# SW11 Area Profile – Update

This report provides the PEC with additional information about the social and economic characteristics of SW11 – it is intended to update and supplement the Profile produced for the original Big Local bid, which is included here (in short form) to assist in referencing (Appendix 1).

This information will add to SW11 Big Local’s growing library of information, including the ongoing Business and Community Directories. A survey of local businesses is being prepared for launch by November 2015.

As well as providing new information the research allows for a more rigorous interpretation of the data provided in the original bid.

The main findings are:

**Housing Tenure**

From 2001–2011 there has been a significant shift towards private renting in SW11 with an associated decline in both home ownership and public housing. In 2001 Private Rentals accounted for 15.2% of the total, by 2011 this had risen to 21.8%; Home Ownership was 31.2% but by 2011 this had fallen to 28.4%; Social Renting was 51.8 in 2001 and 47.0% in 2011.

These changes are likely to have a negative impact on social cohesion. More people will find it difficult to put down roots, children may find their education disrupted and increased insecurity may have health and anti-social behaviour impacts.

For SW11 Big Local this may mean that its commitment to ‘building a sense of community’ will be even more challenging.

**Last Worked**

The original profile indicated that in 2011 some 1270 people in Latchmere had ‘never worked’. What is striking about this figure is its significance in relation to the Borough (Appendix 3) which shows a contrast of 6.9% to 2.5% respectively with number of people living in Latchmere who have never worked being almost three times that of the Borough.

**Economic Activity**

The economic activity rate for Latchmere shows some market contrasts with the Borough. Fewer people in Latchmere are in full-time employment (5% less) or self-employment (3% less); unemployment is higher and the economic activity rate is lower; as a percentage of the population there are more people in Latchmere that are long term sick or disabled. These figures suggest an extra need for support from statutory services and/or agencies that aim to address issues of employability, disability and disadvantages in the labour market.

**Population Density**

The number of people per hectare in Latchmere is significantly higher than that for the Borough (141.5 and 89.6 respectively) which can probably be accounted for by the large number of high rise flats in the area. While there is no direct link between density rates and say health, crime and anti-social behaviour, there is evidence of potential risks that may occur when high density is linked with other factors, like poor services, infrastructure and a lack of community cohesion.[[1]](#footnote-1)

**Ethnicity**

Latchmere’s ethnicity has also changed considerably since 2001. The 2001 census recorded the resident White British population at 51.6% for Latchmere and 64.8% for Wandsworth. In 2011 figures were 38.5% and 53.3% respectively. In London the change was from 59.8% to 44.9%; while for England the rates were 86.9% to 79.8%. The largest single rise over the period was amongst White ‘Other’ or non-British which rose from 9.3% to 15% in Latchmere, 10% to 15.5% in Wandsworth and from 8.3% to 12.6% in London.

During the same period the Black African population rose from 11.5% to 12.9%, while the Black Caribbean population dropped from 10.4% to 8.7%.

While these changes will inevitably have an impact on a range of local services, they also present SW11 Big Local with new opportunities to engage with people who may be struggling to feel a sense of ‘belonging’.

**Industry**

Latchmere’s industrial structure differs significantly from the Borough in a few key areas: There are few Professional, Scientific and Technical Activities (13.3% to 16.8%); there are more Accommodation and Food Services (9.3% to 5.5%); there are higher numbers for Wholesale and Retail Trade, Repair of Motor Vehicles (12.7 and 10.2%); and fewer in Financial and Insurance (6.8% to 10.8%) and Information and Communication (7% to 9.1%).

**Businesses**

Local business formation is dominated by Retail and Restaurant activity with significant representation in Wholesale, Property and Computer related sectors. The Retail and Restaurant sectors are typically lower paid, with more part-time and /or zero hour contracts, and higher staff turnover.

**House Prices**

For 2014-2015, with the exception of semi-detached, House prices in SW11 appear to be marginally higher than for the Borough across all property types. Since 2010 detached property prices in SW11 have risen by 158%.

Along with the marked increase in Private Rented accommodation (appendix 2) Wandsworth in general and SW11 in particular seem to becoming less affordable for new time buyers and those on low incomes.

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August 2015

[Appendix 1 : Big Local SW11 Profile 3](#_Toc428541203)

[Achieving & Potential 3](#_Toc428541204)

[Safety & well-being 4](#_Toc428541205)

[Influence & ownership 6](#_Toc428541206)

[Community & Belonging 7](#_Toc428541207)

[Appendix 2: Housing Tenure 8](#_Toc428541208)

[Appendix 3: Latchmere Ward: Last Worked (2011) 9](#_Toc428541209)

[Appendix 4: Economic Activity (March, 2011) 10](#_Toc428541210)

[Appendix 5: Latchmere Ward: Population Density 2013 10](#_Toc428541211)

[Appendix 6: Ethnicity 2011 11](#_Toc428541212)

[Appendix 7: Industry 13](#_Toc428541213)

[Appendix 8: Business Sectors by Numbers 14](#_Toc428541214)

[Appendix 9: House Prices 15](#_Toc428541215)

# Appendix 1: Big Local SW11 Profile

## Achieving & Potential

#### Work

#### “A large number of professionals but growing unemployment”

Because of its location close to Clapham Junction station there are a large number of commuters with 50.9% in full time employment compared to a national average of 38.5%, 3.8% unemployed compared with a national average of 4.4%. 50% of those working are in some form of managerial position.

The Wandsworth population is generally affluent. GLA estimates suggest that Wandsworth has a higher proportion of 18-29 year olds who are economically active than any other London Borough, and the proportion of income benefit claimants is low. However, significant pockets of deprivation exist within the borough. According to official labour market statistics for the calendar year 2009, 4.2% of the population aged between 16 and 24 were on income support, but the proportion in the Latchmere ward (which is most of the BLSW11 area) is more than twice as high (9.6%). Since 2008 there has been an increase in the number of Job Seeker Allowance claimants.

3874 of working age residents in the Latchmere ward were not in work at the time of 2011 census, 1270 had never worked.

There are sharp variations between wards. In February 2010, 4.8% of the working age population in Latchmere were on lone parent benefits, compared to 0.6% in Northcote (neighbouring ward). The percentage of children aged 0-19 living in households claiming benefits, as at May 2008, followed a similar distribution, with 41.0% (1,315 children) in Latchmere compared to 7.2% (220) in Northcote.

#### Education

#### “Good but with a lot of ‘imports’ and ‘exports’”

There are 4 state primary schools in the area, 2 independent schools and 1 state secondary just outside the boundary.

Statistics for the 4 state primary schools:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Falconbrook | High View | Sacred Heart | Christchurch |
| Number of pupils | 290 | 309 | 445 | 196 |
| Number of teachers | 21 | 21 | 30 | 11 |
| % English not first language  | 64.7 | 46.8 | 66.5 | 40.4 |
| % eligible for free school meals | 52.5 | 35.7 | 30.6 | 43.8 |
| Ofsted rating | Good | Good | Good | Good |

***Statement about education***

The population of maintained schools differs from the borough resident population due to pupils seeking education in other boroughs (“exports”) and the independent sector and a significant “import” of pupils from neighbouring boroughs, in particular Lambeth. This results in a larger Black, Asian and minority ethnic (BAME) school population than is the case in the resident population.

For more than 2000 residents of the usual 14,702 residents in Latchmere English is not their main language.

## Safety & well-being

#### Crime in the area

#### “Majority anti-social behaviour”

There were 1279 recorded crimes in 2012/13. A snapshot of one month’s crime showed that 62% were due to antisocial behaviour and 26% were crimes against the person.

In December 2013, 49 recorded crimes were due to Anti-Social Behaviour. Crime levels did seem to be lower in 2013 than in 2012. All crime in December 2013 totalled 115 incidents compared with 146 in December 2012 and 111 in November 2013 compared with 204 in November 2012.

The London Riots happened in the summer of 2012, part of them happening in Clapham Junction, which has since attracted a lot of attention and support for the area.

Of the 23 violence and sexual crimes recorded in Dec 13, 19 happened on the York Road Estate in the heart of the Big Local Area.

**May – Dec 2013**

| **Crime type** | **Total** | **Percentage** |
| --- | --- | --- |
| **Anti-social behaviour** | 415 | 32.55% |
| **Bicycle theft** | 47 | 3.69% |
| **Burglary** | 70 | 5.49% |
| **Criminal damage and arson** | 70 | 5.49% |
| **Drugs** | 65 | 5.10% |
| **Other crime** | 12 | 0.94% |
| **Other theft** | 86 | 6.75% |
| **Possession of weapons** | 4 | 0.31% |
| **Public order** | 50 | 3.92% |
| **Robbery** | 54 | 4.24% |
| **Shoplifting** | 15 | 1.18% |
| **Theft from the person** | 67 | 5.25% |
| **Vehicle crime** | 102 | 8.00% |
| **Violence and sexual offences** | 218 | 17.10% |

#### Housing

Industry declined and moved away from the area in the 1970s, and local government sought to address chronic post-war housing problems with large scale clearances and the establishment of planned housing. More recently, some decades after the end of large scale local industry, residential overspill from fashionable [Chelsea](http://en.wikipedia.org/wiki/Chelsea%2C_London), the area to the north across the Thames, has changed the character of much of Battersea. Factories have been demolished and replaced with modern apartment buildings. Some of the council owned properties have been sold off and several traditional working men's pubs have become more fashionable bistros, although much local authority housing and industrial areas still remain.

There has been considerable redevelopment over the previous decade on brownfield sites (previously industrial land) within the Borough of Wandsworth, with around 10,000 new homes built since 2001/02. There has been a huge amount of development along the river front next to the Big Local Area bringing in new commuters and young professionals.

In 2009, it was announced that a new US embassy would be constructed about a mile up the road at Nine Elms. This development would also see the building of luxury apartments in the area.

The largest council housing estate is the Winstanley Estate which together with the York Road, Falcon, Kambala, Badric Court and Wayland Road estates, make up a neighbourhood housing around 15,000 residents.

The area also has a mix of private housing and terraced streets with an average house price of £700,000 upwards. For a 4 bed terraced house in ‘Little India’ the price is around £1.1 million.

#### Local services

#### “No shortage”

Local Services and play areas can be broken down into three groups and defined as following:

* Public – e.g. community schools, play areas, healthcare service, sheltered housing
* Community – e.g. places of worship, community centres supported by local council funding
* Local Businesses – e.g. retail shops, pubs, hairdressers

There are 3 doctors surgeries in the area, one post office, a fire station and Clapham Junction Railway station.

There are two large open green park areas - York Gardens and Falcon Park - and a supervised adventure playground. This is in addition to separate ring-fenced but unsupervised children play areas/grounds within each estate as well as two operational club rooms run by active resident associations who provide closed but supervised play areas.

There is no shortage of community services offering a wide range of activities and events - from places of worship for different dominations, youth clubs, after school services or lunch clubs. Although some of the services are delivered at no cost to the user there are some where the users are expected to make a monetary contribution i.e. subs for youth club or pay a set cost for using the service for example the leisure facilities, holiday play-schemes or some of the sheltered or retirement housing.

There are two council run Leisure centres in the area plus a few private gyms/fitness shops.

Falcon Road runs through the heart of the area and many of the shops and public services are based along here. Battersea Park Road runs along the side of the area but provides more in the way of shops and restaurants.

Along Falcon Road the majority of the local businesses are sole traders, the majority of which are fast food or convenience stores and personal services such as hairdressing. Along the side of the area Battersea Park Road and Battersea High Street, which are closer to the private housing, have more upmarket interior design shops, a Sainsbury’s and many restaurants.

Most residents will travel under the railway bridge to the other side of Clapham Junction where there is the shopping street of St John’s Road and Northcote Road as well as to visit the large Asda, banks or post office.

#### Health

#### “In comparison, low health outcomes”

According to the 2011 census 87% of residents have a good to very good health rating.

Northcote is a neighbouring ward, the other side of the railway lines and has visibly different health outcomes.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 21: Deprivation, prevalence of CVD risk factors, and CVD mortality Ward**  | **IMD**  | **Ethnicity % (Asian, black, mixed)**  | **Hyper-tension %**  | **Stroke %**  | **Diabetes %**  | **CHD %**  | **CVD SMR**  | **Z Score**  |
| Latchmere  | 36.9  | 34.05  | 8.86  | 0.80  | 3.89  | 1.46  | 196.4  | 1.39  |
| Northcote  | 13.8  | 12.62  | 7.11  | 0.56  | 3.02  | 1.09  | 97.7  | -1.37  |

CHD – Coronary heart disease: CVD – cardio vascular disease

Z score **-** a score expressed in standard deviation units from a given mean of age-matched controls.

Across the borough of Wandsworth it is estimated that there will be 2,965 children affected by a mental health disorder (i.e. around 9.6% of the 5-16 population). Prevalence of disorders is higher amongst boys at 11.4% (1743) compared with 7.8% of girls (1223). The highest absolute prevalence was estimated in the wards of West Hill (205), Roehampton (188), West Putney (188) Furzedown (187) and Latchmere (181).

The most common mental health disorder in children aged 5-16 is conduct disorder, estimated to affect 1758 children in Wandsworth. The next most common disorders, each estimated to affect around 1,000 children, are anxiety and emotional disorders. Other disorders are markedly less common.

The recorded prevalence of smoking in the adult population was highest in the most deprived ward (Latchmere, 5,032). However, recorded prevalence was not closely linked to deprivation.

## Influence & ownership

#### Local business

#### “Small and independent”

Work is underway to consult independent businesses about their association or membership with Big Local SW11. We have established there are public and private business networks which operate within BLSW11 such as:

* Battersea Society
* Battersea Community Forum
* Battersea High Street Traders Association
* Wandsworth Town Centre Partnership
* The RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce)
* All-Party Parliamentary Group for **Town Centres**

On the peripheries of BLSW11 there are organisations such as Northcote Rd.co.uk or St John's Hill.co.uk who appear to be highly organised groups and make a difference to their community. One of the projects hopes to replicate something of their street festivals in the heart of Big Local SW11 and learn from what they have already achieved.

## Community & Belonging

#### “Diverse”

There are over 15,000 people living in the area and it is on the whole a young area with the average age being 34. 80% of the population are adults and 66% of people live in a flat or apartment, the majority in a 2 bedroom place.

27% live in single person households, 15% in shared accommodation, 12% are lone parents with dependent children, 11% are couples with children at home.

Over 50% are Christian, 35% None or not stated, 8% Muslim and the next biggest group are Hindu at 2%.

Of the 15,358 population who responded to the Census in 2011, only 9,268 were born in the UK.

There are therefore lots of different communities in the area based on ethnicity and religion as well as many other connections. This creates a perception of an area fragmented by the number of ‘closed’ communities existing.

# Appendix 2: Housing Tenure

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tenure - Households (2011)** |   |   |   |   |
|   | Latchmere | % | Wandsworth | London |
| All Households | 6756 | 100 | 130493 | 3266173 |
| Owned; Total | 1917 | 28.4 | 59393 | 1576207 |
| Owned; Owned Outright | 709 | 10.5 | 24067 | 689898 |
| Owned; Owned with a Mortgage or Loan | 1208 | 17.9 | 35326 | 886309 |
| Shared Ownership (Part Owned and Part Rented) | 125 | 1.9 | 1911 | 42108 |
| Social Rented; Total | 3177 | 47.0 | 26516 | 785993 |
| Social Rented; Rented from Council (Local Authority) | 2788 | 41.3 | 16752 | 439727 |
| Social Rented; Other Social Rented | 389 | 5.8 | 9764 | 346266 |
| Private Rented; Total | 1473 | 21.8 | 41317 | 819085 |
| Private Rented; Private Landlord or Letting Agency | 1402 | 20.8 | 39171 | 775591 |
| Private Rented; Employer of a Household Member | 5 | 0.1 | 284 | 5410 |
| Private Rented; Relative or Friend of Household Member | 56 | 0.8 | 1536 | 27937 |
| Private Rented; Other | 10 | 0.1 | 326 | 10147 |
| Living Rent Free | 64 | 0.9 | 1356 | 42780 |
|  |  |  |  |  |
| **Tenure - Households (2001)** |   | % |   |   |
|   | Latchmere |   | Wandsworth | London |
| All Households | 5839 | 100 | 115653 | 3015997 |
| Owned | 1822 | 31.2 | 60203 | 1704719 |
| Owned: Owns outright | 601 | 10.3 | 21350 | 665061 |
| Owned: Owns with a mortgage or loan | 1176 | 20.1 | 37863 | 1010629 |
| Owned: Shared ownership | 45 | 0.8 | 990 | 29029 |
| Social rented | 3026 | 51.8 | 26551 | 790371 |
| Social rented: Rented from Council (Local Authority) | 2714 | 46.5 | 17167 | 516242 |
| Social rented: Other social rented | 312 | 5.3 | 9384 | 274129 |
| Private rented | 887 | 15.2 | 27169 | 467083 |
| Private rented: Private landlord or letting agency | 775 | 13.3 | 25008 | 432482 |
| Private rented: Employer of a household member | 41 | 0.7 | 389 | 6049 |
| Private rented: Relative or friend of a household member | 60 | 1.0 | 1385 | 20109 |
| Private rented: Other | 11 | 0.2 | 387 | 8443 |
| Living rent free | 104 | 1.8 | 1730 | 53824 |

# Appendix 3: Latchmere Ward: Last Worked (2011)



# Appendix 4: Economic Activity (March, 2011)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Latchmere | Wandsworth | London | England |
| All Usual Residents Aged 16 to 74 | Count | 11877 | 243533 | 6117482 | 38881374 |
| Part-Time | Count | 1185 | 18968 | 666513 | 5333268 |
| Part-Time | % | 10 | 7.8 | 10.9 | 13.7 |
| Full-Time | Count | 5448 | 123965 | 2437797 | 15016564 |
|  Full-Time | % | 45.9 | 50.9 | 39.8 | 38.6 |
| Self-Employed | Count | 1092 | 29535 | 712893 | 3793632 |
| Self-Employed | % | 9.2 | 12.1 | 11.7 | 9.8 |
|  Unemployed | Count | 716 | 9311 | 318500 | 1702847 |
|  Unemployed | % | 6 | 3.8 | 5.2 | 4.4 |
| Full-Time Student | Count | 391 | 8010 | 248514 | 1336823 |
| Full-Time Student | % | 3.3 | 3.3 | 4.1 | 3.4 |
| Retired | Count | 781 | 15140 | 512057 | 5320691 |
|  Retired | % | 6.6 | 6.2 | 8.4 | 13.7 |
| Economically Inactive; Student  | Count | 792 | 14599 | 477543 | 2255831 |
| Economically Inactive; Student  | % | 6.7 | 6 | 7.8 | 5.8 |
| EI ; Looking After Home or Family | Count | 523 | 10424 | 320880 | 1695134 |
| EI; Looking After Home or Family | % | 4.4 | 4.3 | 5.2 | 4.4 |
| EI; Long-Term Sick or Disabled | Count | 549 | 7027 | 226992 | 1574134 |
| EI; Long-Term Sick or Disabled | % | 4.6 | 2.9 | 3.7 | 4 |
| Economically Inactive; Other | Count | 400 | 6554 | 195793 | 852450 |
| Economically Inactive; Other | % | 3.4 | 2.7 | 3.2 | 2.2 |
| Unemployed; Age 16 to 24 | Count | 170 | 1825 | 70871 | 471666 |
| Unemployed; Age 16 to 24 | % | 1.4 | 0.7 | 1.2 | 1.2 |
| Unemployed; Age 50 to 74 | Count | 87 | 1585 | 53243 | 315863 |
| Unemployed; Age 50 to 74 | % | 0.7 | 0.7 | 0.9 | 0.8 |
| Unemployed; Never Worked | Count | 163 | 1534 | 65363 | 276121 |
| Unemployed; Never Worked | % | 1.4 | 0.6 | 1.1 | 0.7 |
| Long-Term Unemployed | Count | 314 | 3589 | 124542 | 668496 |
| Long-Term Unemployed | % | 2.6 | 1.5 | 2 | 1.7 |

# Appendix 5: Latchmere Ward: Population Density 2013



# Appendix 6: Ethnicity 2011



**Latchmere Ward: Ethnicity 2001**



# Appendix 7: Industry



# Appendix 8: Business Sectors by Numbers

Number of Enterprises by Type of Activity in SW11 2 and 3

|  |  |
| --- | --- |
| Activity/Sector | No’s |
| Publishing | 3 |
| Manufacture | 7 |
| Construction | 15 |
| Motor Vehicles | 5 |
| Wholesale | 12 |
| Retail | 39 |
| Hotels | 2 |
| Campsites | 2 |
| Restaurants | 31 |
| Public Houses | 7 |
| Taxi Firms | 6 |
| Storage | 2 |
| Couriers | 3 |
| Telecoms | 2 |
| Finance | 7 |
| Property Related | 17 |
| Computer Related | 10 |
| Accountancy | 4 |
| Business Consultancy | 6 |
| Architects | 7 |
| Recruitment Agency | 2 |
| Other Businesses | 12 |
| Education | 8 |
| Medical | 6 |
| Dental | 3 |
| Social Work | 3 |
| Religious Organisation | 4 |
| Charity and Arts | 20 |
| Hairdressing | 4 |
| Physical Well Being | 5 |
|  |  |

# Appendix 9: House Prices

House Prices May 2014 – May 2015

**Wandsworth**

|  |  |  |  |
| --- | --- | --- | --- |
|   | May 2014 | May 2015 | Change |
|

|  |
| --- |
|  |

 |  Detached | £1,698,500 | £1,350,000 | -21% |
|

|  |
| --- |
|  |

 |  Semi | £1,328,333 | £1,230,000 | -7% |
|

|  |
| --- |
|  |

 |  Terraced | £974,863 | £1,259,745 | +29% |
|

|  |
| --- |
|  |

 |  Flat | £532,462 | £499,279 | -6% |
|

|  |
| --- |
|  |

 |  All | £630,058 | £781,862 | +24% |

**SW11**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Jun 2014 | Jun 2015 | Change |
|

|  |
| --- |
|  |

 |  Detached | £1,781,667 | £1,340,000 | -25% |
|

|  |
| --- |
|  |

 |  Semi | £1,515,000 | £700,000 | -54% |
|

|  |
| --- |
|  |

 |  Terraced | £1,243,815 | £1,299,474 | +4% |
|

|  |
| --- |
|  |

 |  Flat | £594,306 | £638,448 | +7% |
|

|  |
| --- |
|  |

 |  All | £792,680 | £789,841 | -0% |

**Change in SW11 2010-2015**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Jun 2010 | Jun 2015 | Change |
|

|  |
| --- |
|  |

 |  Detached | £520,000 | £1,340,000 | +158% |
|

|  |
| --- |
|  |

 |  Semi | £929,429 | £700,000 | -25% |
|

|  |
| --- |
|  |

 |  Terraced | £705,388 | £1,299,474 | +84% |
|

|  |
| --- |
|  |

 |  Flat | £392,765 | £638,448 | +63% |
|

|  |
| --- |
|  |

 |  All | £491,080 | £789,841 | +61% |

Source: <http://www.home.co.uk/guides/house_prices_report.htm?location=wandsworth&lastyear=1>

All Sources: Office for National Statistics; NOMIS, LB Wandsworth Area Profiles, Purchased Business Database

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1. <http://webarchive.nationalarchives.gov.uk/20110218135832/rds.homeoffice.gov.uk/rds/pdfs10/hosb1210.pdf> [↑](#footnote-ref-1)