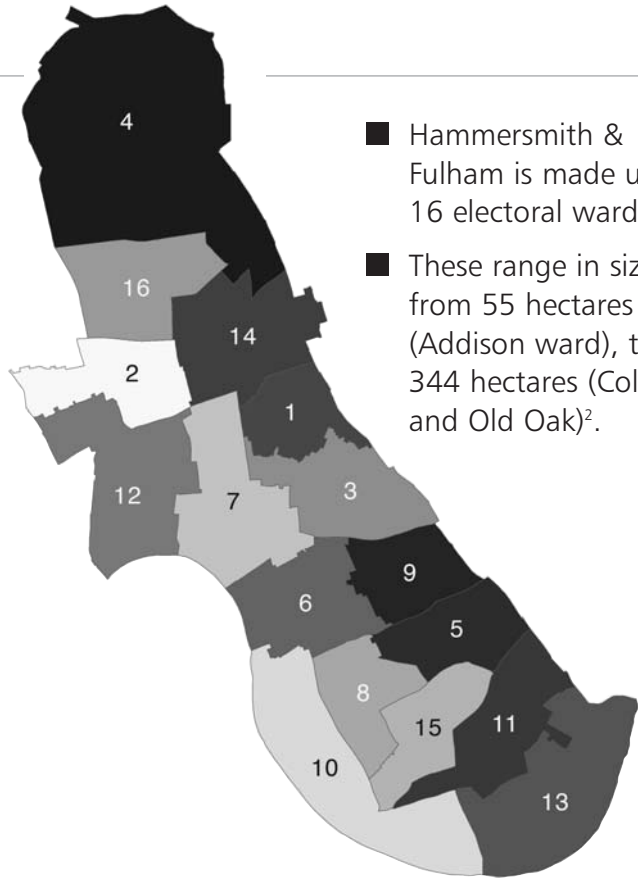
Geographical position/characteristics

- Hammersmith & Fulham is one of the 13 inner London boroughs and is situated in the centre-west of London on the transport routes between the City and Heathrow airport.
- It is a long narrow borough running north to south with a river border at its south and south-west side.
- It is bordered by six London boroughs: Brent to the north; Kensington and Chelsea to the east; Wandsworth and Richmond-Upon-Thames to the south; and Ealing and Hounslow to the west.
- Excluding the City of London, it is the third smallest of the London boroughs in terms of area, covering 1,640 hectares[1].

Electoral wards



- Hammersmith & Fulham is made up of 16 electoral wards.
- These range in size from 55 hectares (Addison ward), to 344 hectares (College and Old Oak)[2].

Addison	1
Askew	2
Avonmore and Brook Green	3
College Park and Old Oak	4
Fulham Broadway	5
Fulham Reach	6
Hammersmith Broadway	7
Munster	8
North End	9
Palace Riverside	10
Parsons Green and Walham	11
Ravenscourt Park	12
Sands End	13
Shepherd's Bush Green	14
Town	15
Wormholt and White City	16

[1] *Source: Census, 2001, Table UV02* [2] *Source: Census 2001, Table UV02*

Population

- The borough population was measured at 165,242 at the time of the 2001 Census with a population density of 101 people per hectare[3]. This makes Hammersmith & Fulham the fourth most densely populated local authority in England and Wales.
- Current estimates of population from 2004 show that the borough's population has risen to 176,800 residents[4] from the mid year estimate of 169,400 in 2001. This increase over the 2001-4 period is the sixth highest of all the London boroughs.
- At the time of the last census, 75,438 households were counted in the borough[5]. At the latest estimate, there are 76,900 resident households in the borough in 2005.

Local economy

- Hammersmith & Fulham has three thriving town centres: Shepherd's Bush in the north, Hammersmith in the centre-west, and Fulham in the south.
- The borough is home to some major international companies, and has a strong reputation as an area noted for media and entertainment industry firm locations.
- The largest employer in the borough is the BBC with BBC Television Centre headquarters located in White City.

[3] *Source: Census, 2001, ONS census ranking tables www.statistics.gov.uk/census2001/profiles/rank/ewhectare.asp.*
[4] *Source: ONS, Mid-Year Estimates, 2004.* [5] *Source: Census, 2001, Table KS20.*

Local attractions

- The borough has a strong sporting profile. It is home to three professional football clubs - Chelsea FC, Fulham FC, and Queens Park Rangers FC.
- The borough also houses Queen's Club tennis club which hosts the Stella Artois Championships each summer.
- The borough has an interesting historical heritage and houses attractions including Fulham Palace (historic home of Bishops of London), and Kelmscott House (home to William Morris for the last 18 years of his life).
- Two of London's major exhibition centres, Earls Court 2 and Olympia, are also located within Hammersmith & Fulham. The two centres host trade shows, consumer shows, and exhibitions, throughout the year. A 2002 study, showed that each year, one in every two Londoners visits an event at either Earls Court or Olympia[6].

Green space

- The borough has 53 parks, open spaces, and cemeteries.
- These include the popular Ravenscourt Park in the west of the borough, and Bishops Park in the south.
- The northern border of the borough is home to Wormwood Scrubs nature reserve, the largest area of green space in Hammersmith & Fulham. Seven areas of 'the scrubs' were designated as a Local Nature Reserve by the council in 2002.

[6] *http://www.eco.co.uk/ECO/main.nsf/WebPages/About%20Us?opendocument*