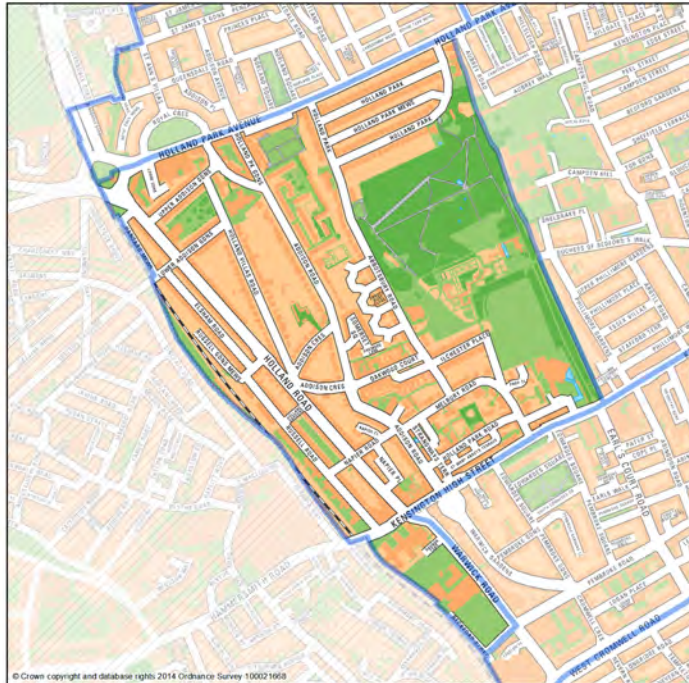




THE ROYAL BOROUGH OF  
**KENSINGTON  
AND CHELSEA**

# Holland Ward Profile



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Map produced by the  
Property and Land Applications Team (PLAT)  
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## Introduction

The Census occurs once every ten years, the most recent of which fell on 27 March 2011. This report gives a summary of Census data for Holland ward.

In 2014, each ward in Kensington and Chelsea had changes made to its ward boundaries meaning that no Census data exists specifically for these new wards by the Office for National Statistics. To alleviate the data gap, this summary uses Output Areas (OAs) as the building blocks for the new wards. OAs are the smallest Census geography, containing circa 150 residents. OAs are allocated using a best fit model, therefore ensure that these profiles are treated, and the numbers they contain, as being illustrative only.

For ease of use Census data has been subdivided into three distinct themes:

### - Who we are...

Population, ethnic group, country of birth, passports held, religion, health

### - How we live...

Marital status, living arrangements, household composition, accommodation, tenure, car or van availability, overcrowding

### - What we do...

Economic activity, hours worked, qualifications and students, industry, occupation, unpaid care

**Disclaimer:** All data relates to the Census 2011 figures released by the ONS and all figures are rounded to one decimal place in the text and to one significant figure in the charts.

## Headline data

Rankings are for the 18 wards in the borough and are sorted in descending order.

### In Holland...

...the usual residents population is 9,145. The workplace population is 8,310 a decrease of 9.1 per cent compared to the usual residents population.

... the population density is 94.5 people per square hectare, ranked 16 highest and compares to 130.8 in the borough.

...English is the main language for 69.3 per cent of residents (6,101).

...3.9 per cent of residents speak French as a first language, 4.8 per cent speak Arabic and 2.9 per cent speak Spanish as a first language.

...65.2 per cent of all residents are classified as having a White ethnicity.

...7.4 per cent of residents gave their ethnicity as Arab, the 1st highest percentage in the borough.

...34.5 per cent of residents gave a nationality that relates to Britain or Northern Ireland, ranked 7th in the borough, compared to the average of 30.9 in Kensington and Chelsea and 38.3 per cent in London.

...45.5 per cent of residents were born in the UK compared to 50.1 per cent in Kensington and Chelsea.

...16.4 per cent of residents arrived in the UK within the last seven years.

...55.8 per cent of residents have a UK passport.

...46.9 per cent of households are owner occupied, a decrease of 5.3 percentage points whereas the private rented sector has increased by 11.3 percentage points to 39.3 per cent of households.

...48.0 per cent of households do not have access to a car or van, compared to the borough average of 56.0 per cent.

...58.4 per cent of residents have a level 4 (degree equivalent or above) qualification.

...32.3 per cent of working residents work more than 49 hours per week.

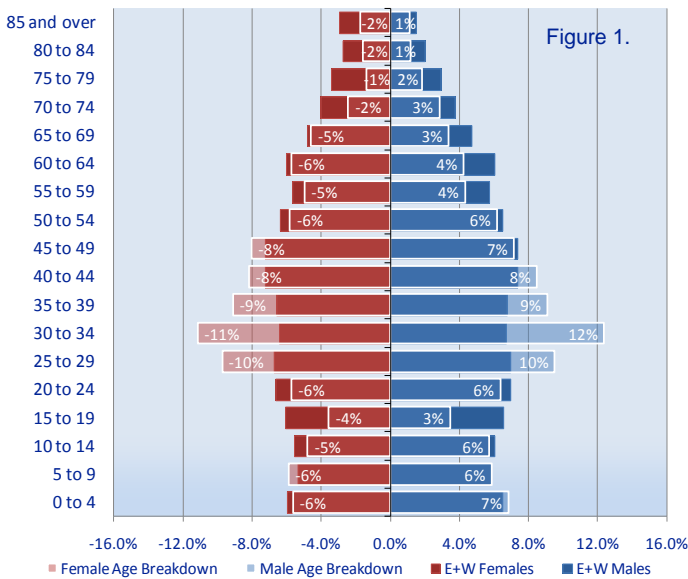
# Who we are...

## Population Overall

The population of Holland is 9,145 residents and is the 11th highest populated in the borough. The population of Kensington and Chelsea decreased by 0.2 per cent from 158,896 to 158,649 residents from 2001 to 2011.

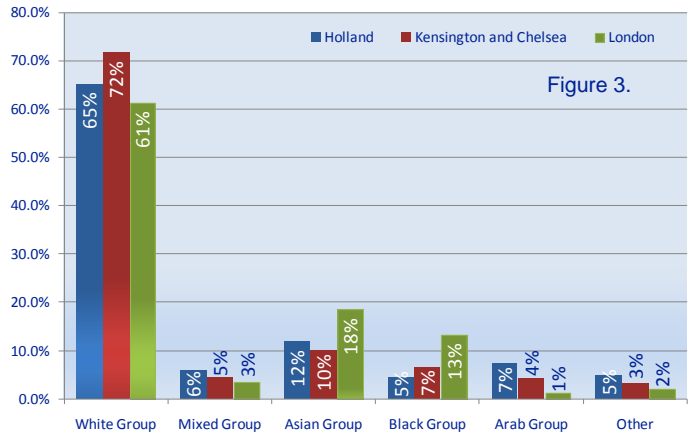
## Population Age

Figure 1 shows the age structure of Holland compared to England and Wales split by gender, and notably shows higher numbers of male residents aged between 20 and 49. Overall in 2011, 26.9 per cent of residents are aged less than 24, 62.0 per cent between 24-64 (of working age) and 11.1 per cent are aged over 65 (i.e. of pensionable age). In Kensington and Chelsea overall, 25.9 per cent are aged less than 24, 62.1 per cent between 24 and 64 and 12.0 per cent aged 65 and over.



## Ethnic Group

Figure 3 shows the broad ethnic groups in Holland, Kensington and Chelsea and London. The **White group** makes up 65.2 per cent, the **Mixed group** makes up 5.9 per cent, the **Asian group** makes up 11.9 per cent, the **Black group** makes up 4.5 per cent, the **Arab group** makes up 7.4 per cent and the **Other Ethnicity group** makes up the remaining 5.0 per cent.



34.1 per cent of residents identified themselves as **White: English/Welsh/Scottish/Northern Irish/British** and a further 29.1 per cent of residents identified themselves as **Other White**.

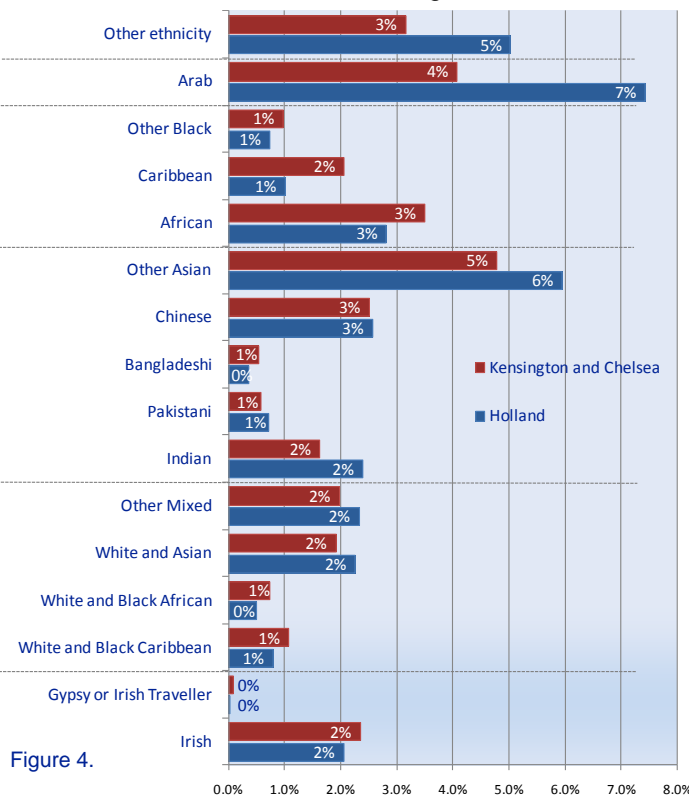
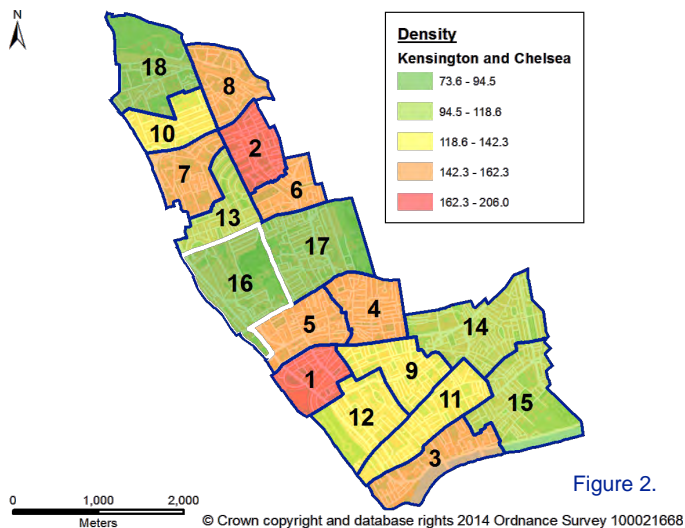
2.3 per cent of residents (212) identified their ethnicity as **Other Mixed**, ranked 3rd in the borough.

5.9 per cent of residents (543) identified their ethnicity as **Other Asian**, ranked 3rd in the borough.

2.8 per cent of residents (257) identified their ethnicity as **African**, ranked 8th in the borough.

## Population Density

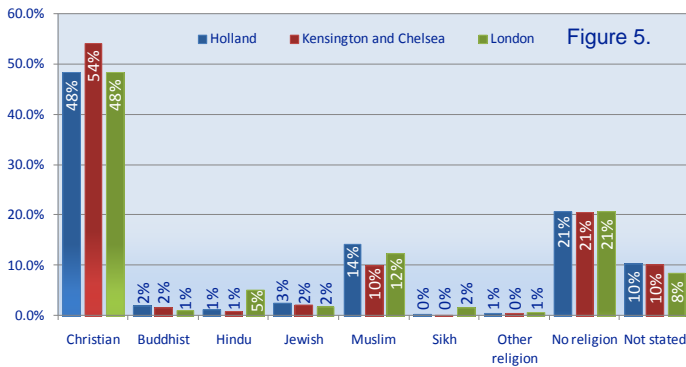
Holland has a population density (see figure 2) of 94.5 people per hectare (ranked 16th), compared to 130.8 in Kensington and Chelsea and 52.0 people per hectare in London. Holland's Population density is one of the lowest due to the large area of land occupied by Holland Park and the larger number of low density properties with accompanying gardens. Holland Villas Road in particular has a high number of detached properties.



# Who we are (continued)...

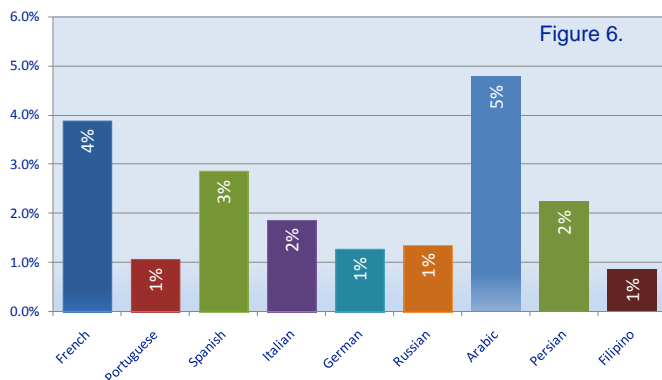
## Religion

Figure 5 shows the spread of religions in Holland compared with the borough averages. Overall the majority, 48.4 per cent, of the population of Holland are **Christian** (4,422 residents, ranked 16th), 14.2 per cent are **Muslim** (1,296 residents, ranked 4th) and 20.7 per cent have **no religion** (1,897 residents, ranked 10th).



## Language

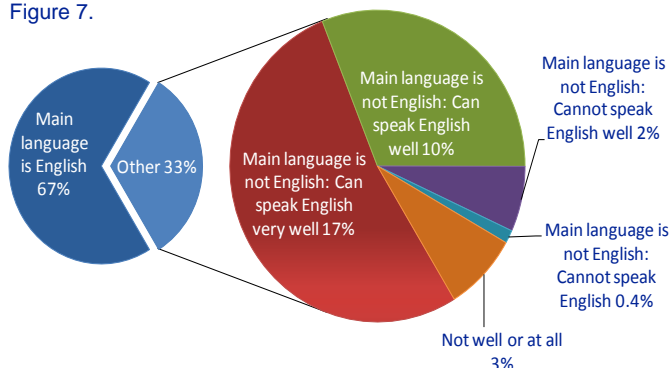
In Holland, **English** is the main language for all occupants in 69.3 per cent of all households (6,101 residents, ranked 13th). 3.9 per cent of residents speak **French** as a main language (342 residents, ranked 11th). 4.8 per cent speak **Arabic** as a main language (421 residents, ranked 3rd).



## Proficiency in English

For 67.5 per cent of residents, **English** is the main language (ranked 13th) and where English is not their main language, 17.1 per cent speak English **very well** (ranked 8th) and 10.1 per cent speak English **well** (ranked 2nd). 2.2 per cent **cannot speak English well** (ranked 7th) and 0.4 per cent **cannot speak English** (ranked 2nd).

Figure 7.



## National Identity

34.5 per cent of residents gave a national identity that relates to **Britain or Northern Ireland** (3,153 residents, ranked 7th) compared to 30.9 per cent in the borough and 38.3 per cent in London (figure 8).

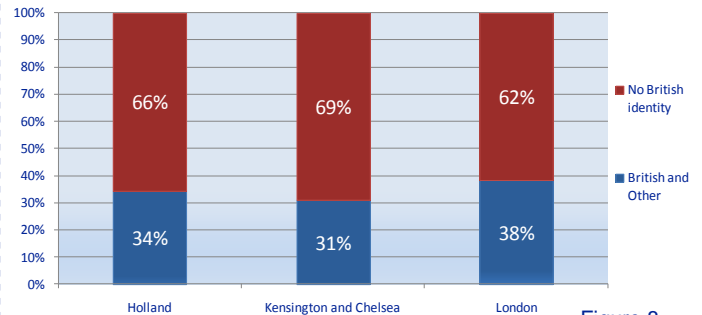


Figure 8.

## Health

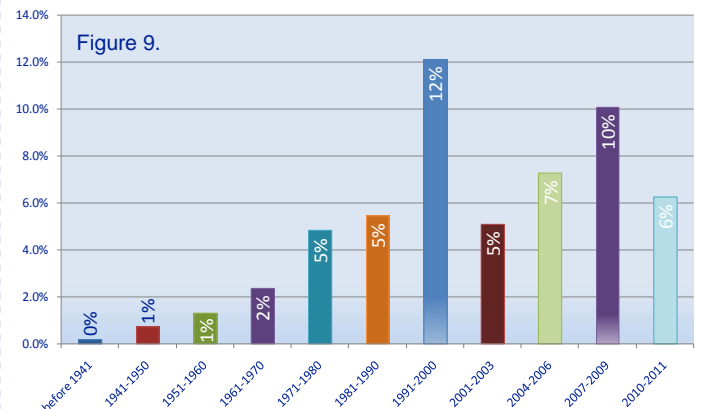
Overall, Kensington and Chelsea is ranked first in England and Wales for the percentage of residents that assess their health as **very good** (57.8 per cent compared to 50.5 per cent in London). In Holland 59.1 per cent of residents assess their health as **very good** and 29.3 per cent selected **good health**. 2.7 per cent of residents assess their health as **bad** (ranked 9th) and 1.1 per cent as **very bad** (ranked 9th). This is lower than the London average (3.7 per cent and 1.2 per cent).

## Long Term Limiting Illness

10.3 per cent of residents in Holland have a **long term limiting illness** (939 residents, ranked 11th), compared to 12.3 per cent in Kensington and Chelsea and 14.1 per cent in London.

## Length of Residence in UK and Age of Arrival in the UK (Please Note: Figures Relate to 2011)

44.1 per cent of residents of Holland were born in the UK, 27.1 per cent of residents arrived **more than 10 years ago** (2,477 residents, ranked 3rd), 12.4 per cent in the **last five to 10 years** (1,135 residents, ranked 9th) and 16.4 per cent arrived in the **last five years** (1,497 residents).



Of those **not born in the UK** 29.5 per cent of residents arrived in the UK aged between **0-19**, 62.2 per cent between **20-44**, 7.5 per cent between the ages of **45-64** and 0.8 per cent **65 plus** when they arrived in the UK.

# Who we are continued...

## World Regions (figure 10)

Figure 10 shows country of birth by number and per cent of residents in Holland and Kensington and Chelsea by world region and figure 11 shows the number and percentage for selected European countries. Overall 41.8 per cent of residents in Holland were born in **England** (3,822 residents, ranked 13th), higher than the borough average of 45.6 per cent.

9.5 per cent of residents (871 residents, ranked 1st) were born in the **Middle East**, 5.2 per cent higher than the borough average. Holland residents were also born in **North America** (574 residents, 6.3 per cent, ranked 10th), **South East Asia** (306 residents, 3.3 per cent, ranked 6th), **Eastern Asia** (218 residents, 2.4 per cent, ranked 8th) and residents born in the **UK and Ireland** (4,161 residents, 45.5 per cent, ranked 13th).

## Europe (figure 11)

3.4 per cent of the population of Holland were born in **France** (308 residents, ranked 11th) compared to 4.2 per cent in the borough. 2.2 per cent of residents were born in **Italy** (200 residents, ranked 12th), 1.5 per cent in **Germany** (137 residents, ranked 13th) and 1.2 per cent in **Spain** (114 residents, ranked 16th).

## Passports Held (figure 12)

55.8 per cent of residents in Holland have a **UK passport** (5,500 residents, ranked 10th), 2.3 percentage points lower than the borough average. Excluding the UK and Ireland, 17.2 per cent of residents have another **European passport** (1,699 residents, ranked 11th). 8.9 per cent of residents in Holland have a passport from the **Middle East and Asia** (874 residents, ranked 4th).

Figures in blue represent the ward and figures in red represent Kensington and Chelsea.

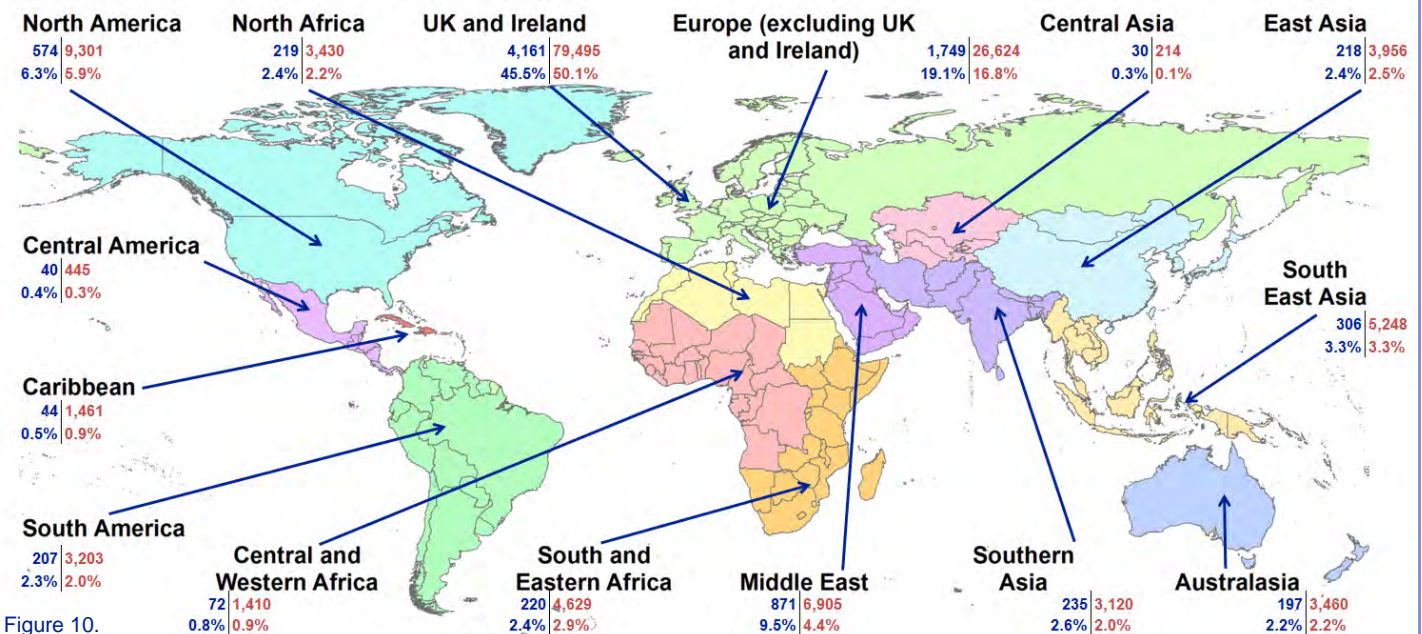


Figure 10.

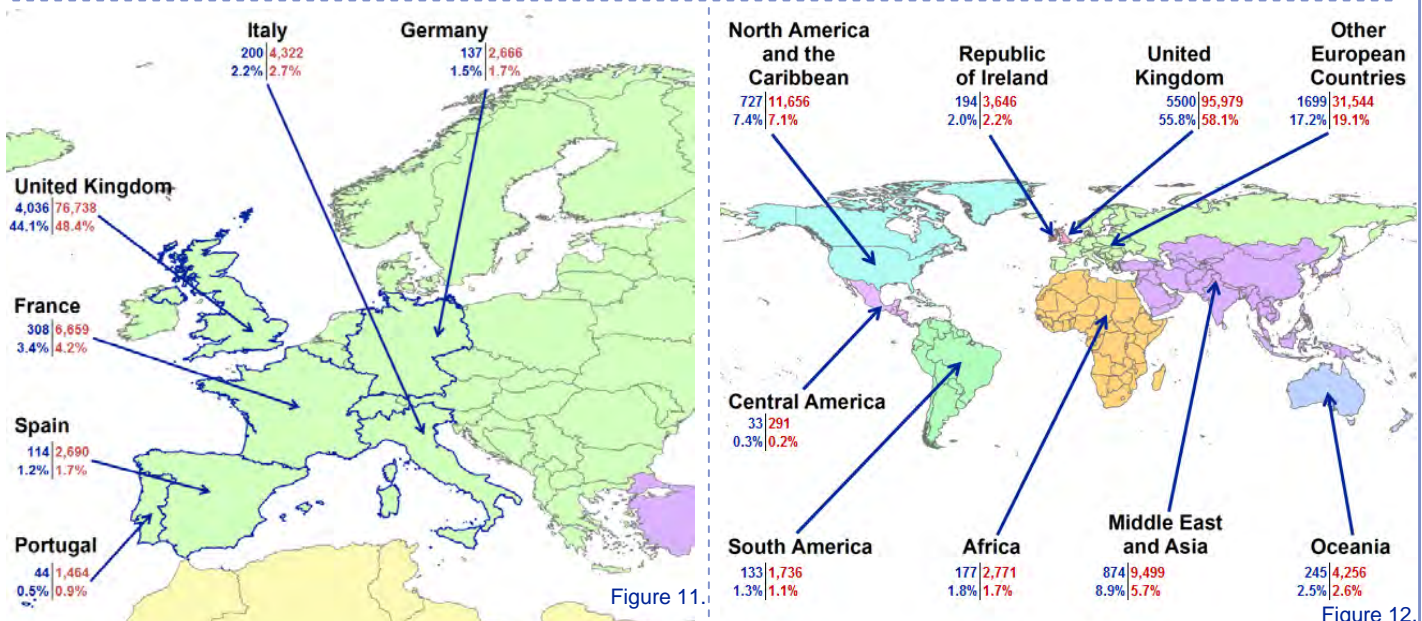


Figure 11.

Figure 12.

# How we live...

## Accommodation Type

**Flats** account for 81.4 per cent of all household spaces in Holland (3,281 households, ranked 8th) compared to 83.1 per cent in the borough and 52.2 per cent in London. **Houses** account for 18.6 per cent of household spaces (752 properties ranked 9th) in Holland compared to 16.9 per cent in the borough and 47.8 per cent in London).

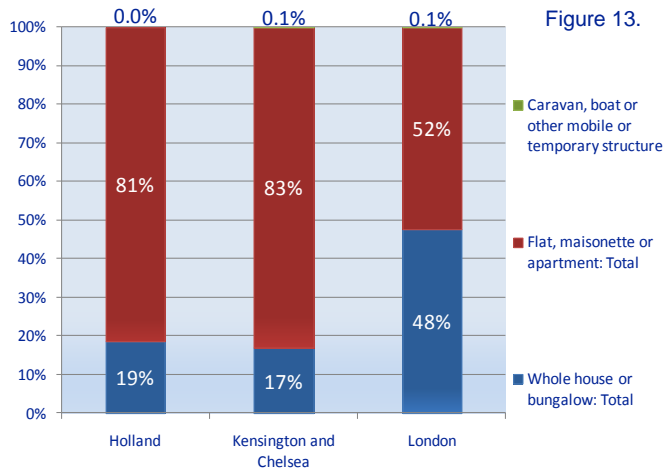


Figure 13.

## Tenure

46.9 per cent of households in Holland are **owner occupiers (including shared ownership)** (1,928 households, ranked 3rd) compared to 36.6 per cent in the borough and 49.5 per cent in London.

The **private rented** sector accounts for 39.3 per cent of households (1,614 households, ranked 10th), and compares to 35.8 per cent in the borough and 25.1 per cent in London.

**Social rented** properties in the borough and London account for 24.5 and 24.1 per cent respectively and 13.8 per cent in Holland (566 properties, ranked 11th).

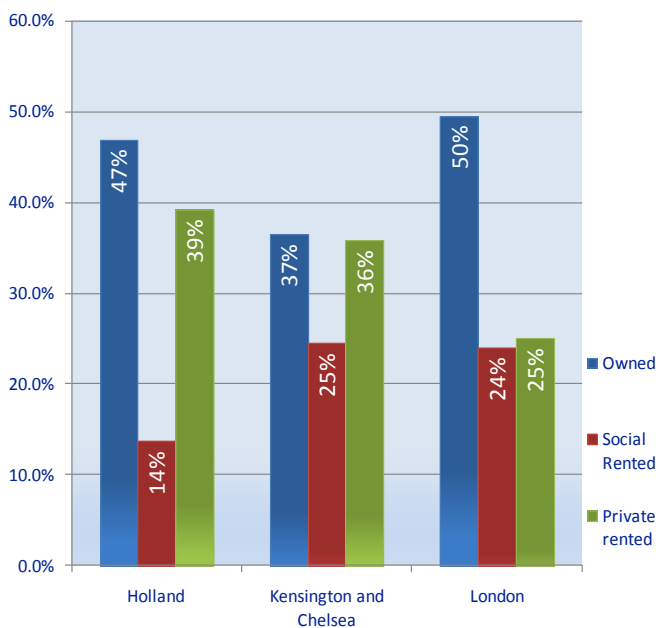


Figure 14.

## Overcrowding (Bedroom Score)

An occupancy score of -1 or less shows that there is at least one too few bedrooms to adequately accommodate the individuals residing in a household. 8.1 per cent of households in Holland are **overcrowded** (347 households, ranked 8th). This compares to 8.3 per cent of households in the borough and 11.3 per cent in London.

## Marital and Civil Partnership Status

42.3 per cent of adult residents are **single** (3,172 residents, ranked 16th), compared to 48.2 per cent in the borough and 44.1 per cent in London. 43.2 per cent are **married** (including civil partnerships) (3,238, ranked 2nd) compared to 36.3 per cent in the borough and 40.2 per cent in London. 3.0 per cent are **separated**, 7.7 per cent are **divorced** and 3.8 per cent are **widowed**.

## Household Composition

**One person households** (where the occupant is aged less than 65 years) account for 31.4 per cent of households in Holland (1,336 households, ranked 15th), compared to 36.0 per cent in the borough (*figure 15*).

**Pensioner households** (including lone, family and other pensioners) account for 12.3 per cent of households (523, ranked 11th), lower than the borough average (13.6 per cent). **Single pensioner households** account for 8.5 per cent (362, ranked 15th) (*figure 15*).

**Lone parent households** make up 8.8 per cent (375, ranked 7th) in Holland, higher than the borough average of 8.2 per cent (*figure 15*).

**Cohabiting couples** make up 7.5 per cent (318 households, ranked 11th). **Married couples** (including civil partnerships) account for 26.6 per cent of households (1,131 households, ranked 3rd) (*figure 15*).

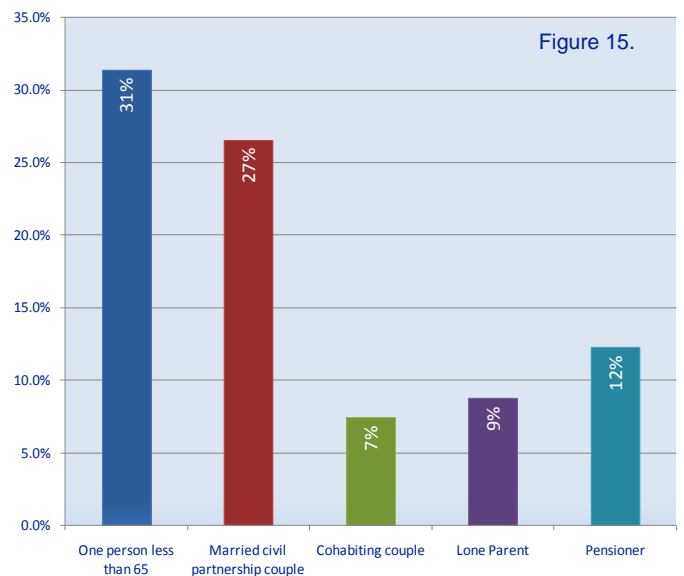


Figure 15.

# How we live continued...

## Second Homes

A second home is an address at which a person stays for more than 30 days per year that is not a person's place of usual residence (this might include people working away from home, a student's home address or a holiday home etc.). In Holland, 19.7 per cent of households are classified as a **second address** (1,799 households, ranked 10th).

Of these, 35.7 per cent are second addresses **in the UK** (643 households, ranked 14th) and 64.3 per cent are **outside the UK** (1,156 households, ranked 5th).

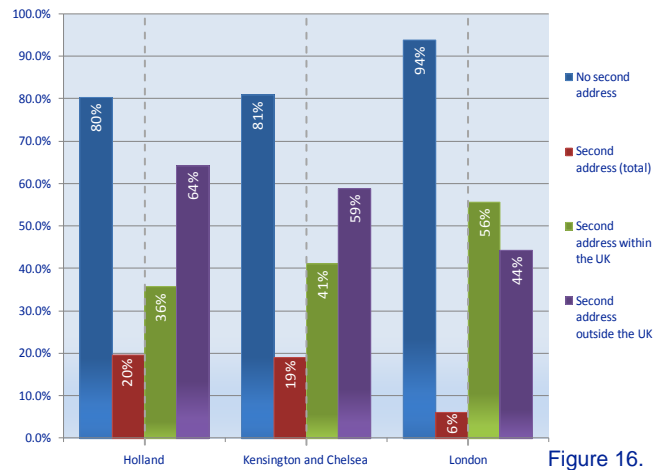


Figure 16.

## Household Deprivation

Household deprivation is used to classify households that fall within any or all of the four deprivation characteristics.

1. Employment: person within a household not a full-time student who is unemployed or long term sick,
2. Education: no person in the household has at least level 2 education and no person aged 16-18 is a full-time student,
3. Health and disability: any person in the household has general health 'bad or very bad' or has a long term health problem,
4. Housing: where accommodation is either overcrowded, with an occupancy rating -1 or less, or is in a shared dwelling, or has no central heating.

In Holland, 32.8 per cent of households have **one dimension of deprivation**, 13.3 per cent have two, 4.4 per cent have three and 1.0 per cent have four. 48.5 per

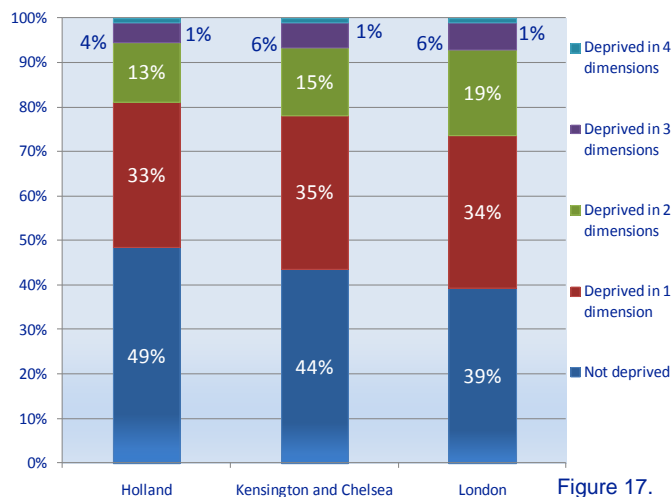


Figure 17.

cent of households in Holland are **not deprived in any dimension** compared to the borough average of 43.6 per cent.

## Access to a Car or Van

48.0 per cent of households in Holland **do not have access to a car or van** (2,044, ranked 17th).

39.0 per cent of residents in Holland have access to **one car**, 10.4 per cent have access to **two cars**, 1.9 per cent have access to three cars and 0.8 per cent have access to **four or more cars**.

Over half of all households in the borough (56.0 per cent) **do not have access to a car or van**, this is the ninth highest percentage nationally and has increased by 5.6 per cent since 2001. In London, 41.6 per cent of households do not have access to a car or van.

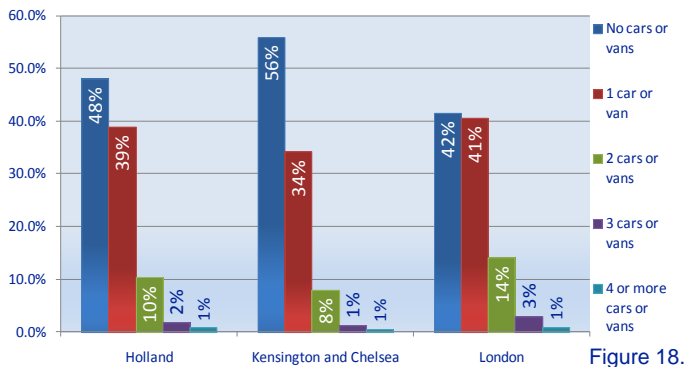


Figure 18.

## Area Classification

Area classifications group together geographic areas according to key characteristics common to the population in that grouping. These groupings are called clusters, and are derived using 2011 Census data. Holland is defined as **"Aspiring and Affluent"** with a 51.6 per cent majority falling into this category (ranked 13th). The borough on average is classified as **"Aspiring and Affluent"** with a 72.2 per cent coverage.

**Aspiring and Affluent Definition:** Higher proportion of people aged 0 to 14, higher proportion of people married, higher proportion of people who are of mixed ethnicity, lower proportion of households with full-time students, a higher proportion of households are semi-detached or terraced, more likely to work in the information and communication, and financial related industries and use public transport to get to work.

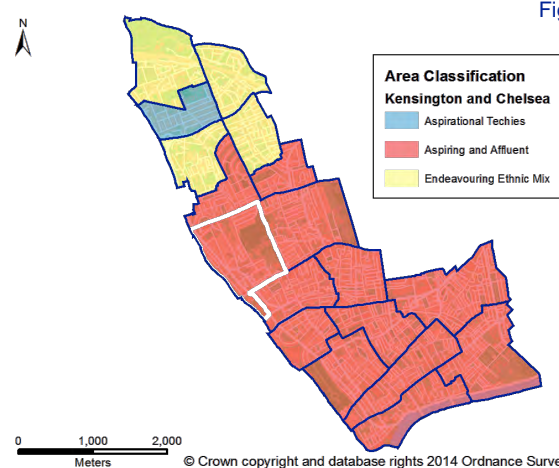


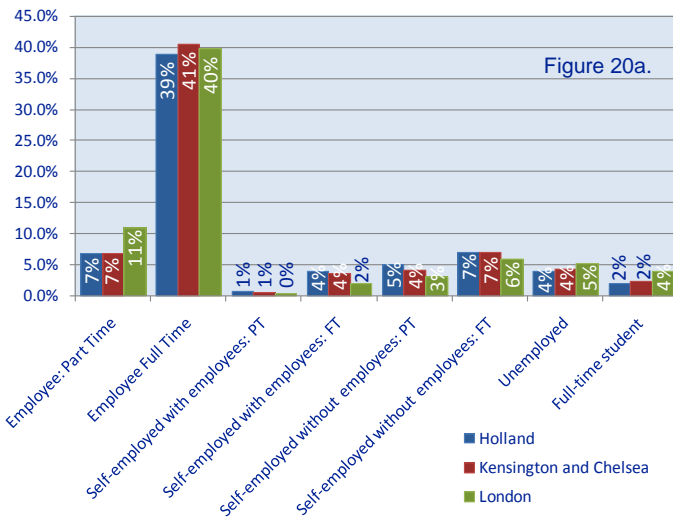
Figure 19.

# What we do...

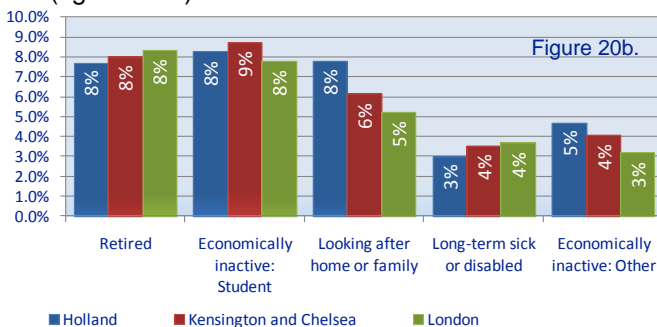
## Labour market

**Economically active** residents are those aged 16 to 74 that are either employed or are unemployed but actively seeking employment. 68.6 per cent of the adult population of Holland are **economically active** (4,868 residents, ranked 11th) compared to 69.4 per cent in the borough and 71.7 per cent in London.

Overall, 39.0 per cent are **full time** employees (2,766 residents, ranked 12th) and 6.9 per cent are **part time** employees (486 residents, ranked 8th). 16.8 per cent of residents are **self employed** (breakdown in figure 20a.) (1,190 residents) and is comparable to the borough and London averages of 15.4 per cent and 11.7 per cent respectively. 4.0 per cent of the adult population of Holland are economically active but **unemployed** (283 residents, ranked 8th), compared to 4.3 per cent in the borough and 5.2 per cent in London.



**Economically inactive** residents are residents aged 16 to 74 that are not in employment and not actively seeking a job. This group includes people who are looking after a home, the retired and some students. 31.4 per cent of the adult population of Holland are **economically inactive** (2,226 residents, ranked 8th) compared to 30.6 per cent in the borough and 28.3 per cent in London. (figure 20b.)



**Students** are the largest group of economically inactive residents in Holland, 8.3 per cent (587 residents, ranked 9th), comparable to the borough (8.7) and London (7.8) averages.

## Hours worked

32.3 per cent of working residents in Holland work **more than 49 hours** per week (1,471 residents, ranked 12th), which is typical of many residents of Kensington and Chelsea where the average is 35.1 per cent of residents working these long hours, far higher than the London average of 15.9 per cent.

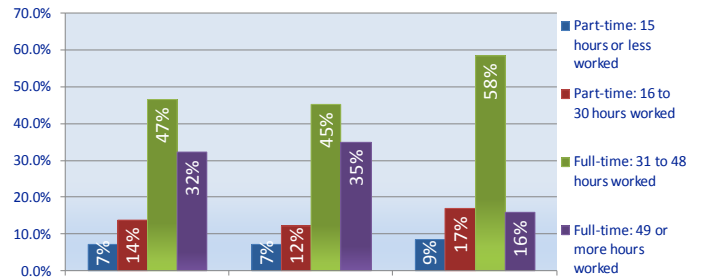


Figure 21.

## Qualifications

58.4 per cent of the adult population of Holland ward have a **level 4 qualification (e.g. a bachelors degree)** (4,378, ranked 8th), compared to 52.7 per cent in the borough and 37.7 per cent in London. 7.2 per cent of the adult population have **no qualifications** (543 residents, ranked 11th) compared to 10.1 per cent in the borough, 17.6 per cent in London and 7.4 and 14.6 per cent in 2001 for the borough and London.



Figure 22.

## Unpaid care

In Holland ward, 6.7 per cent (612 residents, ranked 8th) provide **some unpaid care**. Overall in the borough 6.9 per cent provide some unpaid care.

## Method of travel to work

The top three methods of travel to work in Holland are **Underground/metro/light rail/tram** (22.0 per cent, 1,563 residents, ranked 11th), **bus** (8.2 per cent, 582 residents, ranked 9th) and **car or van** (9.5 per cent, 676 residents, ranked 5th). 8.7 per cent of residents **work mainly from home** (617 residents, ranked 5th).

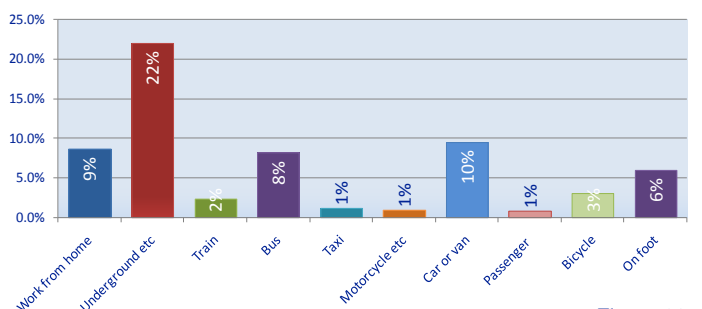


Figure 23.

# What we do continued...

## Industry

The industry in which a person aged 16 to 74 works relates to their main job, and is derived from information provided on the main activity of their employer or business. These classifications have been changed which means comparisons with 2001 data cannot be made.

In Holland, the three largest industry sectors are:

### 1. Financial and insurance activities

(e.g. banking, administration of financial markets, risk and damage evaluation, pension funding, life insurance)

19.3 per cent (876 residents ranked 12th) of economically active residents, compared to 21.5 per cent in the borough and 7.7 per cent in London.

### 2. Professional, scientific and technical activities

(e.g. legal activities, accounting, marketing, advertising, veterinary activities, translation and interpretation)

17.0 per cent (775, ranked 9th) of those economically active, compared to 16.7 per cent in the borough and 10.9 per cent in London.

### 3. Wholesale and retail trade; repair of motor vehicles and motor cycles

(e.g. wholesale of food, cars, clothing, beverages, computers, furniture, machine tools, household goods)

9.4 per cent (427 residents, ranked 7th) of economically active residents, compared to 9.6 per cent in the borough and 13.1 per cent in London.

## Occupation

A person's occupation relates to their main job and is derived from either their job title or details of the activities involved in their job. This is used to assign responses to an occupation code based on the Standard Occupational Classification 2010 (SOC2010).

In Holland, the three largest occupation groups are:

### 1. Professional occupations

(e.g. scientists, engineers, IT professionals, nurses, teachers)

25.5 per cent (1,159 residents, ranked 3rd) of those economically active, compared to 23.4 per cent in the borough and 22.5 per cent in London.

### 2. Managers, directors and senior officials

(e.g. chief executives, senior officials, financial institution managers, officers in the armed forces)

23.7 per cent (1,078 residents, ranked 11th) of those economically active, compared to 23.3 per cent in the borough and 11.6 per cent in London.

### 3. Associate professional and technical occupations

(e.g. police officers, graphic designers, laboratory technicians, town planners)

23.4 per cent (1,065 residents, ranked 14th) of those economically active, compared to 24.9 per cent in the borough and 16.3 per cent in London.

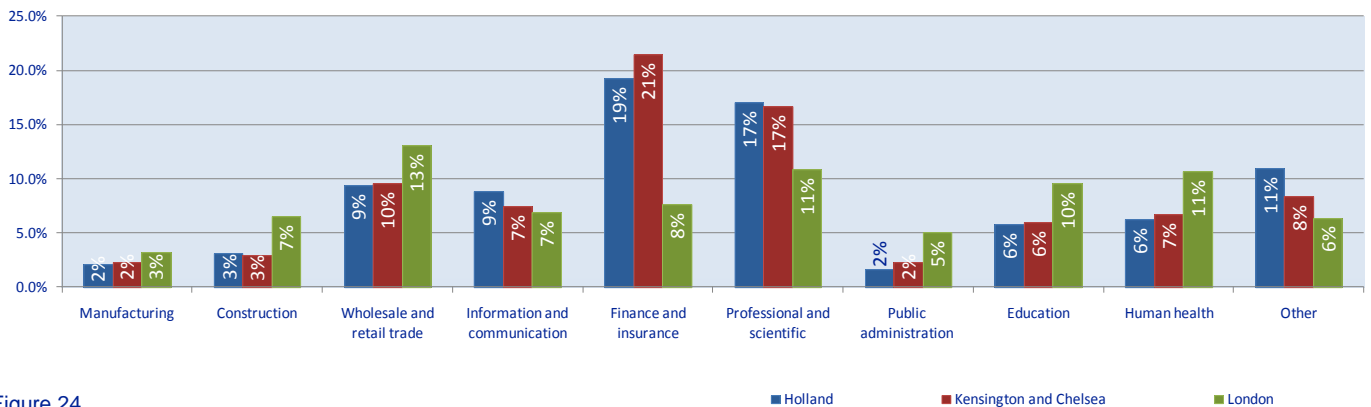


Figure 24.

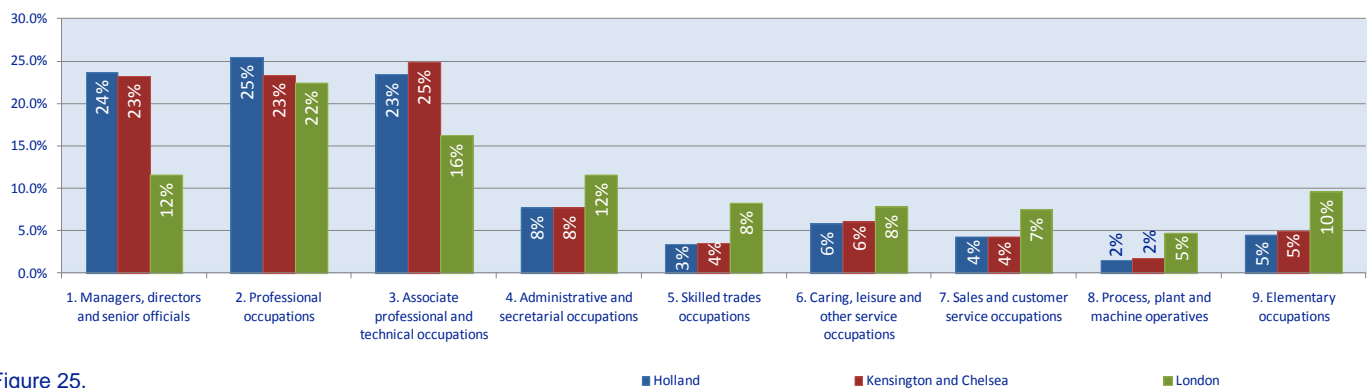


Figure 25.



# What we do continued...

## Workday Zones

Workday zones (WZs) are a new output geography for England and Wales which has been produced using workplace data from the 2011 Census. The population of an area changes as people move in and out of an area to work. For the **Workday Population** the **Usual Resident Population** is re-distributed to their places of work, while those not in work are recorded at their usual residence. (ONS, 2014) Figures are compared with the Census 2011 **Usual Resident Population** numbers.

### Workday: Population

The **Workday Population** of Holland decreased by 835 in comparison to Census data, 8,310 compared to 9,145 residents (see figure 26). The **Workday Population** of Kensington and Chelsea increased by 22.2 per cent from 158,649 to 193,805 residents.

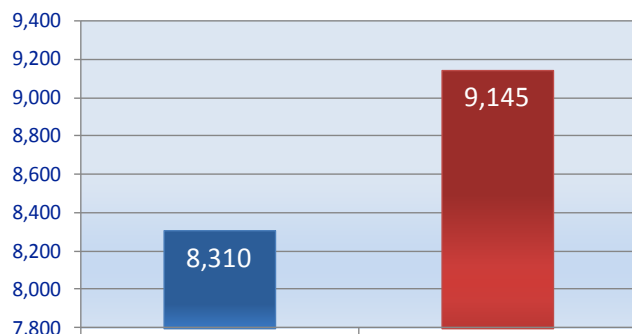


Figure 26. Workday 2011 Census 2011

### Workday: Density

Holland has a **Workday Population** density of 85.9 people per hectare (ranked 17th), compared to 94.5 in the Census. Overall Kensington and Chelsea increased to 203.7 people per hectare and 55.2 in London.

### Workday: Tenure

45.1 per cent of households in Holland are **owner occupiers (including shared ownership)** (3,739 households, ranked 11th) compared to 43.2 per cent in the borough and 52.4 per cent in London.

The **private rented** sector accounts for 36.4 per cent of households (3,018 households, ranked 7th), and compares to 32.2 per cent in the borough and 24.8 per cent in London.

**Social rented** properties in the borough and London account for 22.5 and 21.7 per cent respectively and 15.7 per cent in Holland (1,303 properties, ranked 10th).

### Workday: Health

In Holland, 56.4 per cent of the **Workday Population** assess their health as **very good** and 30.8 per cent selected **good health**. 3.0 per cent of the Workday Population assess their health as **bad** (rank 9th) and 1.3 per cent as **very bad** (rank 8th). In comparison to the Census, only 1.1 per cent assessed their health as **very bad**.

## Workday: Qualifications

49.1 per cent of the adult population of Holland ward have a **level 4 qualification (e.g. a bachelors degree)** (3,274, ranked 8th), compared to 47.9 per cent in the borough and 38.8 per cent in London.

## Workday: Religion

Figure 27 shows percentages of the religious affiliations in Holland. The majority, 48.6 per cent, are **Christian** (4,035 residents, ranked 16th, a decrease of 0.2 percentage points), 14.1 per cent are **Muslim** (1,171 residents, ranked 4th, a decrease of 0.1 percentage points) and 20.6 per cent have **no religion** (1,716 residents, ranked 13th, a decrease of 0.1 percentage points).

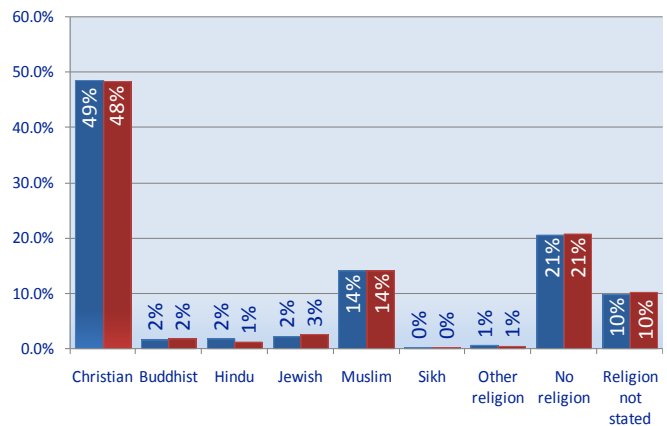
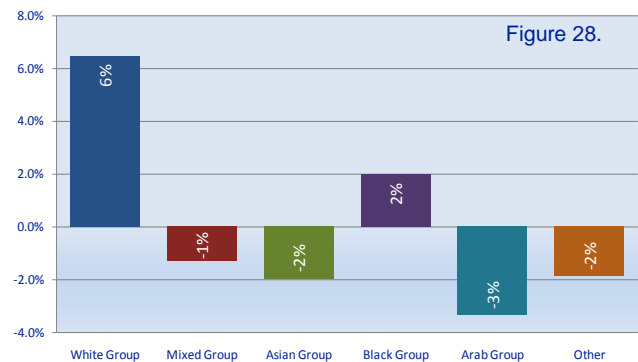


Figure 27. Workzone 2011 Census 2011

## Workday: Ethnicity

Figure 28 shows the broad ethnic groups in Holland, Kensington and Chelsea and London, with Census comparisons. The **White group** has increased by 6.4 percentage points and the **Arab group** has decreased by 3.3 percentage points in comparison to Census data.



## Workday: Length of Residence in the UK

49.5 per cent of the **Workday Population** of Holland were **born in the UK** compared to the Census figure of 44.1 per cent. 24.9 of the Workday Population **arrived more than 10 years ago**, compared to the Census figure of 27.1 per cent (2,477 residents). 8.9 per cent arrived in the **last five to 10 years** and 8.6 per cent arrived in the **last five years**, compare to 12.4 per cent 16.4 per cent respectively.

If you have any further questions please contact the **Consultation and Partnerships Team** on [consult@rbkc.gov.uk](mailto:consult@rbkc.gov.uk) or on **020 7361 2615**