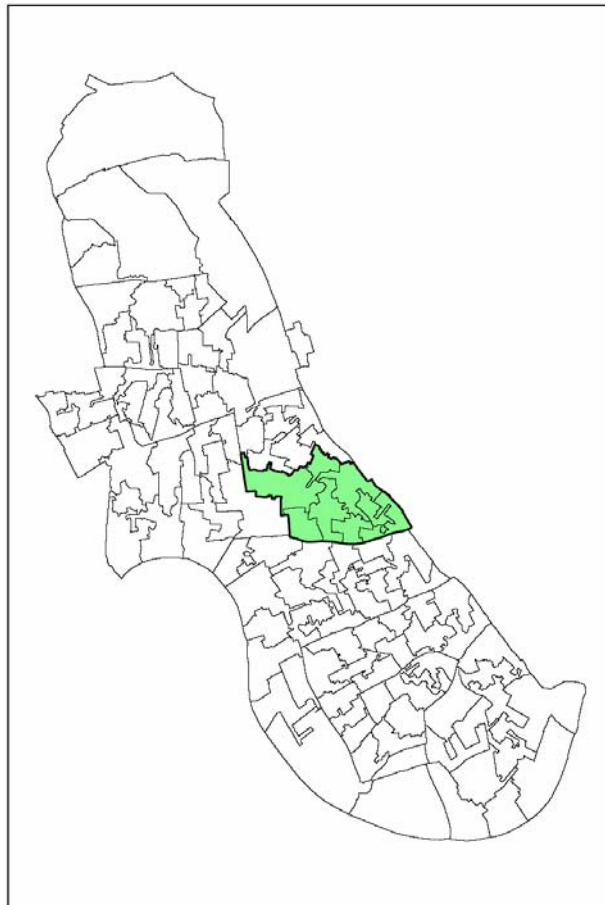


## WARD PROFILE – AVONMORE AND BROOK GREEN

### WARD DESCRIPTION

#### **Map**

- Avonmore and Brook Green ward is in the Central sub-division of the borough.<sup>1</sup>
- Avonmore and Brook Green ward is made up of eight Super Output Areas (SOAs).
- The map shows the position of Avonmore and Brook Green ward and the SOAs within it.



© Crown copyright. All rights reserved. L. B. HAMMERSMITH & FULHAM Licence No. LA100019223 2006.

#### **Avonmore and Brook Green Ward – Councillors**

- The elected councillors for Avonmore and Brook Green ward are:
  - Will Bethell, Conservative
  - Robert Iggulden, Conservative
  - Alexandra Robson, Conservative

#### **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](http://www.lbhf.gov.uk)
- All data in this report is Crown Copyright.

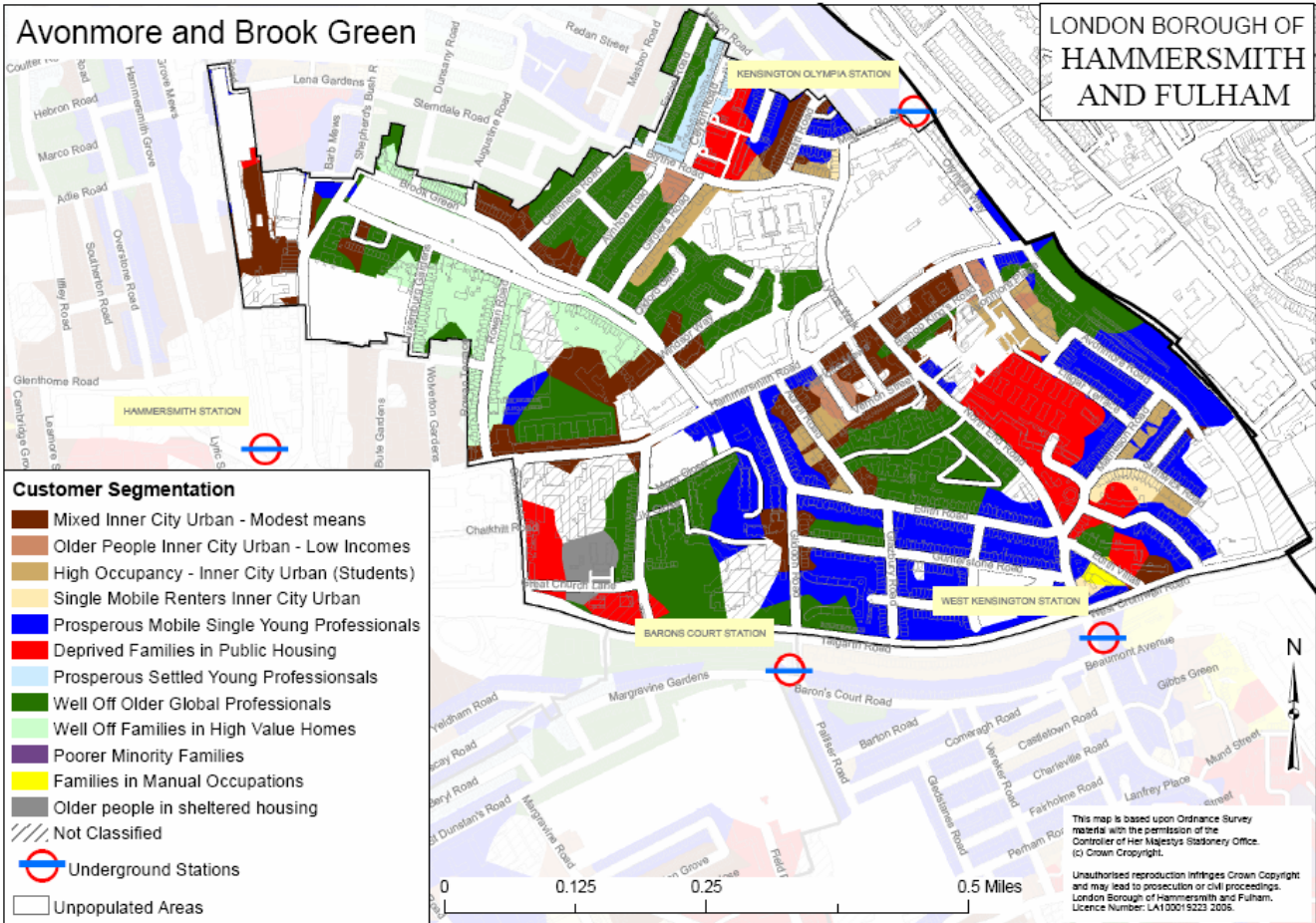
<sup>1</sup> For more information on data geography please see section 5. Explanatory Information and Data Geography

**1. CUSTOMER SEGMENTATION**

**What is customer segmentation?**

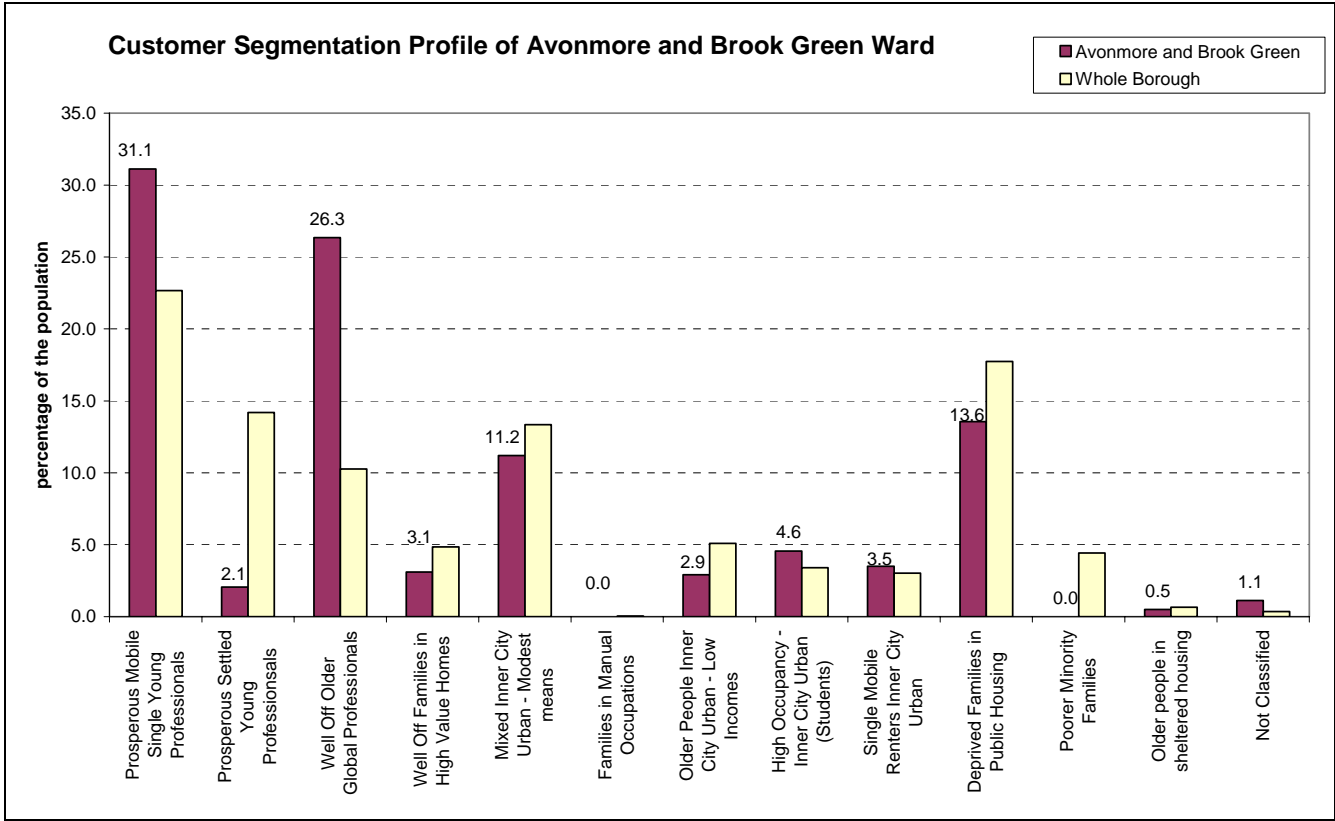
- In 2005/2006 the council undertook an exercise to help it to understand more fully the make up of the resident population of the borough.
- The exercise involved using data to classify the resident population of the borough into one of 12 groups or segments.
- The classification into segments allows 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.<sup>2</sup>
- As can be seen on the map below, the two predominant customer segmentations in Avonmore and Brook Green ward are: Prosperous Mobile Single Young Professionals, and Well Off Older Global Professionals.
- The chart shows the breakdown of customer segmentation in Avonmore and Brook Green ward in comparison to the whole borough.

**Avonmore and Brook Green ward – customer segmentation map**



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

Avonmore and Brook Green 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; 624= least deprived) | Number of SOAs in ward | Number of SOAs in lowest: |     |     |
|---|---|------------------------|---------------------------|-----|-----|
|   |   |                        | 30%                       | 20% | 10% |
| 12,116  | 309   | 8                      | 2                         | 1   | 0   |

Data source: GLA DMAG briefing, 2005/5, Feb 2005 (based on the Indices of Multiple Deprivation 2004)

### Social Grade approximation, 2001 - % of total population

|  | Ward   | LBHF    | London    | England    |
|--|--------|---------|-----------|------------|
| All People Aged 16 and over in Households (count)                            | 9,650  | 136,066 | 5,632,491 | 38,393,304 |
| AB: Higher and intermediate managerial / administrative / professional       | 36.49% | 33.37%  | 26.46%    | 22.19%     |
| C1: Supervisory, clerical, junior managerial / administrative / professional | 35.01% | 33.57%  | 33.02%    | 29.72%     |
| C2: Skilled manual workers   | 5.93%  | 7.18%   | 11.00%    | 15.06%     |
| D: Semi-skilled and unskilled manual workers                                 | 9.08%  | 11.09%  | 14.29%    | 17.03%     |
| E: On state benefit, unemployed, lowest grade workers                        | 13.50% | 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) | 11,522 | 165,242 | 7,172,091 | 49,138,831 |
| Good Health        | 73.62% | 72.99%  | 70.82%    | 68.76%     |
| Fairly Good Health | 18.89% | 18.80%  | 20.90%    | 22.21%     |
| Not Good Health    | 7.48%  | 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)                   | 11,522 | 165,242 | 7,172,091 | 49,138,831 |
| With a Limiting Long-Term Illness    | 13.98% | 14.66%  | 15.49%    | 17.93%     |
| Without a Limiting Long-Term Illness | 86.02% | 85.34%  | 84.51%    | 82.07%     |

Data source: Census, 2001. Table UV22

**Life expectancy**

## a. Male life expectancy in years, 2002-2004

| Ward | LBHF | Inner London | Outer London | London | England |
|------|------|--------------|--------------|--------|---------|
| 79.4 | 76.3 | 75.3         | 77.0         | 76.5   | 76.6    |

Data Source: London Health Observatory

Note: Ward data is a combined gender life expectancy. All comparative data is single sex.

## b. Female life expectancy in years, 2002-2004

| Ward | LBHF | Inner London | Outer London | London | England |
|------|------|--------------|--------------|--------|---------|
| 79.4 | 82.0 | 80.6         | 81.3         | 81.1   | 80.9    |

Data Source: London Health Observatory

Note: Ward data is a combined gender life expectancy. All comparative data is single sex.

**Availability of basic amenities, 2001 - % of total households**

|   | Ward   | LBHF   | London    | England    |
|---|--------|--------|-----------|------------|
| All Occupied Household Spaces (count)                                 | 5,451  | 75,438 | 3,015,997 | 20,451,427 |
| With central heating  | 89.86% | 89.42% | 92.22%    | 91.47%     |
| With central heating: With sole use of bath / shower and toilet       | 88.53% | 88.54% | 91.54%    | 91.15%     |
| With central heating: Without sole use of bath / shower and toilet    | 1.32%  | 0.88%  | 0.68%     | 0.33%      |
| Without central heating   | 10.14% | 10.58% | 7.78%     | 8.53%      |
| Without central heating: With sole use of bath / shower and toilet    | 9.43%  | 9.91%  | 7.40%     | 8.37%      |
| Without central heating: Without sole use of bath / shower and toilet | 0.72%  | 0.67%  | 0.38%     | 0.16%      |

Data source: Census, 2001. Table UV60

**Persons per room, 2001 - % of total households**

|   | <b>Ward</b> | <b>LBHF</b> | <b>London</b> | <b>England</b> |
|---|-------------|-------------|---------------|----------------|
| All Households (count)                  | 5,451       | 75,438      | 3,015,997     | 20,451,427     |
| Up to 0.5 persons per room              | 61.00%      | 61.19%      | 63.11%        | 71.12%         |
| Over 0.5 and up to 1.0 persons per room | 34.09%      | 33.29%      | 31.92%        | 26.98%         |
| Over 1.0 and up to 1.5 persons per room | 2.46%       | 3.04%       | 2.95%         | 1.32%          |
| Over 1.5 persons per room               | 2.46%       | 2.47%       | 2.02%         | 0.57%          |

Data source: Census, 2001. Table UV58

### 3. COMMUNITY

#### *Total population count, 2004, and total household count, 2001*

|                       | <b>Ward<br/>(2001)</b> | <b>LBHF</b> | <b>London</b> | <b>England</b> |
|-----------------------|------------------------|-------------|---------------|----------------|
| All population, count | 11,522                 | 176,800     | 7,428,600     | 50,093,100     |
| All Households, count | 5,451                  | 75,438      | 3,015,997     | 20,451,427     |

Data source: Households – Census, 2001. Population: Ward level data – Census 2001; Comparative data – Mid year estimates 2004

#### *Population density, 2001 – persons per hectare*

|                     | <b>Ward</b> | <b>LBHF</b> | <b>London</b> | <b>England</b> |
|---------------------|-------------|-------------|---------------|----------------|
| Persons per hectare | 128.8       | 100.73      | 45.62         | 3.77           |

Data source: Census, 2001. Table UV02

#### *Gender, 2004*

|                    | <b>Ward<br/>(2001)</b> | <b>LBHF</b> | <b>London</b> | <b>England</b> |
|--------------------|------------------------|-------------|---------------|----------------|
| All males, count   | 5,520                  | 87,900      | 3,673,400     | 24,553,900     |
| All males, %       | 47.9%                  | 49.7%       | 49.4%         | 49.0%          |
| All females, count | 6,002                  | 88,900      | 3,755,800     | 25,539,200     |
| All females, %     | 52.1%                  | 50.3%       | 50.6%         | 51.0%          |

Data source: Ward data - Census, 2001. Table UV03. All comparative data – Mid Year Estimates 2004

#### *Age groups, 2001 - % of total population*

| <b>Age in years</b>     | <b>Ward</b> | <b>LBHF</b> | <b>London</b> | <b>England</b> |
|-------------------------|-------------|-------------|---------------|----------------|
| Aged 0-4; years         | 5.03        | 6.17        | 6.67          | 5.96           |
| Aged 5-15; years        | 9.36        | 10.31       | 13.53         | 14.2           |
| Aged 16-19; years       | 3.66        | 3.53        | 4.66          | 4.9            |
| Aged 20-44; years       | 52.29       | 51.66       | 42.72         | 35.31          |
| Aged 45-64; years       | 18.07       | 17.84       | 20            | 23.75          |
| Aged 65; years and over | 11.6        | 10.49       | 12.43         | 15.89          |

Data source: Ward data - Census, 2001. Table UV03.

**Ethnic group, 2001 - % total population**

|  | <b>Ward</b> | <b>LBHF</b> | <b>London</b> | <b>England</b> |
|--|-------------|-------------|---------------|----------------|
| White  | 76.82       | 77.83       | 71.15         | 90.92          |
| White: British                                       | 52.18       | 58.04       | 59.79         | 86.99          |
| White: Irish   | 4.63        | 4.83        | 3.07          | 1.27           |
| White: Other White                                   | 20.01       | 14.95       | 8.29          | 2.66           |
| Mixed  | 3.75        | 3.81        | 3.15          | 1.31           |
| Mixed: White and Black Caribbean                     | 0.62        | 1.22        | 0.99          | 0.47           |
| Mixed: White and Black African                       | 0.35        | 0.63        | 0.48          | 0.16           |
| Mixed: White and Asian                               | 1.47        | 0.97        | 0.84          | 0.37           |
| Mixed: Other Mixed                                   | 1.31        | 1.00        | 0.85          | 0.31           |
| Asian or Asian British                               | 6.56        | 4.44        | 12.08         | 4.58           |
| Asian or Asian British: Indian                       | 2.53        | 1.65        | 6.09          | 2.09           |
| Asian or Asian British: Pakistani                    | 1.18        | 1.04        | 1.99          | 1.44           |
| Asian or Asian British: Bangladeshi                  | 0.23        | 0.61        | 2.15          | 0.56           |
| Asian or Asian British: Other Asian                  | 2.62        | 1.14        | 1.86          | 0.48           |
| Black or Black British                               | 8.26        | 11.13       | 10.92         | 2.30           |
| Black or Black British: Caribbean                    | 3.39        | 5.16        | 4.79          | 1.14           |
| Black or Black British: African                      | 4.04        | 4.88        | 5.28          | 0.97           |
| Black or Black British: Other Black                  | 0.83        | 1.08        | 0.84          | 0.19           |
| Chinese or Other Ethnic Group                        | 4.61        | 2.79        | 2.69          | 0.89           |
| Chinese or Other Ethnic Group:<br>Chinese            | 1.1         | 0.79        | 1.12          | 0.45           |
| Chinese or Other Ethnic Group: Other<br>Ethnic Group | 3.51        | 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**

|                     | <b>Ward</b> | <b>LBHF</b> | <b>London</b> | <b>England</b> |
|---------------------|-------------|-------------|---------------|----------------|
| Christian           | 58.62       | 63.65%      | 58.23%        | 71.74%         |
| Buddhist            | 1.00        | 0.77%       | 0.76%         | 0.28%          |
| Hindu               | 1.48        | 1.09%       | 4.07%         | 1.11%          |
| Jewish              | 1.32        | 0.79%       | 2.09%         | 0.52%          |
| Muslim              | 10.11       | 6.85%       | 8.46%         | 3.10%          |
| Sikh                | 0.18        | 0.19%       | 1.45%         | 0.67%          |
| Any other religion  | 0.60        | 0.43%       | 0.51%         | 0.29%          |
| No religion         | 17.77       | 17.64%      | 15.76%        | 14.59%         |
| Religion not stated | 8.92        | 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)       | 10.46% | 10.77% | 16.83% | 18.55%  |
| Married couple household with no dependent child(ren)    | 12.79% | 12.66% | 19.97% | 28.76%  |
| Cohabiting couple household with dependent child(ren)    | 1.49%  | 2.01%  | 2.72%  | 3.39%   |
| Cohabiting couple household with no dependent child(ren) | 8.75%  | 9.46%  | 6.67%  | 5.75%   |
| Lone parent household with dependent child(ren)          | 6.60%  | 8.36%  | 8.86%  | 7.13%   |
| Lone parent household with no dependent child(ren)       | 3.01%  | 3.84%  | 3.96%  | 3.34%   |
| One person household                                     | 43.33% | 40.28% | 34.71% | 30.07%  |
| Multi person household: All student                      | 1.19%  | 0.57%  | 0.43%  | 0.37%   |
| Multi person household: All other                        | 12.38% | 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                                     | 16.65% | 17.24% | 19.21% | 24.45%  |
| Owned: Owns with a mortgage or loan                      | 22.74% | 23.99% | 38.22% | 46.13%  |
| Owned: Shared ownership                                  | 0.50%  | 0.92%  | 0.94%  | 0.64%   |
| Social rented: Rented from Council (Local Authority)     | 13.98% | 19.28% | 16.65% | 12.38%  |
| Social rented: Other social rented                       | 14.12% | 13.44% | 8.80%  | 5.55%   |
| Private rented: Private landlord or letting agency       | 27.59% | 21.05% | 13.36% | 8.01%   |
| Private rented: Employer of household member             | 0.32%  | 0.19%  | 0.21%  | 0.30%   |
| Private rented: Relative or friend of a household member | 1.43%  | 1.17%  | 0.60%  | 0.55%   |
| Private rented: Other                                    | 0.22%  | 0.19%  | 0.26%  | 0.31%   |
| Living rent free   | 2.46%  | 2.52%  | 1.75%  | 1.69%   |

Data source: Census, 2001. Table UV43

#### 4. ECONOMY

##### *Businesses by industry group, 2004 - % of total business units*

|                               | Ward   | LBHF   | London | England |
|-------------------------------|--------|--------|--------|---------|
| Agriculture                   |        | 0.13%  | 0.26%  | 6.36%   |
| Production                    | 5.68%  | 5.89%  | 6.51%  | 8.99%   |
| Construction                  | 1.14%  | 2.85%  | 6.83%  | 11.26%  |
| Motor Trades                  | 1.14%  | 1.59%  | 2.17%  | 4.06%   |
| Wholesale                     | 6.82%  | 5.96%  | 7.88%  | 6.78%   |
| Retail                        | 6.82%  | 10.52% | 10.74% | 11.35%  |
| Hotels & Catering             | 6.82%  | 5.69%  | 5.83%  | 6.65%   |
| Transport                     | 3.41%  | 2.32%  | 2.82%  | 3.61%   |
| Post & Telecommunications     | 1.14%  | 0.66%  | 0.93%  | 1.01%   |
| Finance                       | 1.14%  | 0.86%  | 1.77%  | 0.68%   |
| Property & Business Services  | 47.73% | 43.88% | 39.97% | 29.19%  |
| Education                     | 1.14%  | 0.79%  | 0.67%  | 0.71%   |
| Health                        |        | 0.60%  | 0.64%  | 0.55%   |
| Public Admin & Other Services | 17.05% | 18.27% | 12.99% | 8.81%   |

Data source: National Statistics (Neighbourhood Statistics) - Counts of Enterprises for CAS Wards by Broad Industry Group

##### *Businesses by employee numbers, 2004 - % total business units*

|                        | Ward   | LBHF   | London | England |
|------------------------|--------|--------|--------|---------|
| 0-4 Persons Employed   | 76.14% | 77.74% | 76.55% | 75.13%  |
| 5-9 Persons Employed   | 11.36% | 12.09% | 12.19% | 12.91%  |
| 10-19 Persons Employed | 5.68%  | 5.25%  | 5.82%  | 6.28%   |
| 20+ Persons Employed   | 7.95%  | 4.92%  | 5.45%  | 5.68%   |

Data source: National Statistics (Neighbourhood Statistics) - Counts of Enterprises for CAS Wards by Employment Size Band

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

|  | Ward  | LBHF   | London | England |
|--|-------|--------|--------|---------|
| Economically active: Employees Part-time           | 6.24  | 6.02%  | 8.62%  | 11.81%  |
| Economically active: Employees Full-time           | 46.31 | 45.89% | 42.64% | 40.81%  |
| Economically active: Self-employed                 | 9.66  | 10.31% | 8.97%  | 8.32%   |
| Economically active: Unemployed                    | 5.02  | 4.97%  | 4.36%  | 3.35%   |
| Economically active: Full-time student             | 2.37  | 2.25%  | 2.96%  | 2.58%   |
| Economically inactive: Retired                     | 7.21  | 7.73%  | 9.81%  | 13.54%  |
| Economically inactive: Student                     | 9.31  | 7.19%  | 6.57%  | 4.67%   |
| Economically inactive: Looking after home / family | 5.83  | 6.30%  | 7.17%  | 6.52%   |
| Economically inactive: Permanently sick / disabled | 3.63  | 4.73%  | 4.57%  | 5.30%   |
| Economically inactive: Other                       | 4.42  | 4.62%  | 4.34%  | 3.10%   |

Data source: Census 2001 – Table KS09A

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

|  | <b>Ward</b> | <b>LBHF</b> | <b>London</b> | <b>England</b> |
|--|-------------|-------------|---------------|----------------|
| Managers and senior officials                    | 23.36       | 22.81%      | 17.58%        | 15.26%         |
| Professional occupations                         | 19.58       | 17.78%      | 14.86%        | 11.21%         |
| Associate professional and technical occupations | 23.1        | 23.48%      | 17.91%        | 13.84%         |
| Administrative and secretarial occupations       | 13.32       | 12.56%      | 15.46%        | 13.39%         |
| Skilled trades occupations                       | 3.83        | 4.96%       | 7.72%         | 11.55%         |
| Personal service occupations                     | 4.74        | 5.01%       | 5.89%         | 6.89%          |
| Sales and customer service occupations           | 4.46        | 4.41%       | 6.70%         | 7.65%          |
| Process; plant and machine operatives            | 1.94        | 2.33%       | 4.90%         | 8.42%          |
| Elementary occupations                           | 5.66        | 6.67%       | 8.96%         | 11.80%         |

Data source: Census 2001 – Table KS12A

**Unemployment rate, October 2005**

|                   | <b>Ward</b> | <b>LBHF</b> | <b>London</b> | <b>England</b> |
|-------------------|-------------|-------------|---------------|----------------|
| Unemployment rate | 3.0%        | 3.0%        | 3.4%          | 2.3%           |

Data source: JSA Claimant Count

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

**Long term unemployment, October 2005**

|                   | <b>Ward</b> | <b>LBHF</b> | <b>London</b> | <b>England</b> |
|-------------------|-------------|-------------|---------------|----------------|
| Unemployment rate | 42%         | 36%         | 38%           | 32%            |

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

## 5. EXPLANATORY INFORMATION AND GEOGRAPHY

### **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.<sup>3</sup>
- 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

<sup>3</sup> For more information see [www.statistics.gov.uk/geography/soa.asp](http://www.statistics.gov.uk/geography/soa.asp)

- Deprived Families in Public Housing
- Prosperous Settled Young Professionals
- Well Off Older Global Professionals
- Well Off Families in High Value Homes
- Poorer Minority Families
- Families in Manual Occupations
- Older people in sheltered housing