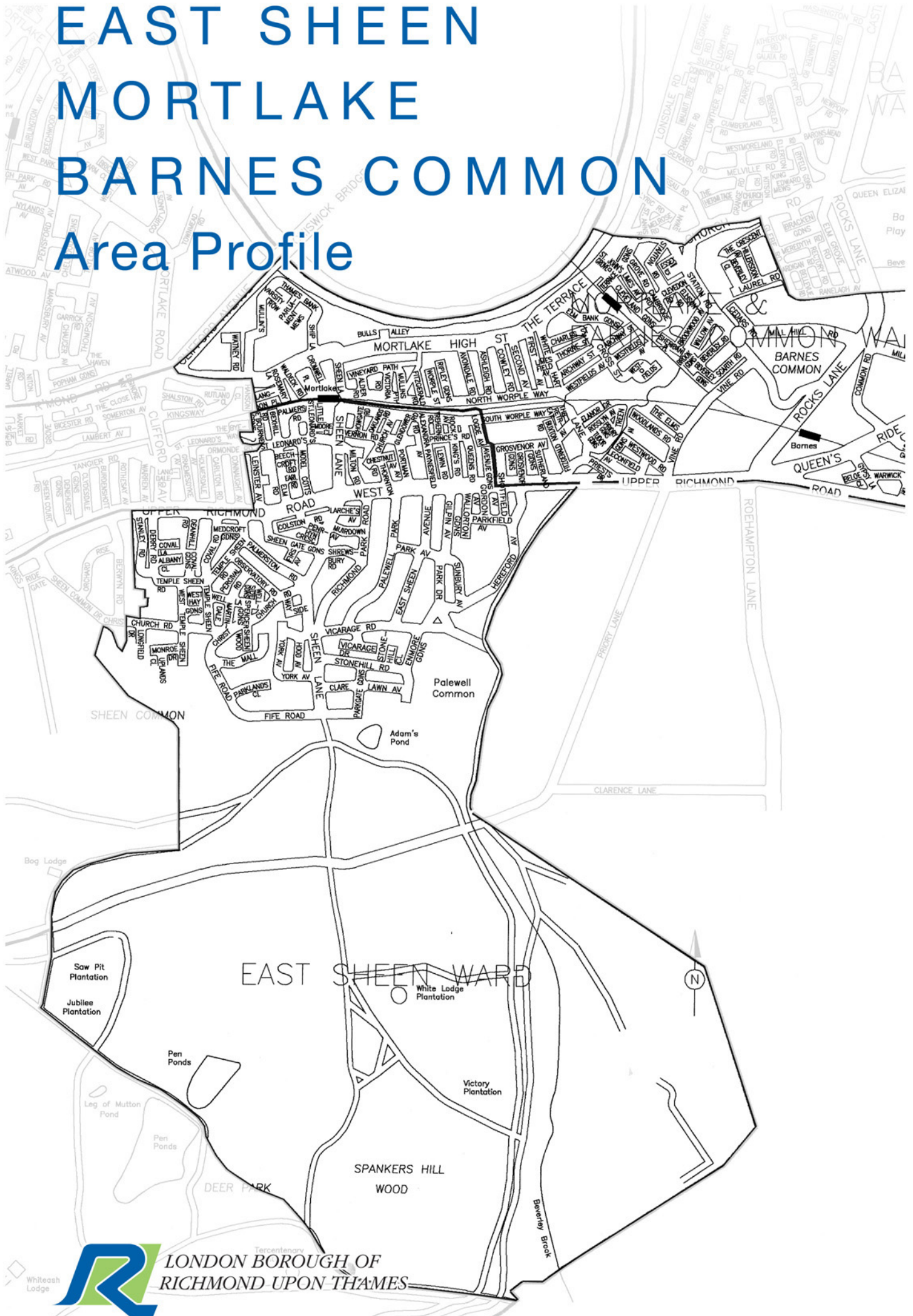


EAST SHEEN MORTLAKE BARNES COMMON Area Profile



facts and figures: East Sheen, Mortlake & Barnes Common

Demography:

2001 Census			2006 estimate*		
age	number	%	age	number	%
0-4	1528	7.77	0-4	1,533	7.49
5-7	721	3.67	5-9	1,416	6.92
8-9	450	2.29			
10-14	1033	5.25	10-14	1,242	6.07
15	173	0.88	15-19	991	4.84
16-17	323	1.64			
18-19	246	1.25			
20-24	981	4.99	20-24	1,214	5.93
25-29	1652	8.40	25-29	1,709	8.35
30-44	5571	28.32	30-44	5472	26.7
45-59	3740	19.01	45-59	3731	18.2
60-64	723	3.68	60-64	915	4.5
65-74	1142	5.81	65-74	1038	5.1
75-84	1002	5.09	75-84	829	4.0
85-89	260	1.32	85-89	240	1.2
90 & over	124	0.63	90 & over	140	0.7
total	19669	100.00	total	20471	100.00

* © GLA. 2003 Round-based Ward Projections 3 February 2004 (Scenario 8.1) 2001 Census. Table KS02. © Crown copyright

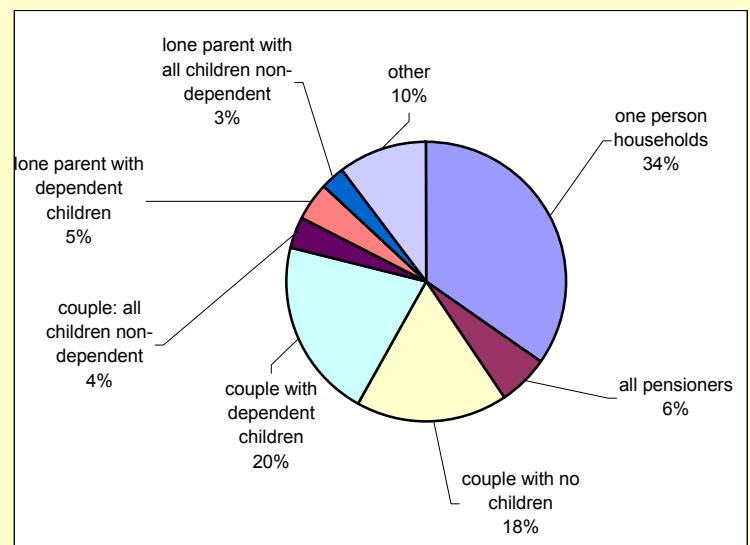
Household type

The types of household in this area generally fits the borough wide pattern. 34.7% of households are one-person households. 13.2% of households are pensioners living alone. This proportion is similar to the borough figure (13.8%) and England & Wales average (14.4%).

Both wards combined had a total population of just under 20,000 in 2001. The proportion of those aged under 16 (19.9%) is commensurate with the national average (20.2%) and slightly above the borough average of 18.8%. Conversely, the proportion of those aged 65 (12.9%) and over is slightly below the borough average (13.7%).

Estimates produced by the Greater London Authority suggest that the resident population is set to increase marginally.

According to the 2001 Census of Population there were 8738 households. GLA estimates (2003 round – Scenario 8.1) indicate that this figure is due to rise to 8932 by 2006.



source: 2001 Census, Table KS20. © Crown copyright

Ethnic group

	numbers	%	Borough %	London %
White: British	15503	78.82	78.72	59.8
White: Irish	471	2.39	2.79	3.1
White: Other White	2290	11.64	9.47	8.3
All white	18264	92.85	90.98	71.2
Mixed: White and Black Caribbean	80	0.41	0.39	1.0
Mixed: White and Black African	68	0.35	0.26	0.5
Mixed: White and Asian	141	0.72	0.89	0.8
Mixed: Other Mixed	131	0.67	0.67	0.9
Asian or Asian British: Indian	308	1.57	2.46	6.1
Asian or Asian British: Pakistani	61	0.31	0.39	2.0
Asian or Asian British: Bangladeshi	42	0.21	0.36	2.2
Asian or Asian British: Other Asian	121	0.62	0.67	1.9
Black or Black British: Caribbean	56	0.28	0.37	4.8
Black or Black British: African	74	0.38	0.48	5.3
Black or Black British: Other Black	13	0.07	0.08	0.8
Chinese	106	0.54	0.75	1.1
Other Ethnic Group	204	1.04	1.26	1.6

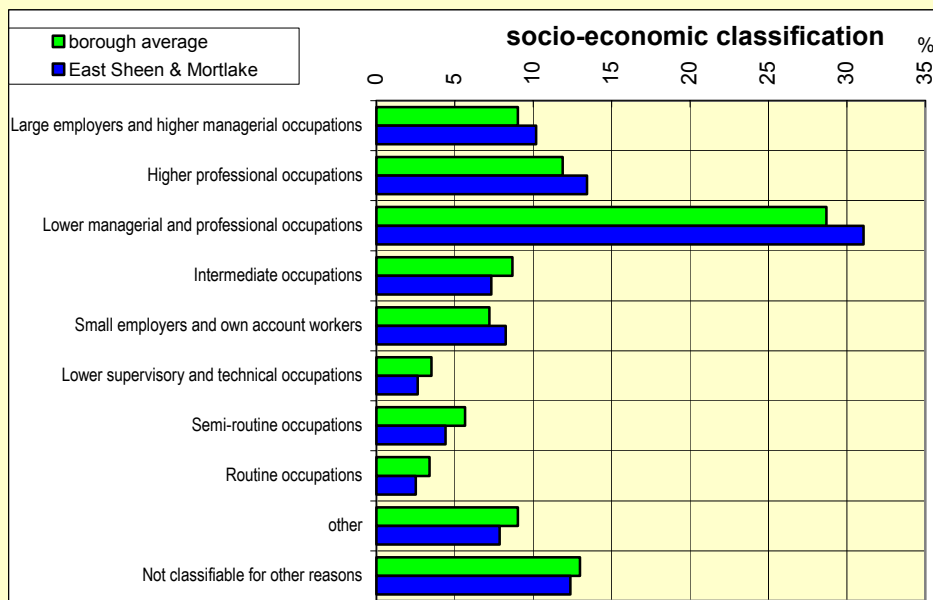
source: 2001 Census - Key Statistics for Wards, Table KS06 © Crown copyright

The area has the highest proportion of residents who are white. Residents in non-white minority ethnic groups make up only 7% of the population in the area. This is lower than the Borough average (9%) and significantly lower than the London average.

Quick stats from the 2001 Census:

- 24% of households have no car. Half have one car available to them –both figures are the same as the borough average.
- 69% of households are owner occupiers (including those buying with a mortgage) - the same as the borough average. On Census Day 2001 11.4% of households rented their accommodation either from the Local Authority or a Housing Association/ Registered Social Landlord - borough average (11.7%).
- Only 10.4% of residents aged 16-74 do not have any qualifications (borough average of 13.6%). This figure is well below the England & Wales average of 29%. 51.6% of people in the same age group have attained the highest qualification level¹, which is above the borough average of 45%, and significantly higher than the England & Wales average of only 20%, showing residents are very highly qualified.
- 2,176 or 11% of people living in the area have a limiting long-term illness, of which 43% (938 people) are of working age (16-74 yrs). The proportion of people with a LLTI is slightly lower than the borough average of 12%, and significantly lower than the England & Wales figure (18%).
- 79% of residents said their health was “good”, 16% that it was “fairly good” and 5% that it was “not good”. These figures are slightly better than the borough average.

Socio-economic classification



(source: 2001 Census, © Crown copyright. Table KS14a. Residents aged 16-74 only.

The area has a higher proportion of residents falling within the professional and managerial occupations category than the borough average. It has fewer people classed in lower skilled jobs categories. It has a particularly high proportion (31%) of people in the lower managerial & professional occupations categories than the borough average (22%) and the England & Wales average (19%).

NS-SeC is the National Statistics Socio-Economic Classification providing an indication of socio-economic position, based on occupation.

Town Centre statistics

- East Sheen district centre is an attractive centre with over 150 shops. A range of indicators suggest that the centre is buoyant.
- At 3% in 2004, its vacancy rate is very low, well below the national average of approximately 12%.
- It is estimated that it has approximately 21,000m² of retail floorspace².
- ODPM research³ suggests that it has approximately 1,000m² of A3 (pubs, cafes & restaurants etc) floorspace (compared to Twickenham with 4,000m²).

Economic statistics

East Sheen ward's unemployment rate⁴ in January 2005 was the lowest in the borough at 1.1%. Mortlake & Barnes Common ward's rate (2.2%) is in contrast, slightly higher than the borough average of 1.8%. The latter is the lowest of any London Borough - the London-wide average is 4.4%.

¹ First degree; Higher degree; NVQ levels 4 and 5; HNC; HND; Qualified Teacher Status; Qualified Medical Doctor; Qualified Dentist; Qualified Nurse; Midwife; Health Visitor

² Range of estimates produced by ODPM, Experian GOAD & Drivers Jonas

³ Producing Boundaries for Town Centres: London Pilot Study Summary Report 2002.

⁴ Claimant count data are supplied by the Office for National Statistics (ONS). The GLA's Data Management and Analysis Group produce estimates of claimant rates. The rate is the claimant count (those the number of people claiming Jobseeker's Allowance (including those signing on for National Insurance credits) in a ward as a percentage of the resident labour force

Income⁵

ward	average income of residents '04	borough rank (of wards) 1= highest	London-wide rank (of wards) 633 = highest
East Sheen	£53,105	1 out of 18	627 th out of 633
Mortlake & Barnes Common	£45,007	10 th out of 18	584 th out of 633

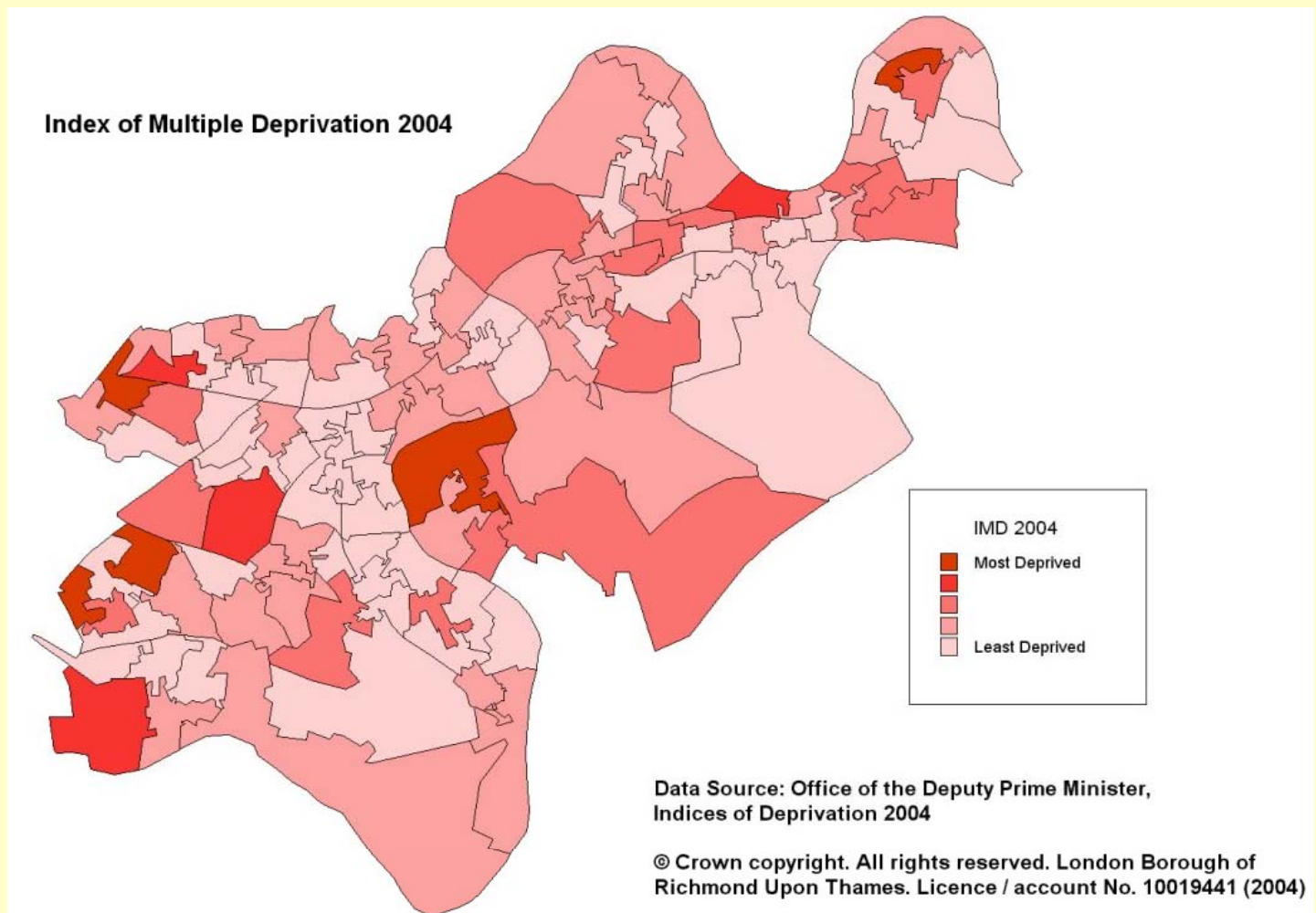
Richmond upon Thames had the 6th highest mean household income (£44,006) in 2004 amongst local authorities in Great Britain.

Using this measure of income, data suggest that income levels are extremely high in East Sheen, the seventh highest ward level incomes in London.

Deprivation

The ODPM's Index of Multiple Deprivation 2004 has been analysed at ward level by the GLA (excluding City of London).

Neither ward has any Super Output Areas⁶ which are amongst the 30% most deprived in the country. East Sheen ward is ranked the 616th highest (least deprived) out of the 624 wards in Greater London⁷. Mortlake & Barnes Common is ranked 498th. The following map plots relative deprivation in the borough by SOA.



For more information please refer to indices.deprivation@odpm.gsi.gov.uk

For more information from the 2001 Census use the following link:
http://www.richmond.gov.uk/depts/env/envplanning/policy/borough_census_data/default.htm

⁵ Paycheck data © CACI Information Solutions. Modelled estimates of gross household income (all sources). No deductions are taken into account.

⁶ Super Output Areas (Lower Layer) are combinations of SOAs which are the smallest geographical area used in the Census

⁷ Not based on actual scores, but the average SOA rank within the ward out of all SOAs in England. The ward rank is based on these averages.