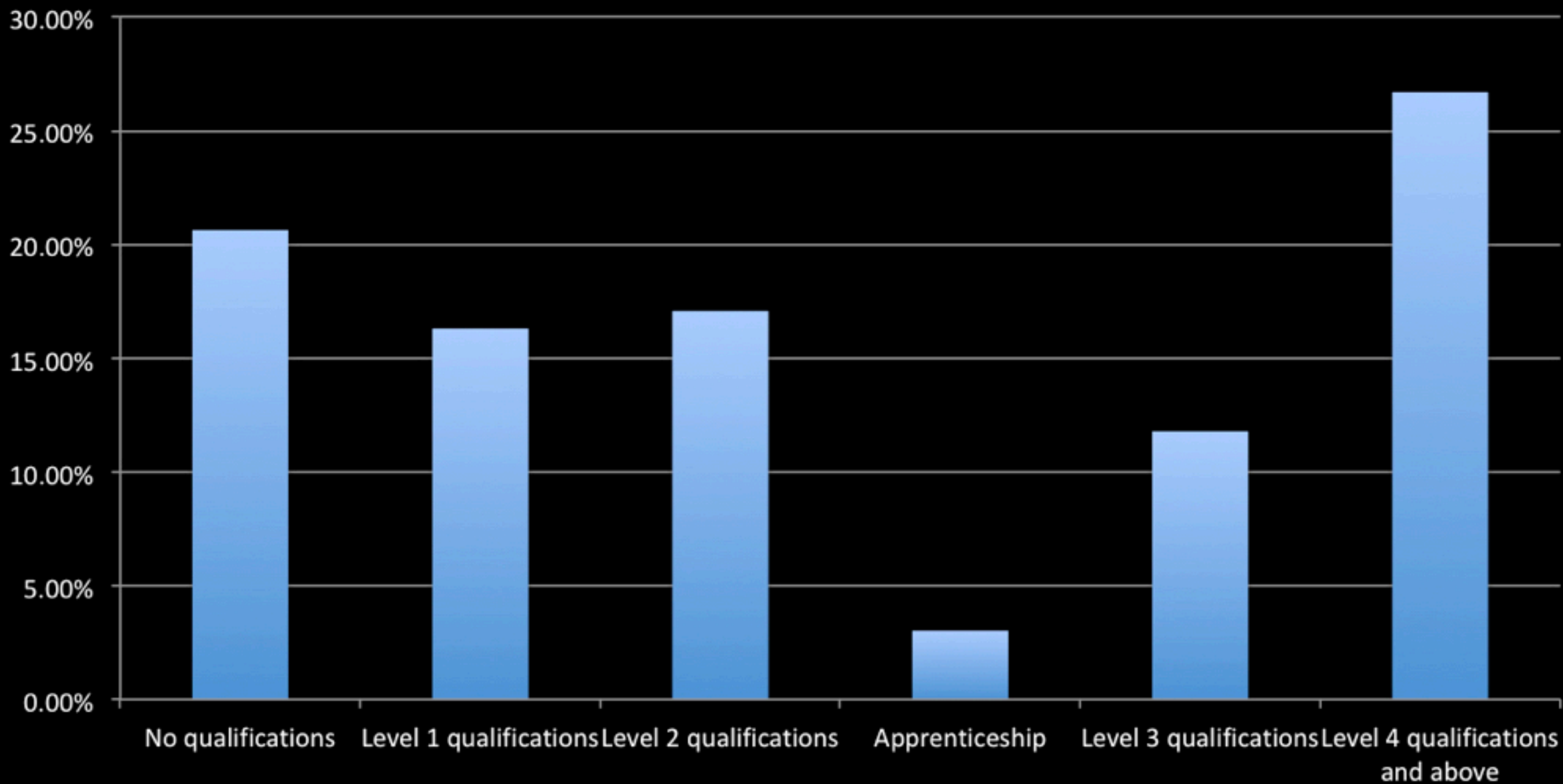


## Economic Activity, 2011





## Highest Level of Qualification





# The English Index of Multiple Deprivation (IMD) 2015

The official measure of relative deprivation for small areas

The IMD ranks each small area in England  
from:

**1<sup>st</sup>**

most  
deprived area



**32,844<sup>th</sup>**

least  
deprived area

32,844 small areas (called Lower-layer Super Output Areas) in England with an average of 1,500 residents each

Supplementary index -  
Income Deprivation Affecting  
Children Index (IDACI)

**7 domains of deprivation**  
included in the Index:



Income  
22.5%



Employment  
22.5%



Education  
13.5%



Health  
13.5%



Crime  
9.3%



Barriers  
to  
housing &  
services  
9.3%



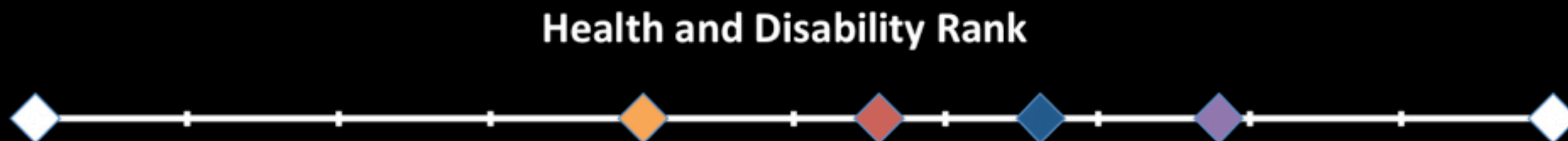
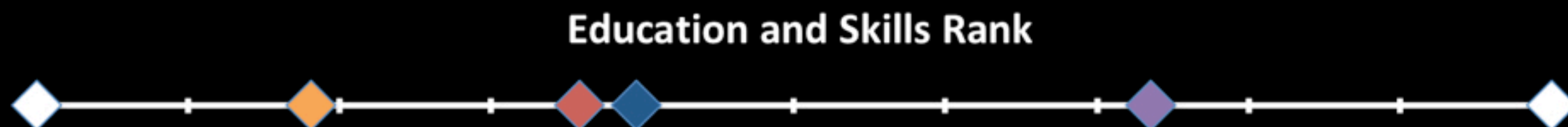
Living  
environment  
9.3%

Supplementary index -  
Income Deprivation Affecting  
Older People Index (IDAOPI)



LSOA	NAME	COLOUR
TW005D	Barnetts Wood	
TW003D	Brokes Way & High Brooms	
TW003A	Cunningham & Cambrian	
TW003C	Yew Tree	







**Crime Rank**



**Barriers to Housing and Services Rank**



**Living Environment Rank**



**Income Deprivation Affecting Children Index Rank**



**Income Deprivation Affecting Older People Index Rank**





# Percentage of children in poverty, July–Sept 2017

Source: <http://www.endchildpoverty.org.uk/>

	BEFORE HOUSING COSTS		AFTER HOUSING COSTS	
Southborough and High Brooms	247	12.64%	397	20.28%



# Mosaic Definitions

<b>A</b>	Country Living - Well off owners in rural locations enjoying the benefits of Country life	<b>I</b>	Urban Cohesion - Residents of settled urban communities with a strong sense of identity
<b>B</b>	Prestige Positions - Established families in large detached homes living upmarket lifestyles	<b>J</b>	Rental Hubs - Educated young people privately renting in urban neighbourhoods
<b>C</b>	City Prosperity - High status city dwellers living in central locations and pursuing careers with high rewards	<b>K</b>	Modest Traditions - Mature homeowners of value homes enjoying stable lifestyles
<b>D</b>	Domestic Success - Thriving families who are busy bringing up children and following careers	<b>L</b>	Transient Renters - Single people privately renting low cost homes for the short term
<b>E</b>	Suburban Stability - Mature suburban owners living in settled lives in mid-range housing	<b>M</b>	Family Basics - Families with limited resources who have to budget to make ends meet
<b>F</b>	Senior Security - Elderly people with assets who are enjoying a comfortable retirement	<b>N</b>	Vintage Value - Elderly people reliant on support to meet financial or practical needs
<b>G</b>	Rural Reality - Householders living in inexpensive homes in village communities	<b>O</b>	Municipal Challenge - Urban renters of social housing facing an array of challenges
<b>H</b>	Aspiring Homemakers - Younger households settling down in housing priced within their means		

# Mosaic Profile for Southborough and High Brooms, 2015

Source: Experian Ltd 2014

	Percentage of population		
	Southborough and High Brooms	Tunbridge Wells	KCC
Group A	0.0%	14.7%	8.5%
Group B	3.3%	14.2%	8.9%
Group C	0.3%	2.8%	0.4%
Group D	9.8%	15.2%	9.8%
Group E	2.9%	2.8%	7.4%
Group F	10.4%	5.2%	10.7%
Group G	0.0%	7.9%	7.3%
Group H	38.3%	7.7%	12.4%
Group I	0.0%	3.4%	1.5%
Group J	8.4%	10.8%	6.9%
Group K	2.4%	0.9%	3.8%
Group L	3.9%	1.3%	6.0%
Group M	18.0%	7.4%	8.8%
Group N	2.4%	4.0%	5.2%
Group O	0.0%	0.6%	1.4%



## Top 5 Mosaic Profile Categories for Southborough & High Brooms

	Mosaic Category Definitions		% population
<b>H</b>	Aspiring Homemakers	- Younger households settling down in housing priced within their means	38.3%
<b>M</b>	Family Basics	- Families with limited resources who have to budget to make ends meet	18.0%
<b>F</b>	Senior Security	- Elderly people with assets who are enjoying a comfortable retirement	10.4%
<b>D</b>	Domestic Success	- Thriving families who are busy bringing up children and following careers	9.8%
<b>J</b>	Rental Hubs	- Educated young people privately renting in urban neighbourhoods	8.4%

# QUESTIONS

- Given the majority of our community are of working age and in full-time employment, how do we best reach out to them?
- Do the low levels of education & skills and high levels of income deprivation surprise you? Taking this into account, how do we better support our community?