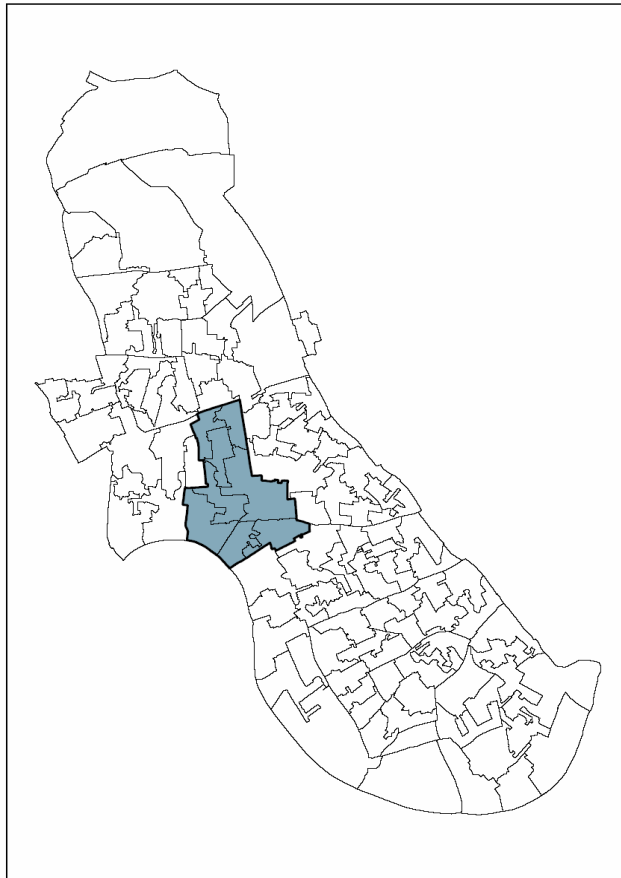


WARD PROFILE – HAMMERSMITH BROADWAY

WARD DESCRIPTION

Map

- Hammersmith Broadway ward is in the Central sub-division of the borough.¹
- Hammersmith Broadway ward is made up of eight Super Output Areas (SOAs).
- The map shows the position of Hammersmith Broadway ward and the SOAs within it.



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Hammersmith Broadway Ward – Councillors

- The elected councillors for Hammersmith Broadway ward are:
 - Michael Cartwright, Labour
 - Stephen Cowan, Labour
 - PJ Murphy, Labour

Explanation of indicators and three main categories

- The data in this ward profile is split into four main areas: Resident Segmentation; Quality of life indicators; Community indicators and Economy indicators.
- More information about the borough and the variations between wards can be found in the Borough Profile at www.lbhf.gov.uk
- All data in this report is Crown Copyright.

¹ For more information on data geography please see section 5. Explanatory Information and Data Geography

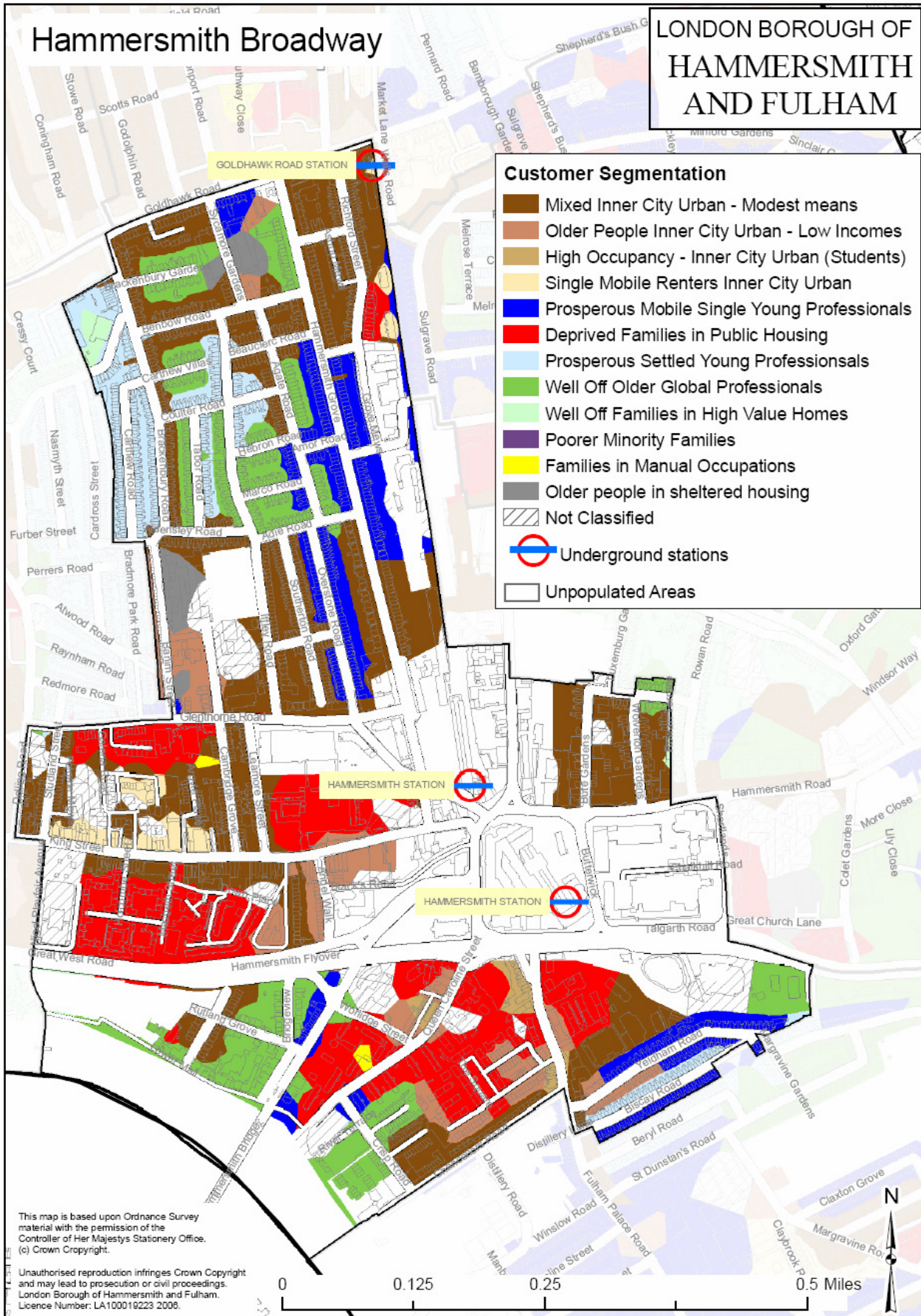
1. CUSTOMER SEGMENTATION

What is customer segmentation?

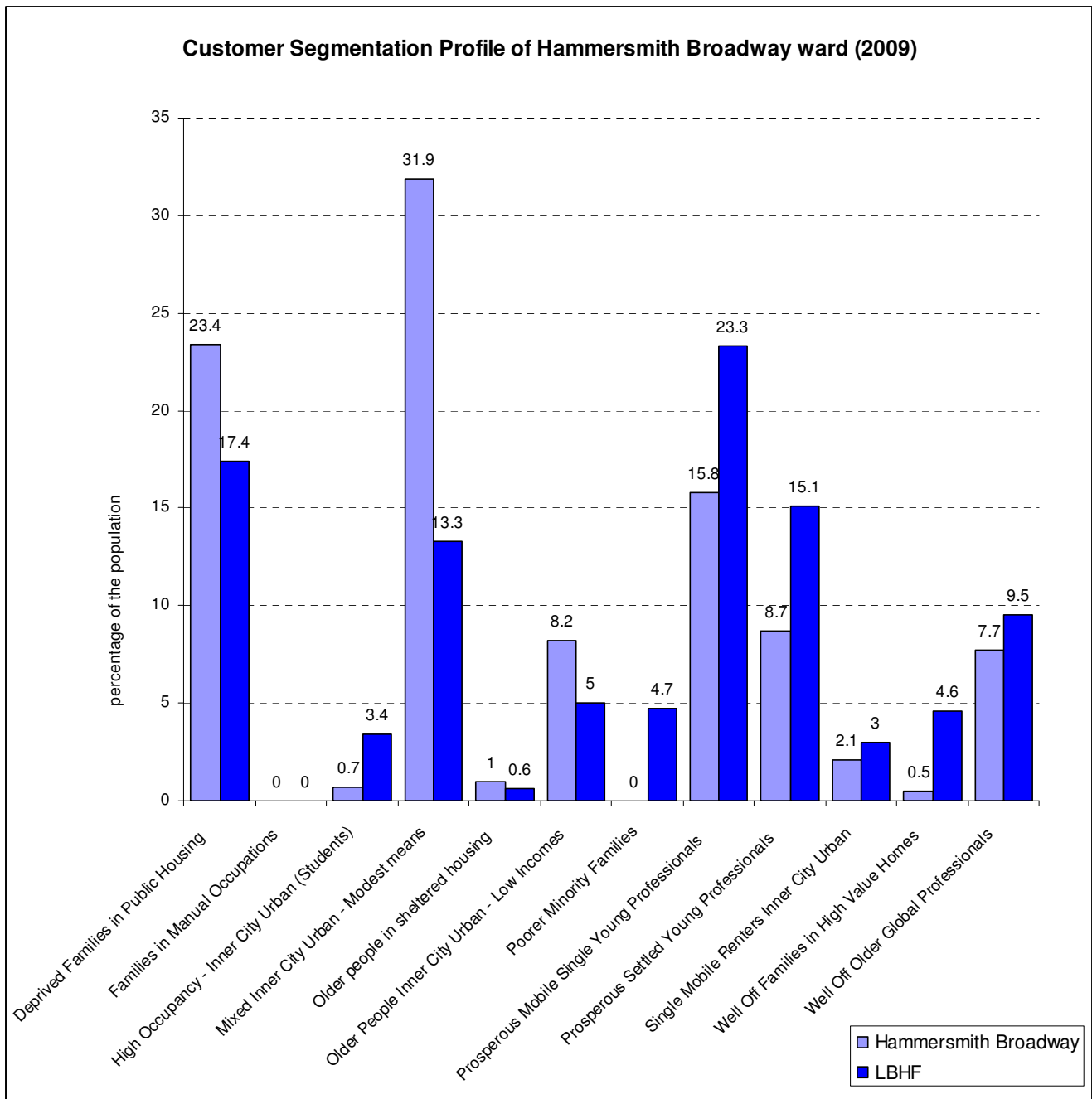
- The exercise involves using data to classify the resident population of the borough into one of 12 groups or segments.
- The classification into segments allows assumptions to be drawn about the preferred behaviour of the segment groups, and helps the council understand where to focus its service provision to meet the needs and preferences of its residents.²
- As can be seen on the map below, the two predominant customer segmentations in Hammersmith Broadway ward are: Mixed Inner City Urban – modest means and Deprived Families in Public Housing.
- The chart shows the breakdown of customer segmentation in Hammersmith Broadway ward in comparison to the whole borough (2009 data).

Hammersmith Broadway ward – customer segmentation map

² More information about the 12 resident segments can be found in section 5 of this profile.



Hammersmith Broadway ward – customer segmentation profile chart



2. QUALITY OF LIFE

Deprivation

Average SOA rank (out of 32,482 English SOAs)	Rank within London Wards (1=most deprived; 628= least deprived)	Number of SOAs in ward	Number of SOAs in lowest:		
			50%	20%	10%
8,141	208	8	8	2	0

Data source: GLA DMAG briefing, 2008/22, May 2008 (based on the Indices of Multiple Deprivation 2007)

Social Grade approximation, 2001 - % of total population

	Ward	LBHF	London	England
All People Aged 16 and over in Households (count)	9,396	136,066	5,632,491	38,393,304
AB: Higher and intermediate managerial / administrative / professional	30.59%	33.37%	26.46%	22.19%
C1: Supervisory, clerical, junior managerial / administrative / professional	32.69%	33.57%	33.02%	29.72%
C2: Skilled manual workers	7.29%	7.18%	11.00%	15.06%
D: Semi-skilled and unskilled manual workers	12.23%	11.09%	14.29%	17.03%
E: On state benefit, unemployed, lowest grade workers	17.20%	14.79%	15.23%	16.00%

Data source: Census, 2001. Table UV50

General health indicator, 2001 - % of total population

	Ward	LBHF	London	England
All People (count)	11,560	165,242	7,172,091	49,138,831
Good Health	70.45%	72.99%	70.82%	68.76%
Fairly Good Health	20.28%	18.80%	20.90%	22.21%
Not Good Health	9.27%	8.22%	8.28%	9.03%

Data source: Census, 2001. Table UV20

Limiting long term illness, 2001 - % of total population

	Ward	LBHF	London	England
All People (count)	11,560	165,242	7,172,091	49,138,831
With a Limiting Long-Term Illness	16.48%	14.66%	15.49%	17.93%
Without a Limiting Long-Term Illness	83.52%	85.34%	84.51%	82.07%

Data source: Census, 2001. Table UV22

Life expectancy

a. Male life expectancy in years, 2003-2007

Ward	LBHF	Inner London	Outer London	London	England
74.4	76.8	76.1	77.7	77.1	77.3

Data Source: London Health Observatory

b. Female life expectancy in years, 2003-2007

Ward	LBHF	Inner London	Outer London	London	England
81.2	82.9	81.3	82.0	81.7	81.5

Data Source: London Health Observatory

Availability of basic amenities, 2001 - % of total households

	Ward	LBHF	London	England
All Occupied Household Spaces (count)	5,317	75,438	3,015,997	20,451,427
With central heating	87.74%	89.42%	92.22%	91.47%
With central heating: With sole use of bath / shower and toilet	86.67%	88.54%	91.54%	91.15%
With central heating: Without sole use of bath / shower and toilet	1.07%	0.88%	0.68%	0.33%
Without central heating	12.26%	10.58%	7.78%	8.53%
Without central heating: With sole use of bath / shower and toilet	11.59%	9.91%	7.40%	8.37%
Without central heating: Without sole use of bath / shower and toilet	0.68%	0.67%	0.38%	0.16%

Data source: Census, 2001. Table UV60

Persons per room, 2001 - % of total households

	Ward	LBHF	London	England
All Households (count)	5,317	75,438	3,015,997	20,451,427
Up to 0.5 persons per room	59.96%	61.19%	63.11%	71.12%
Over 0.5 and up to 1.0 persons per room	34.29%	33.29%	31.92%	26.98%
Over 1.0 and up to 1.5 persons per room	3.22%	3.04%	2.95%	1.32%
Over 1.5 persons per room	2.54%	2.47%	2.02%	0.57%

Data source: Census, 2001. Table UV58

3. COMMUNITY

Total population count, 2008, and total household count, 2001

	Ward (2001)	LBHF	London	England
All population, count	11,560	168,600	7,668,300	61,398,200
All Households, count	5,317	75,438	3,015,997	20,451,427

Data source: Households – Census, 2001. Population: Ward level data – Census 2001; Comparative data – Revised Mid Year Estimates 2008

Population density, 2001 – persons per hectare

	Ward	LBHF	London	England
Persons per hectare	110.2	100.73	45.62	3.77

Data source: Census, 2001. Table UV02

Gender, 2008

	Ward (2001)	LBHF	London	England
All males, count	5,577	83,700	3,802,700	30,153,800
All males, %		49.6%	49.6%	49.1%
All females, count	5,983	84,900	3,865,700	31,244,400
All females, %		50.4%	50.4%	50.9%

Data source: Ward data - Census, 2001. Table UV03. All comparative data – Revised Mid Year Estimates 2008

Age groups, 2008 - % of total population

Age in years	Ward (2001)	LBHF	London	England
Aged 0-4; years	6.7	6.6	7.2	6.1
Aged 5-15; years	10.5	10	12	12.7
Aged 16-19; years	3.7	3.6	4.6	5.2
Aged 20-44; years	50.5	51.3	43.8	34.9
Aged 45-64; years	17.2	18.3	20.8	24.9
Aged 65; years and over	11.4	10.2	11.5	16.1

Data source: Ward data - Census, 2001. Table UV03. All comparative data – Revised Mid Year Estimates 2008

Ethnic group, 2001 - % total population

	Ward	LBHF	London	England
White	77.16	77.83	71.15	90.92
White: British	56.64	58.04	59.79	86.99
White: Irish	5.61	4.83	3.07	1.27
White: Other White	14.9	14.95	8.29	2.66
Mixed	4.49	3.81	3.15	1.31
Mixed: White and Black Caribbean	1.42	1.22	0.99	0.47
Mixed: White and Black African	0.69	0.63	0.48	0.16
Mixed: White and Asian	1.19	0.97	0.84	0.37
Mixed: Other Mixed	1.19	1.00	0.85	0.31
Asian or Asian British	4.26	4.44	12.08	4.58
Asian or Asian British: Indian	1.25	1.65	6.09	2.09
Asian or Asian British: Pakistani	1.27	1.04	1.99	1.44
Asian or Asian British: Bangladeshi	0.68	0.61	2.15	0.56
Asian or Asian British: Other Asian	1.06	1.14	1.86	0.48
Black or Black British	11.63	11.13	10.92	2.30
Black or Black British: Caribbean	5.52	5.16	4.79	1.14
Black or Black British: African	4.58	4.88	5.28	0.97
Black or Black British: Other Black	1.53	1.08	0.84	0.19
Chinese or Other Ethnic Group	2.46	2.79	2.69	0.89
Chinese or Other Ethnic Group: Chinese	0.67	0.79	1.12	0.45
Chinese or Other Ethnic Group: Other Ethnic Group	1.79	2.00	1.58	0.44

Data source: Census, 2001. Table UV09P

Note: columns do not total 100% due to sub-grouping of data

Religion, 2001 - % of total population

	Ward	LBHF	London	England
Christian	61.26	63.65%	58.23%	71.74%
Buddhist	0.74	0.77%	0.76%	0.28%
Hindu	0.62	1.09%	4.07%	1.11%
Jewish	0.93	0.79%	2.09%	0.52%
Muslim	7.15	6.85%	8.46%	3.10%
Sikh	0.31	0.19%	1.45%	0.67%
Any other religion	0.39	0.43%	0.51%	0.29%
No religion	18.94	17.64%	15.76%	14.59%
Religion not stated	9.65	8.59%	8.66%	7.69%

Data source: Census, 2001. Table KS07

Data may not be representative as responding to the Census question relating to religion was voluntary

Household type, 2001 - % total population

	Ward	LBHF	London	England
Married couple household with dependent child(ren)	10.06%	10.77%	16.83%	18.55%
Married couple household with no dependent child(ren)	11.45%	12.66%	19.97%	28.76%
Cohabiting couple household with dependent child(ren)	2.16%	2.01%	2.72%	3.39%
Cohabiting couple household with no dependent child(ren)	9.65%	9.46%	6.67%	5.75%
Lone parent household with dependent child(ren)	10.10%	8.36%	8.86%	7.13%
Lone parent household with no dependent child(ren)	3.97%	3.84%	3.96%	3.34%
One person household	41.32%	40.28%	34.71%	30.07%
Multi person household: All student	0.51%	0.57%	0.43%	0.37%
Multi person household: All other	10.78%	12.05%	5.83%	2.65%

Data source: Census, 2001. Table UV68

Tenure, 2001 - % of people living in households

	Ward	LBHF	London	England
Owned: Owns outright	13.09%	17.24%	19.21%	24.45%
Owned: Owns with a mortgage or loan	19.15%	23.99%	38.22%	46.13%
Owned: Shared ownership	0.72%	0.92%	0.94%	0.64%
Social rented: Rented from Council (Local Authority)	19.43%	19.28%	16.65%	12.38%
Social rented: Other social rented	23.02%	13.44%	8.80%	5.55%
Private rented: Private landlord or letting agency	21.00%	21.05%	13.36%	8.01%
Private rented: Employer of household member	0.11%	0.19%	0.21%	0.30%
Private rented: Relative or friend of a household member	0.92%	1.17%	0.60%	0.55%
Private rented: Other	0.12%	0.19%	0.26%	0.31%
Living rent free	2.43%	2.52%	1.75%	1.69%

Data source: Census, 2001. Table UV43

4. ECONOMY

Businesses by industry group, 2008 - % of total business units

	Ward	LBHF	London	England
Manufacturing	3.19%	4.28%	4.31%	6.50%
Construction	3.13%	4.06%	6.55%	10.32%
Wholesale/retail trade	12.71%	14.95%	16.84%	20.15%
Hotels & restaurants	7.85%	6.09%	6.37%	6.91%
Transport, storage & communication	4.51%	2.87%	3.40%	4.27%
Financial intermediation	2.36%	1.37%	3.11%	2.41%
Real estate, renting, business activities	45.76%	45.54%	41.77%	32.29%
Public admin / defence, social security	2.01%	0.83%	0.60%	0.90%
Education	1.94%	1.82%	1.91%	2.43%
Health & social work	3.61%	3.40%	4.56%	5.47%
Community, social & personal services	12.92%	14.20%	10.57%	8.34%

Data source: Annual Business Inquiry Workplace Analysis 2008 (from NOMIS)

Businesses by employee numbers, 2008 - % total business units

	Ward	LBHF	London	England
1-4 Persons Employed	63.94%	77.65%	75.53%	71.79%
5-10 Persons Employed	14.77%	10.81%	11.95%	13.55%
11-49 Persons Employed	14.42%	8.61%	9.35%	11.24%
50-199 Persons Employed	5.48%	2.26%	2.50%	2.78%
200+ Persons Employed	1.39%	0.66%	0.69%	0.64%

Data source: Annual Business Inquiry Workplace Analysis 2008 (from NOMIS)

Economic activity, 2001 - % of persons aged 16-74

	Ward	LBHF	London	England
Economically active: Employees Part-time	6.4	6.02%	8.62%	11.81%
Economically active: Employees Full-time	44.57	45.89%	42.64%	40.81%
Economically active: Self-employed	9.82	10.31%	8.97%	8.32%
Economically active: Unemployed	5.6	4.97%	4.36%	3.35%
Economically active: Full-time student	1.99	2.25%	2.96%	2.58%
Economically inactive: Retired	8.6	7.73%	9.81%	13.54%
Economically inactive: Student	7.33	7.19%	6.57%	4.67%
Economically inactive: Looking after home / family	5.71	6.30%	7.17%	6.52%
Economically inactive: Permanently sick / disabled	5.42	4.73%	4.57%	5.30%
Economically inactive: Other	4.56	4.62%	4.34%	3.10%

Data source: Census 2001 – Table KS09A

Occupation groups, 2001 - % of all people aged 16-74 in employment

	Ward	LBHF	London	England
Managers and senior officials	20.37	22.81%	17.58%	15.26%
Professional occupations	18.22	17.78%	14.86%	11.21%
Associate professional and technical occupations	22.86	23.48%	17.91%	13.84%
Administrative and secretarial occupations	12.56	12.56%	15.46%	13.39%
Skilled trades occupations	5.07	4.96%	7.72%	11.55%
Personal service occupations	5.87	5.01%	5.89%	6.89%
Sales and customer service occupations	4.9	4.41%	6.70%	7.65%
Process; plant and machine operatives	2.24	2.33%	4.90%	8.42%
Elementary occupations	7.91	6.67%	8.96%	11.80%

Data source: Census 2001 – Table KS12A

Unemployment rate, December 2009

	Ward	LBHF	London	England
Unemployment rate	5.0%	4.3%	4.3%	4.1%

Data source: JSA Claimant Count

Note: Unemployment rate measures the % of Job Seekers Allowance claimants in the working age population

Long term unemployment, December 2009

	Ward	LBHF	London	England
Unemployment rate	37%	35%	34%	35%

Data source: JSA Claimant Count

Note: The long term unemployment rate measures the % of Job Seekers Allowance claimants in the who have been claiming for more than 6 months

Electoral Wards

- Electoral wards are the geographical administrative units used to elect local councillors and form a key part of the political geography of the borough.
- It should be noted that the population count of wards varies both between and within local authorities.
- Ward boundaries are also subject to change, and sometimes complete reclassification, by the Boundary Commission.

Borough sub-division

- The London Borough of Hammersmith and Fulham is also divided up into sub-divisions based on the three town centres of Shepherd's Bush, Hammersmith and Fulham.
- The sub-divisions represent the north (Shepherd's Bush), central (Hammersmith) and south (Fulham) of the borough.
- The sub-divisions are made up of groups of wards and split the borough into areas of approximately equal population. This aids comparison and allows differences in survey data to be analysed across the whole borough.
- The borough is sub-divided as follows:

Borough sub-division	Wards
North	Askew; College Park & Old Oak; Shepherd's Bush Green; Wormholt and White City
Central	Addison; Avonmore and Brook Green; Fulham Reach; Hammersmith Broadway; North End; Ravenscourt Park
South	Fulham Broadway; Munster; Palace Riverside; Parsons Green; Town; Sands End

Super Output Areas

- SOAs as a level of data provision were introduced by the Office for National Statistics to improve the quality and comparability of small area statistics in England and Wales.³
- SOAs are groupings of Output Areas (OAs) used in the Census. There are 111 SOAs in Hammersmith and Fulham as compared to 16 electoral wards.
- SOAs have two main advantages over electoral wards when supplying data. Firstly, SOAs are fixed in size (dependent on the level of population residing therein) and secondly, SOA boundaries will not change over time. This promotes comparability of data both geographically (throughout England and Wales) and over time.

Customer Segmentation

The twelve customer segments identified as living in Hammersmith and Fulham are as follows:

- Mixed Inner City Urban - Modest Means
- Older People Inner City Urban - Low Incomes
- High Occupancy - Inner City Urban (Students)
- Single Mobile Renters Inner City Urban
- Prosperous Mobile Single Young Professionals
- Deprived Families in Public Housing
- Prosperous Settled Young Professionals

³ For more information see www.statistics.gov.uk/geography/soa.asp

- Well Off Older Global Professionals
- Well Off Families in High Value Homes
- Poorer Minority Families
- Families in Manual Occupations
- Older people in sheltered housing