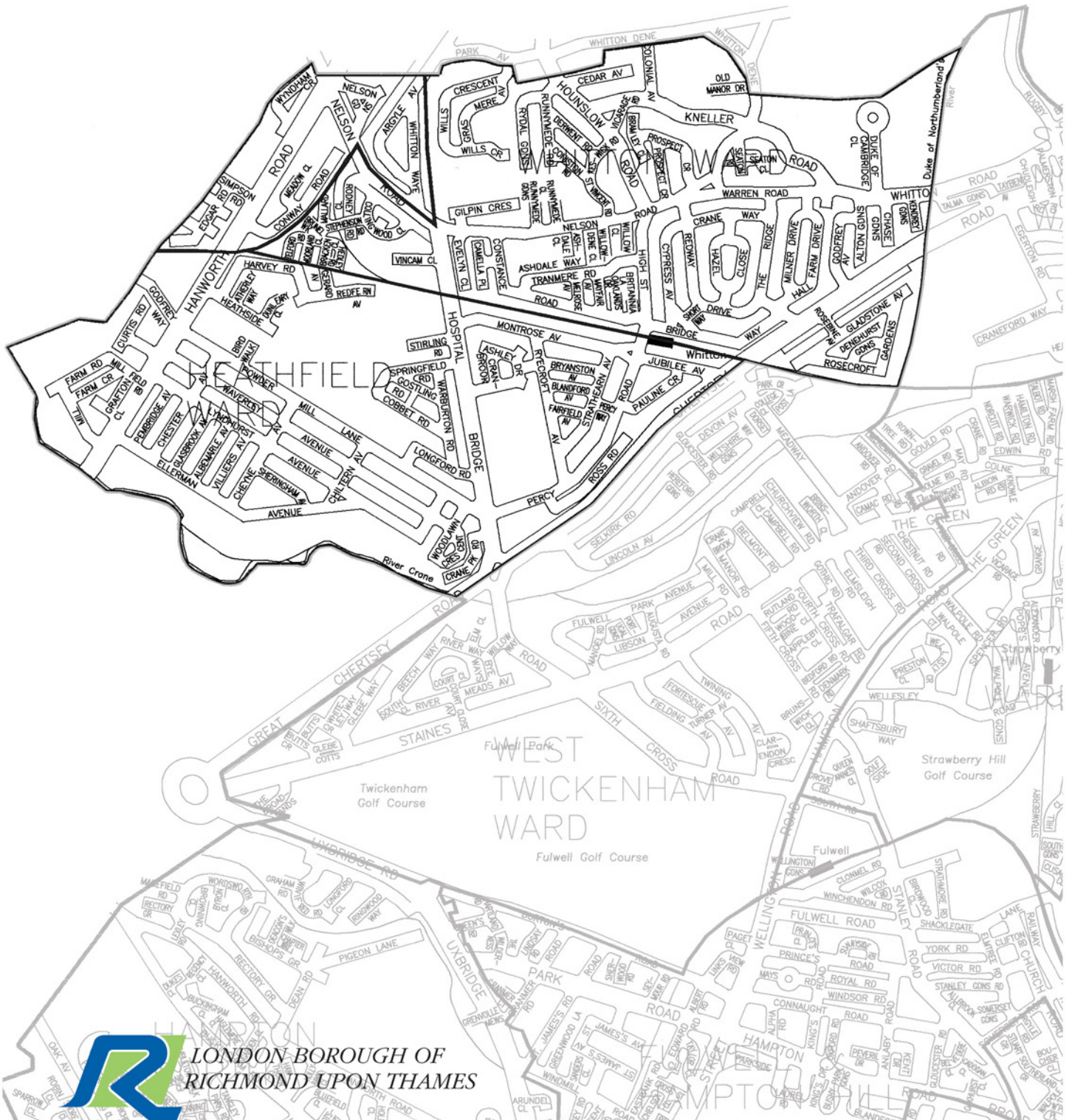


WHITTON HEATHFIELD Area Profile



facts and figures: Whitton & Heathfield

Demography:

2001 Census			2006 estimate*		
age	number	%	age	number	%
0-4	1157	6.19	0-4	1,061	5.46
5-7	703	3.76	5-9	1,072	5.52
8-9	492	2.63			
10-14	1237	6.62	10-14	1,188	6.11
15	230	1.23	15-19	1,259	6.48
16-17	463	2.48			
18-19	423	2.26			
20-24	1119	5.99	20-24	1,917	9.87
25-29	1017	5.44	25-29	2,029	10.44
30-44	4218	22.57	30-44	3752	19.3
45-59	3846	20.58	45-59	3621	18.6
60-64	863	4.62	60-64	925	4.8
65-74	1555	8.32	65-74	1350	6.9
75-84	1010	5.40	75-84	924	4.8
85-89	247	1.32	85-89	219	1.1
90 & over	110	0.59	90 & over	114	0.6
total	18690		total	19431	

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

The proportion of those aged under 16 (20.4%) is similar to the national average (20.2%) and above the borough average of 18.8%. In fact, it has more children in this age category than any other area committee. With the exception of the Ham, Petersham & Richmond Riverside Committee area, Whitton & Heathfield also has the highest proportion (15.6%) of those aged over 65 (borough average of 13.7%).

Heathfield ward has a number of demographic characteristics which make it different from the rest of the borough. It has a significantly lower proportion (21.3%) of persons aged 30-44 than the borough average of 27.3%, the lowest of any ward. It has the highest proportion of those aged 60-74. It also has the highest proportion of children aged 10-14. However, its average age (38) is very similar to the borough average.

Estimates produced by the Greater London Authority suggest that the resident population of Whitton and Heathfield is set to rise by approximately 4% by 2006.

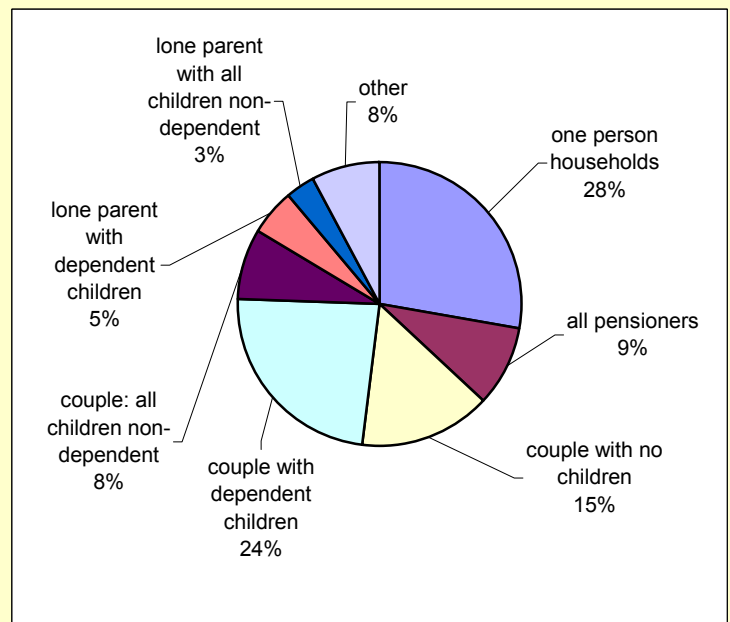
According to the 2001 Census of Population there were 7455 households. GLA estimates (2003 round – Scenario 8.1) indicate that this figure is due to rise to 7620 by 2006.

Household type

In terms of household type, this area is also different from the rest of the borough. Only 28% of households are one-person households compared to the borough average of 35%.

In this area there are a larger proportion of households with children. The proportion of couples with dependent children (23.6%) is the highest in the borough (borough average of 20.3%), and the proportion of lone parent households with dependent children (5.2%) is also above average (4.3%), but is still below the England & Wales average (6.5%).

The proportion of pensioners living alone is roughly the same as the borough average – 13%.



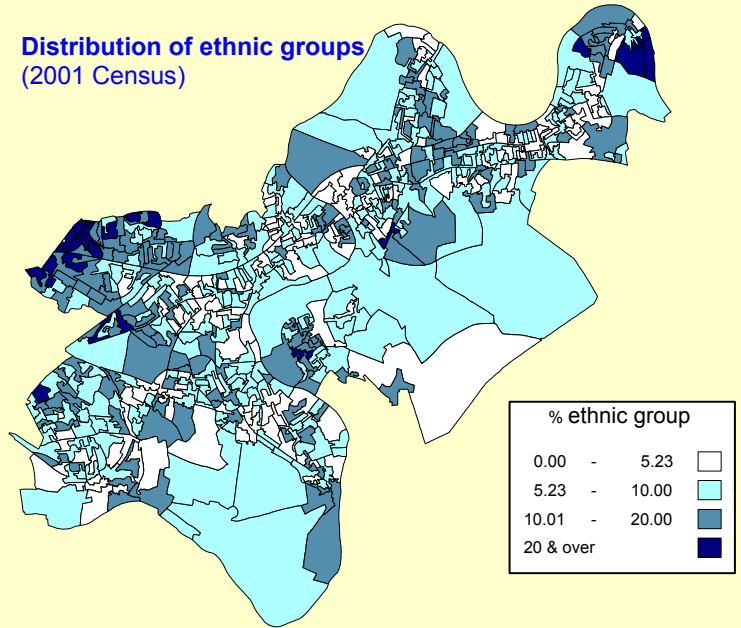
source: Census of Population, Table KS20. © Crown copyright

Ethnic group

	numbers	%	Borough %	London %
White: British	14630	78.28	78.72	59.8
White: Irish	557	2.98	2.79	3.1
White: Other White	712	3.81	9.47	8.3
All white	15899	85.07	90.98	71.2
Mixed: White and Black Caribbean	80	0.43	0.39	1.0
Mixed: White and Black African	44	0.24	0.26	0.5
Mixed: White and Asian	192	1.03	0.89	0.8
Mixed: Other Mixed	108	0.58	0.67	0.9
Asian or Asian British: Indian	1134	6.07	2.46	6.1
Asian or Asian British: Pakistani	198	1.06	0.39	2.0
Asian or Asian British: Bangladeshi	115	0.62	0.36	2.2
Asian or Asian British: Other Asian	201	1.08	0.67	1.9
Black or Black British: Caribbean	106	0.57	0.37	4.8
Black or Black British: African	105	0.56	0.48	5.3
Black or Black British: Other Black	16	0.09	0.08	0.8
Chinese	168	0.9	0.75	1.1
Other Ethnic Group	324	1.73	1.26	1.6

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

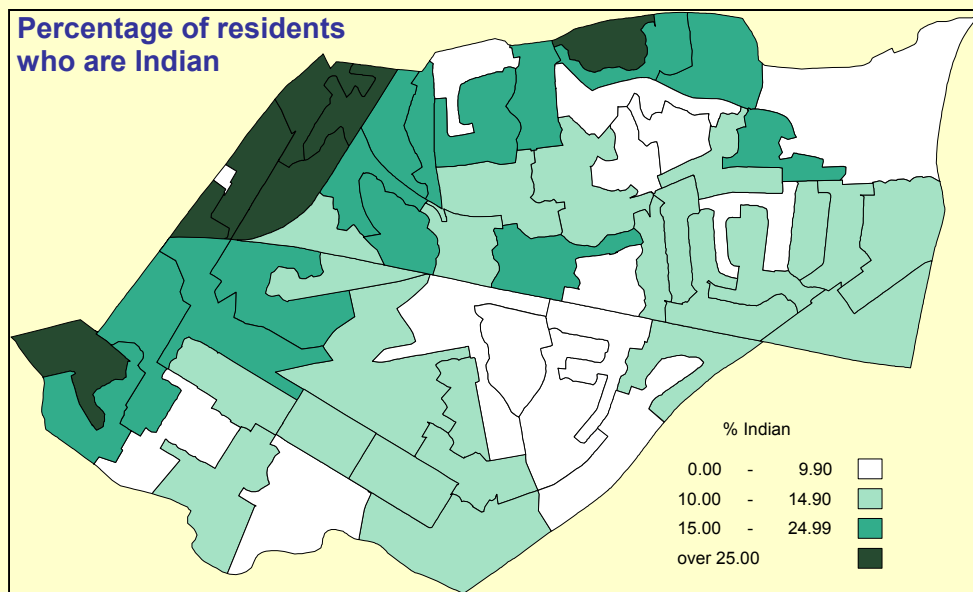
Distribution of ethnic groups (2001 Census)



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

The Whitton & Heathfield area has by far the most ethnically diverse population in the borough as illustrated by the table & map above. 15% of people living here are from non-white ethnic groups. 6% are Indian. In one output area (the smallest geographical area in the Census – mapped above) in Heathfield, just over half of residents are from a non-white ethnic minority group, the majority of which are Indian, although these figures are unusually high for the Borough. The table also shows that although the area is diverse in a local sense it is significantly less diverse than the London-wide average.

Percentage of residents who are Indian



The map illustrates the percentage of residents who are Indian living in the area. The darkest shading indicates a percentage of greater than 25%.

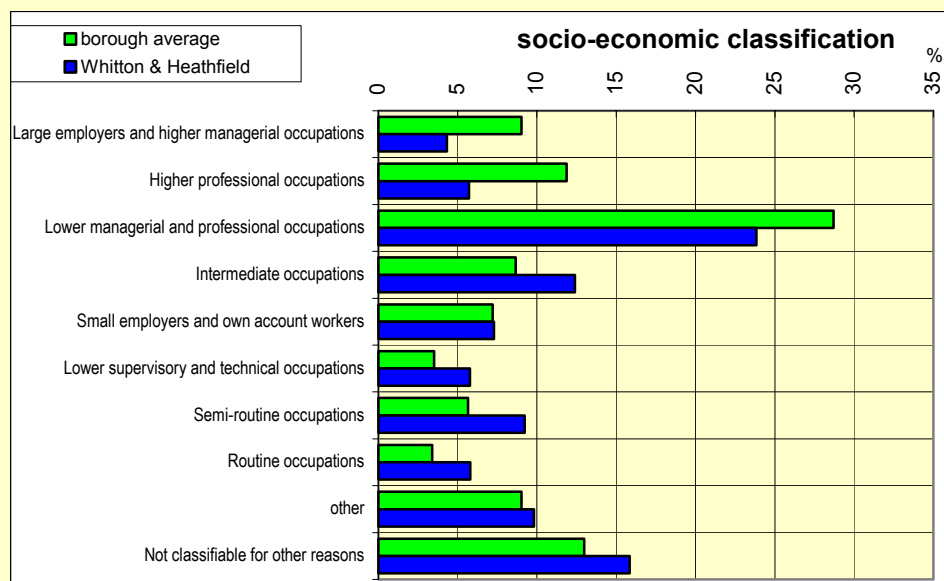
(source: 2001 Census, Table KS06 © Crown copyright).

Quick stats from the 2001 Census:

- 21% of households do not have a car/van, which is slightly lower than the borough average of 24%. 46% have one car/van, again slightly lower than the borough average (49.5%).
- 77% of households are owner occupiers (including those buying with a mortgage), which is well above the borough average of 69%. In fact 80% of households are owner occupiers in Whitton ward, the largest proportion in the borough. In both wards the percentage of renting from the private sector is lower than the borough average, especially in Heathfield.

- This area has the highest proportion (24%) of residents aged 16-74 who do not have any qualifications (borough average of 13.6%). In fact on its own Heathfield ward has the highest proportion (28%) of any ward. However, this figure is still below the England & Wales average of 29%. Conversely, 23% of people in Whitton & Heathfield in the same age group have attained the highest qualification level¹, which is considerably lower than any other area (borough average of 45%), and only slightly higher than the England & Wales average of only 20%.
- 2,780 or 15% of people living in the area have a limiting long-term illness, of which 43% (1199 people) are of working age (16-74 yrs). Although the proportion of people with a LLTI is higher than the borough average of 12%, it is below the England & Wales figure (18%).
- 72% of residents said their health was “good”, 21% that it was “fairly good” and 7% that it was “not good”. These figures are also more in line with the England & Wales average than the borough average.

Socio-economic classification



The area has a significantly lower proportion of residents classed in the “higher professional and managerial occupations” group than the borough average. It has more people in the lower skilled & routine jobs categories. 20.8% fall within this category which is significantly below the England & Wales figure of 27.9%.

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

source: 2001 Census, Table 14a. Residents aged 16-74 only. © Crown copyright

Economic statistics

- The unemployment rate² in January 2005 in Heathfield ward was 2.4%, making it the second highest in the borough. At 1.6% in Whitton the rate is slightly below the borough average of 1.8%. Richmond upon Thames has the lowest rate of any London Borough - the London-wide average is 4.4%.

Income³

	average income of residents '04	borough rank (of wards) 1= highest	London-wide rank (of wards) 633=highest
Heathfield	£32,528	18 out of 18	270 out of 633
Whitton	£36,972	17 out of 18	418 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 low compared to the borough figure, but in Whitton's case relatively high on a London-wide basis. This is not so for Heathfield which is the only ward in Richmond ranked in the lower half of the table for London.

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 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

³ Paycheck data © CACI Information Solutions. Modelled estimates of gross household income (all sources). No deductions are taken into account.

Town centre statistics

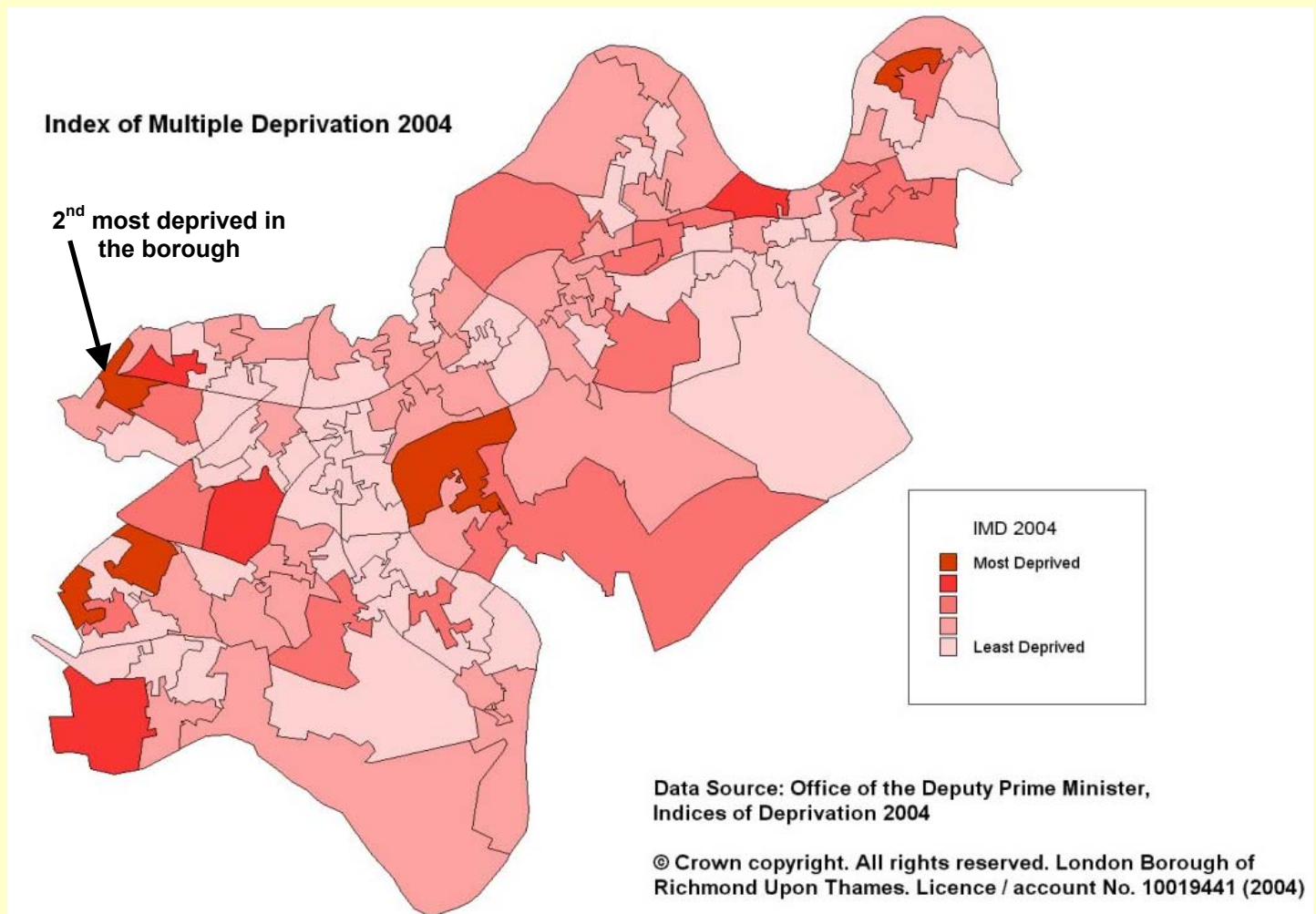
- Whitton town centre is the second largest in the borough and has approximately 75 shops.
- At 6% in 2004, its vacancy rate is low - approximately half the national average.

Deprivation

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

Heathfield has one Super Output Area⁴ which is amongst the 30% most deprived in the country, identified on the map below by dark shading. Ham, Petersham & Richmond Riverside is the only other ward which also has an SOA in this category. Heathfield is ranked the 486 out of the 624 wards (1= most deprived) in Greater London⁵.

Although not deprived in a national or regional sense, this ward contains areas which are amongst the most deprived in the borough. 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

⁴ Super Output Areas (Lower Layer) are combinations of SOAs which are the smallest geographical area used in the Census

⁵ 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.